

Your response

Question	Your response
<p>Question 1: Do you have any comments on our proposed approach to 'content and activity' which 'disproportionately affects women and girls'?</p>	<p>I think your approach is excellent – comprehensive, insightful, and extremely well-thought through.</p>
<p>Question 2: Do you have any comments on the nine proposed actions? Please provide evidence to support your answer.</p>	<p>The fundamental problem – which will militate against those actions being taken – is that the men running these platforms don't give a shit.</p>
<p>Question 3: Do you have any comments about the effectiveness, applicability or risks of the good practice steps or associated case studies we have highlighted in Chapter 3, 4 and 5? Are there any additional examples of good practices we should consider? Please provide evidence to support your comment.</p>	<p>I don't know enough about this, because unfortunately MakeLoveNotPorn has not been able to raise the kind of funding that would enable us to implement this, but I'm extremely interested in DRM (Digital Rights Management) software and hardware protection + secure coding, that makes screen capture and screen recording of anything, impossible. We very much want to deploy this technology if we are ever in a financial position to do so – but that's something the giant platforms have the resources to potentially do.</p>
<p>Question 4: Do you have any feedback on our approach to encouraging providers to follow this guidance, including our proposal to publishing an assessment of how providers are addressing women and girls' safety? Do you have any examples or suggestions of other ways we could encourage providers to take up the 'good practice' recommendations?</p>	<p>I highly recommend that you couch it as, YOU WILL MAKE SO MUCH MORE MONEY WHEN YOU DO THIS. That is, depressingly, the only motivator the male leadership of these platforms care about. See my Fast Company op-ed '3 Reasons The Future of AI Relies On Women', which I wrote specifically to convert male leaders/investors to caring about women in this context: https://www.fastcompany.com/90997192/3-reasons-why-the-future-of-ai-relies-on-women</p>
<p>Question 5: Do you have any comments on our impact assessment, rights assessment, or equality impact assessment? Please provide any information or evidence in support of your views.</p>	<p>I think all your assessments make sense. I would just recommend that your impact assessment for providers move away from the 'this'll cost you' angle, and focus on the upside of how they will make far more money when they make their platforms safer, better and happier for women and girls, and therefore everyone.</p>

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<p>Question 6: Do you agree that our draft Guidance is likely to have positive effects on opportunities to use Welsh and treating Welsh no less favourably than English? If you disagree, please explain why, including how you consider the draft Guidance could be revised to have positive effects or more positive effects, or no adverse effects or fewer adverse effects on opportunities to use Welsh and treating Welsh no less favourably than English.</p>	<p>Yes, absolutely. My sister is married to a Welshman and my three nieces and one nephew's first language is Welsh 😊</p>

Please complete this form in full and return to OS-Section54@ofcom.org.uk.