

Part IV, Advertising Bias Against Women Led Business:

a) Respondents in our survey that were unable to advertise were more likely to identify as cis women than any other identity type.

- “They can’t promote the nudity in my ad, but they are paintings. I’ve even tried to promote plain art-show flyers with no nudity and just text and they rejected my ads.”
- “My account has been blocked from appearing on hashtags I use to promote my work for the past six months because it’s body-positive and women in plus-sized bodies, even though I don’t break any of IG’s rules. I don’t even try to run ads because I know they won’t be approved.”
- “The fact that our adverts are not approved means that the growth of our women and nonbinary focused business is seriously hindered.”
- “We sell breast pumps and are unable to advertise on Facebook.”
- “Unbound is consistently banned from advertising on Facebook and Instagram and it’s debilitating to our business. It’s also infuriating, because we see endless ads on the same platforms for erectile dysfunction medication, penis pumps, and “mascapping” razors. Why are penises normal but the female and non-binary body considered a threat?”

