PLATFORM WORK, CONTROL AND EXPLOITATION

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The rise of online platforms has reshaped the sex industry, but not always for the better. Platform work can offer flexibility, but it often comes with algorithmic control, unfair terms of service, and precarious conditions. Advertising sites can dictate how workers present themselves, censor their profiles, or impose fees without negotiation. Workers have little say in how the platforms function, yet bear the full risks, deactivation, surveillance, and income loss. The platform economy has turned sex work into clickwork, without the rights.

While these platforms claim to empower workers by providing access to clients and visibility, the reality is that they might reinforce existing inequalities and deepen dependence on corporate infrastructures. The reliance on opaque algorithms and arbitrary moderation creates an environment where workers are constantly forced to adapt, self-censor, and compete for visibility under shifting rules they cannot influence. This dynamic mirrors the broader gig economy, where digital labor is framed as entrepreneurial freedom but is, in practice, shaped by corporate control. For sex workers, whose livelihoods are already stigmatised and criminalised, these structural vulnerabilities make platform dependence even riskier, leaving them isolated, easily exploited, and excluded from the labour protections afforded to other workers.

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