

Recommendations for **Sex Work Advertising** **Platforms:**

Towards Safer, Fairer and Worker-Centred Advertising Platforms



Advertising platforms shape the working conditions for sex workers, creating both new challenges and opportunities for them. The [community research](#) from the European Sex Workers' Rights Alliance (ESWA) (2024) shows that platforms must enable sex workers to maintain control over their working conditions and environment. Sex workers have diverse needs based on their type of work, location and personal circumstances. Platforms can cater to these differences by supporting sex workers' autonomy. Incorporating sex workers' perspectives in platform design and allowing control leads to platform features and policies that support their rights, safety and well-being. Therefore, platforms must meaningfully consult sex workers during the development stage and hold regular consultation meetings to ensure that the platform meets workers' evolving needs.

ESWA calls for sex work advertising platforms to implement these key recommendations for design, features and policies to help protect sex workers on their platforms.

Accessibility

- Platforms must be user-friendly, designed with sex workers' needs in mind, and offer intuitive tools for managing ads, clients, screening and communication.
- Platform rules and features should be clear and easy to understand, and language support should be available for workers who are not fluent in the platform's primary language.
- Platforms should prioritise keeping costs low for sex workers. In addition, essential features related to privacy and safety should be provided free of charge as part of the platform's commitment to protecting all users, including workers.

Control over listings, descriptions and pricing

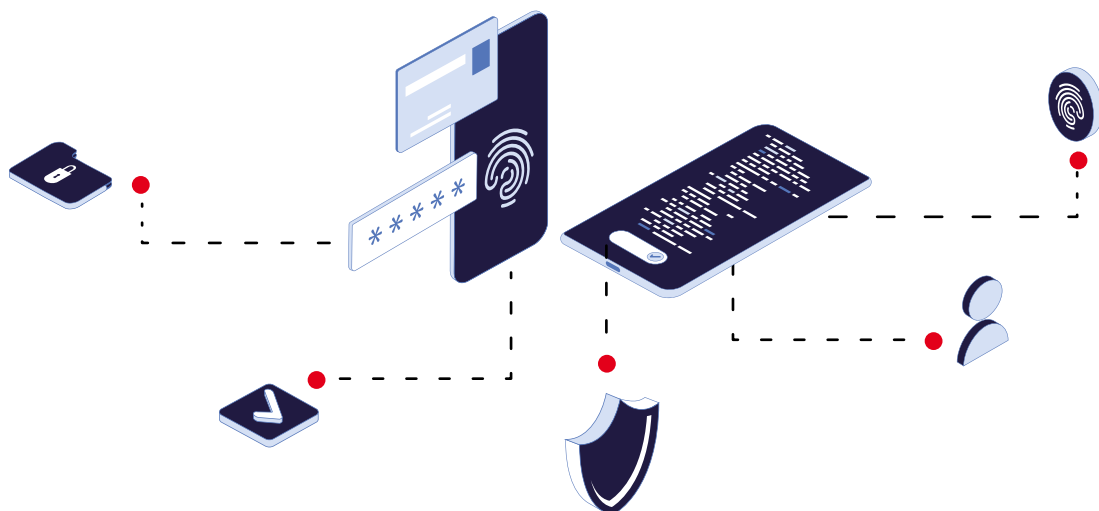
- Platforms should allow sex workers to express themselves freely in their advertisements and set their own prices. Platforms should refrain from implementing features that may undercut prices.
- Platforms must promptly update and verify accounts and advertisements and allow workers to change them as they see fit.
- Platforms must support sex workers in implementing the safety measures they choose without restricting these practices - such as limits on advance payments. Platforms must implement features that support client screening and should enable workers to have control over the review systems to prevent such systems from being weaponised against sex workers by individuals with malicious intentions.

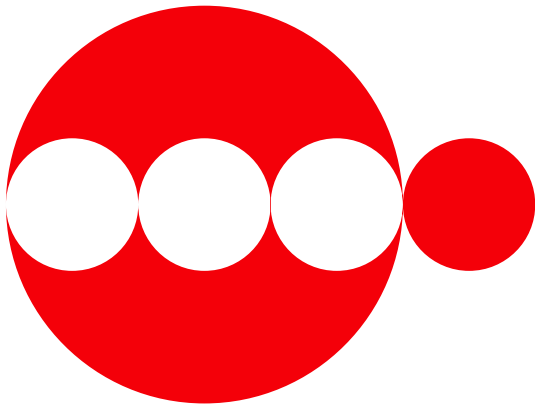
Data protection and privacy

- Platforms should limit the data they collect and store, implementing strong data protection measures to prevent unauthorised access or leaks of personal information that could expose sex workers to legal, social and physical risks.
- Platforms should invest in accessible, no-cost features and tools that give workers greater control over the information and images visible to clients. To this end, platforms should provide safety and privacy features such as watermarking, automatic metadata removal, sharing management options, password protection, screenshot and download restrictions for images.
- Platforms must avoid using biometric data for age estimation. Other age verification measures should only be employed when necessary, proportionately and securely. Current tools relying on mass collection and storing of sex workers' IDs do not meet these criteria.

Education and resources

- Platforms should focus on educating clients about appropriate behaviour and etiquette when interacting with sex workers on platforms by providing clear guidelines and information, covering respectful communication, boundaries and consent. These resources must be developed in consultation with sex workers to ensure relevance and accuracy. Sex workers must be compensated for their contributions in developing such materials.
- Platforms can serve as valuable information hubs for sex workers by featuring dedicated pages providing resources on topics like sexual health, privacy and safety, as well as links to sex workers' rights organisations.





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These recommendations are based on the findings from
ESWA's research report ['Labour rights, safety and privacy:
How to centre sex workers' needs on advertising platforms' \(2024\)](#)
which was developed with the financial support of:



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