

CAN WE AFFORD TO AUTOMATE GENDER INEQUALITY?

HOW AI IS OUTPACING EQUALITY PROTECTIONS AND WHAT ENFORCEABLE SAFEGUARDS MUST DELIVER

Artificial intelligence is already shaping decisions about pay, healthcare, public services and online safety. Without enforceable safeguards, it risks embedding and scaling existing gender inequalities into automated systems that operate at speed and scale.

THE SCALE OF THE ISSUE

Over **95%** of deepfake content online is pornographic, overwhelmingly targeting women.

Automation and AI could displace up to **40%** of women in certain industries by 2030.

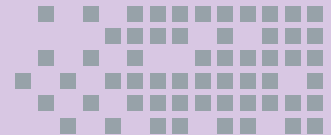
Women make up only around **22%** of the UK AI workforce.

50% of online men vs **33%** of online women have tried generative AI.

AI salary tools have been shown to recommend lower pay to women than to identically qualified men.

Over **80%** of documented AI failures were driven by privacy violations or algorithmic bias.

72% of the UK public say laws and regulation would increase their comfort with AI technologies.



WHERE HARM IS EMERGING

EMPLOYMENT

AI shapes recruitment, performance scoring and pay progression.

HEALTHCARE

Systems trained on male-dominant data underperform for women.

PUBLIC SYSTEMS

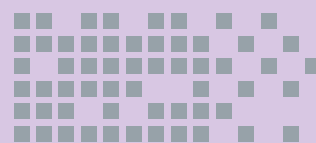
Automated risk tools influence welfare, policing and justice decisions.

DIGITAL SPACE

Generative AI has accelerated image-based sexual abuse and deepfake harms.

WHY AI BIAS IS STRUCTURALLY DIFFERENT

AI DOESN'T JUST REFLECT BIAS. IT SCALES IT.



SCALE

Automated decisions affect thousands simultaneously.

SPEED

Harms replicate instantly.

SYSTEMISATION

Bias becomes embedded in infrastructure.

A BIAS-RESISTANT FRAMEWORK



EQUALITY BY DESIGN



REPRESENTATIVE DATA



DIVERSE TEAMS



TRANSPARENCY



ACCOUNTABILITY



EMPOWERMENT

WHAT GOVERNMENT MUST DO

- Introduce cross-sector AI legislation with statutory duties.
- Mandate risk classification and pre-deployment equality assessments.
- Establish a national register of high-risk AI systems.
- Require transparency and contestability for systems affecting rights and pay.
- Implement safeguards against AI-enabled sexual image abuse.