

# MANAGING SEX WORK

## INFORMATION FOR THIRD PARTIES AND SEX WORKERS IN THE INCALL AND OUTCALL SECTORS OF THE SEX INDUSTRY



# MANAGING SEX WORK: INFORMATION FOR THIRD PARTIES AND SEX WORKERS IN THE INCALL AND OUTCALL SECTORS OF THE SEX INDUSTRY

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## INTRODUCTION

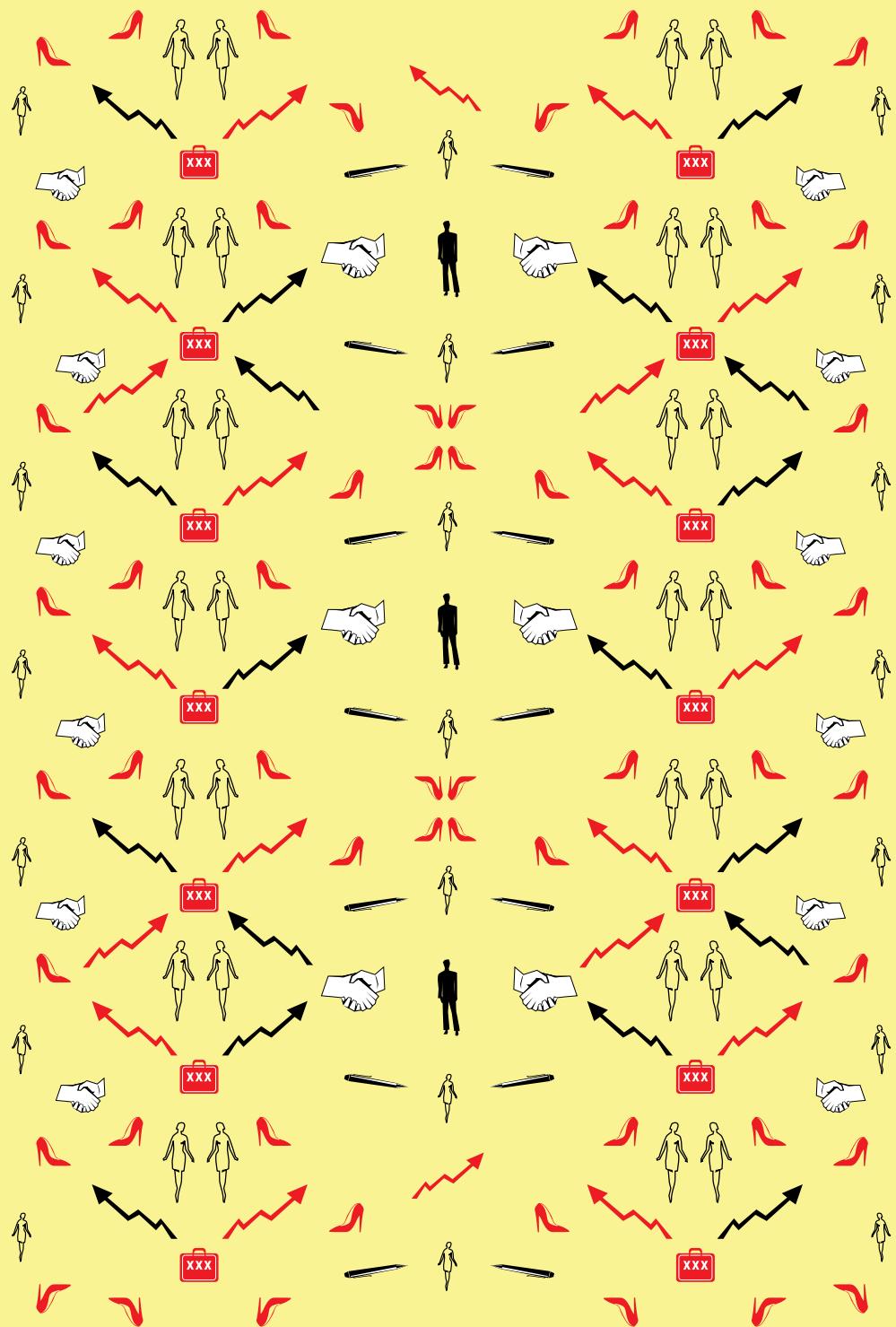
Third parties are criticized and denounced in the media, in the law and in our everyday discussions. They are referred to as “pimps” who are abusive, typically male and often racialized. Working with, or for, a third party in the sex industry is often assumed to be inherently abusive or exploitative. *Rethinking Management in the Adult and Sex Industry* is an innovative research project that set out to demystify and unpack the realities of individuals who act as third parties and to understand the various roles these individuals play in the lives of sex workers. The research showed us that the relationships between third parties and sex workers are much more complex than the simplistic images that populate the public imagination.

Our research demonstrated that third party management takes similar forms as management in other industries and workplaces — organizational structures vary and different kinds of skills and competencies are required depending on the particular establishment and the role of the third party. There is typically a third party involved in some of a sex worker’s labour, whether they are working as an independent or for an agency and third parties take on various roles and responsibilities; they may be an owner or manager, a friend, security, someone who does advertising, a driver or a receptionist.

However, unlike other labour sectors, third parties in the sex industry work within a context of criminalization that undermines sex workers’ and third parties’ ability to take all necessary precautions to ensure a safe and secure working environment. For example, like any other work, the ability to communicate between third parties and sex workers is important to creating healthy and dignified working conditions. So much of this communication can be difficult in a criminalized context. This booklet is a tool to help third parties and sex workers working incall and outcall make informed work related decisions.

The information in this booklet is from interviews with 50 incall and outcall third parties and 27 incall and outcall sex workers across four regions in Canada (Southern Ontario, Eastern Ontario, Quebec and the Maritimes) conducted for the *Rethinking Management in the Adult and Sex Industry* research project.

*The information provided in this booklet is not intended to influence anyone to commit illegal acts.*



## 1. **WHO ARE THIRD PARTIES?**

There are many different ways that individuals can act as third parties in the sex industry. The roles and responsibilities of third parties are diverse. Sex workers may hire, work with, or work for, third parties.

Most sex workers, whether independent or working for an agency, work with third parties in one way or another — third parties may, for example, schedule appointments, set up a sex worker's or agency's website, drive a sex worker to and from appointments, provide security or screen clients. The control or authority a sex worker has over their working conditions is not dependent on whether or not they work for themselves, it is a result of the working environment and how the work is organized. To find out what works best for them sex workers consider the different roles and services third parties may provide.

In sex work, a third party is anyone involved in the transaction who is neither the client nor worker. Throughout the booklet, the term refers to an individual who supervises, controls or coordinates some of a sex worker's labour process (what they do, when and where) or labour practices (how they work) for direct or indirect financial compensation. This may include owners, managers, receptionists, security, drivers and webmasters or webmistresses. Sex workers can also be third parties if they are organizing, supporting or in any way facilitating another sex worker's labour.

This booklet is based on information from **incall** and **outcall** sectors, though some of its content can be applied to other contexts.

### **INCALL SEX WORK**

is when the client comes to a fixed location, rented or provided by a third party or sex worker (e.g., an apartment, parlour, hotel room, dungeon).

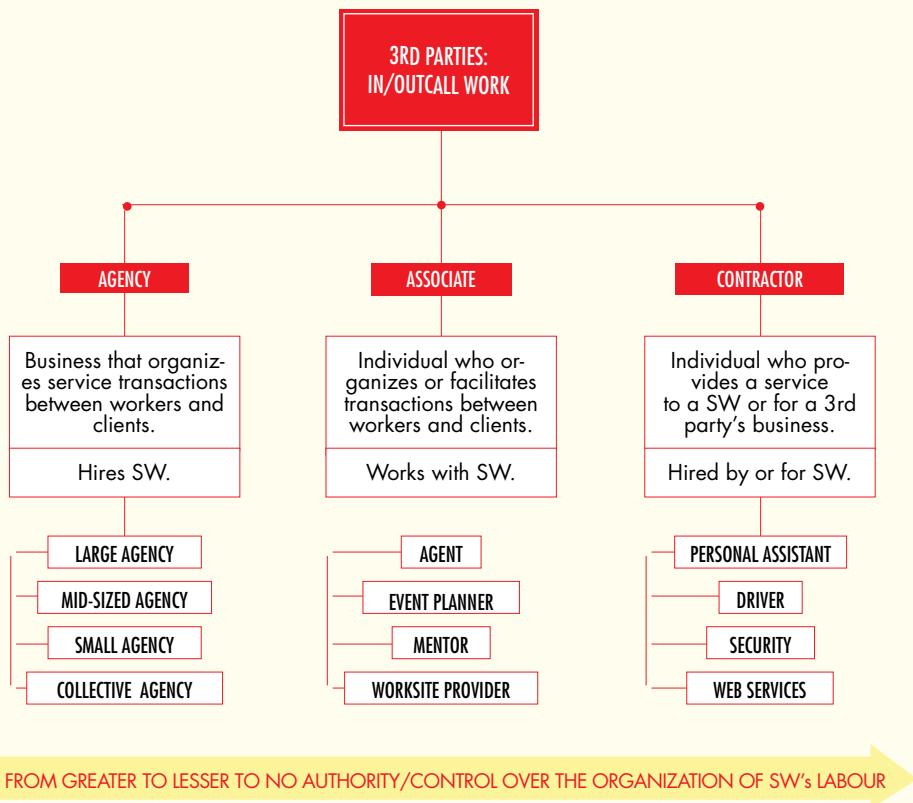
### **OUTCALL SEX WORK**

is when sex workers meet clients in a location rented, chosen or provided by the client (e.g., an apartment or home, hotel or motel).

## MAPPING THIRD PARTIES

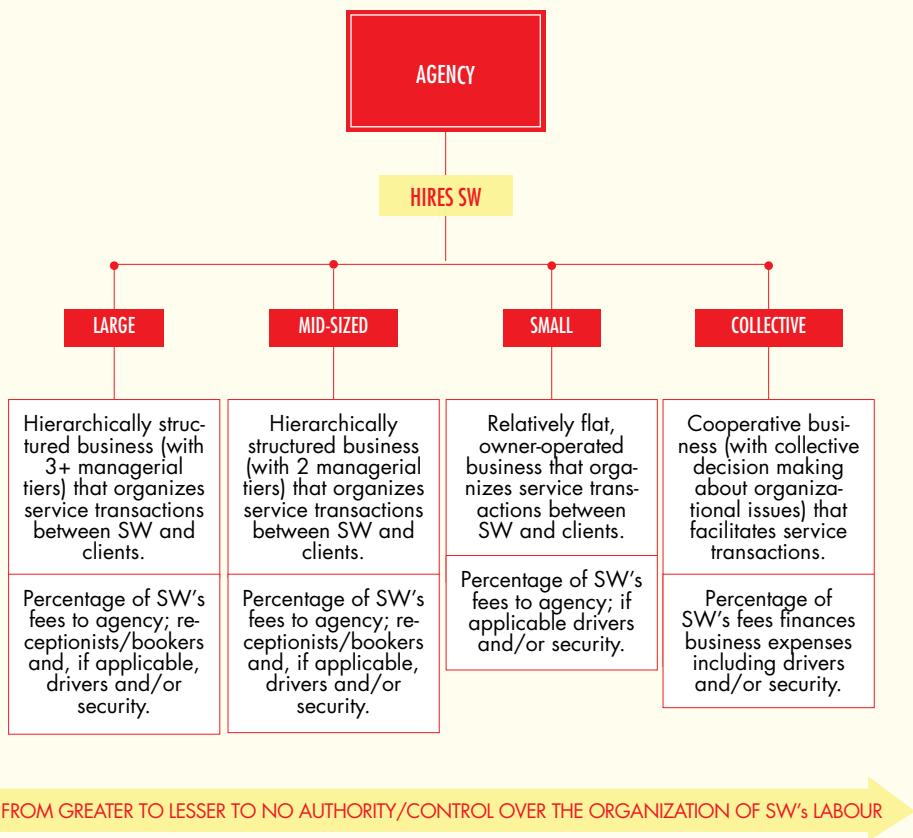
The following charts maps out some of the different relationships, roles and responsibilities of third parties in incall and outcall work. They are not exhaustive of the existing types of working relationships between incall and outcall third parties and sex workers.

Note: SW = Sex Worker



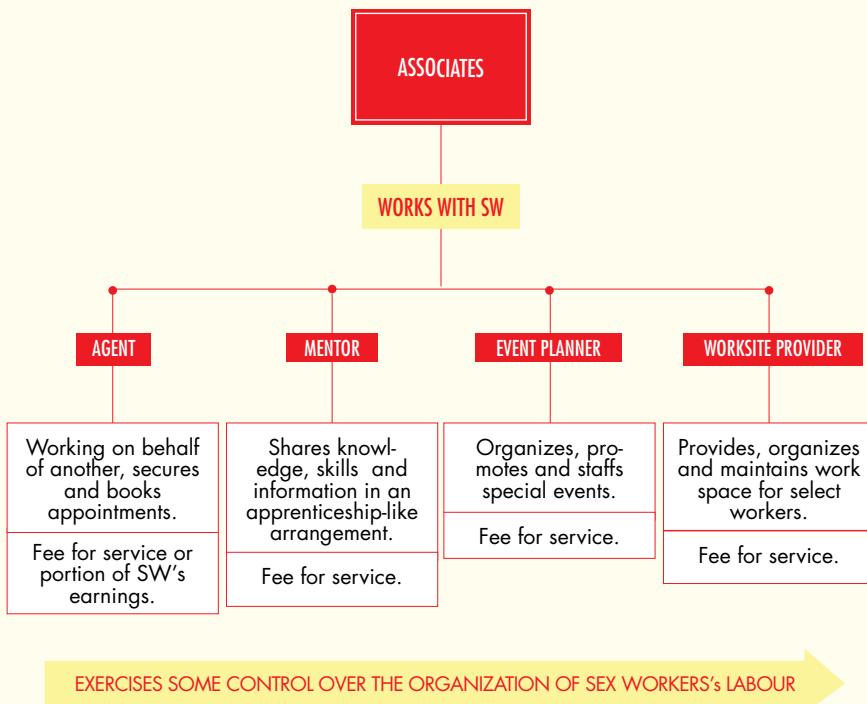
## AGENCIES

Agencies organize service transactions between two other parties and may include a number of different third parties such as an owner, manager, receptionist, driver, and security. Sex workers in these contexts are often hired by agencies, have an employer-employee type of relationship and have one or more individuals overseeing aspects of their work. There are **large**, **midsized**, **small** and **collective** agencies whose organizational structures range from hierarchical to fairly flat. An agency typically takes a percentage of the sex worker's fees, sets rates and has codes of conduct for workers. Agencies can be incall or outcall.



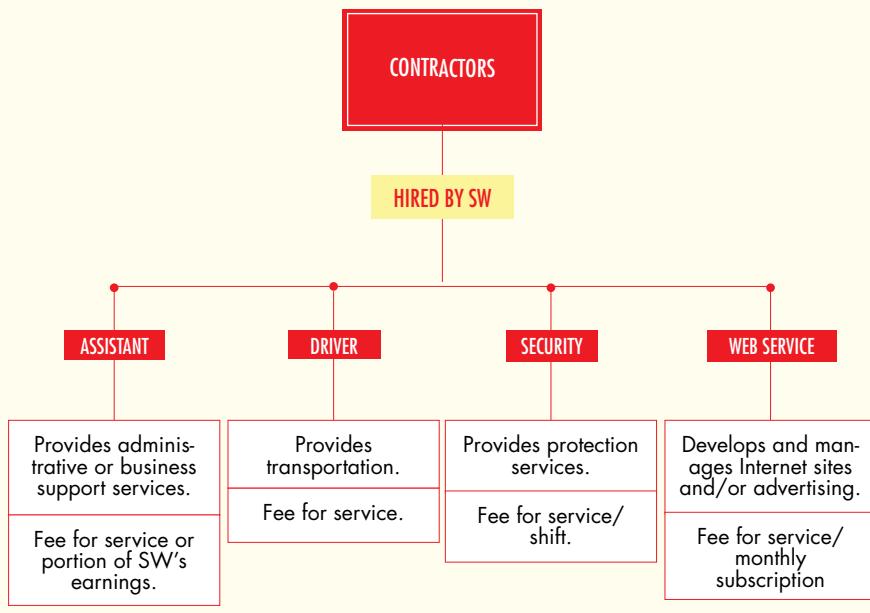
## ASSOCIATES

Associates work with sex workers. They may be **agents** who have a clientele and book appointments with clients for a fee. They may be **mentors** who share knowledge, skills and information to foster a sex worker's development on the job in an apprenticeship-like arrangement for a fee or percentage. They may be **event planners** that organize, promote and staff special events for sex workers and their clients. Or, they may be **worksite providers** that rent incall locations to sex workers.

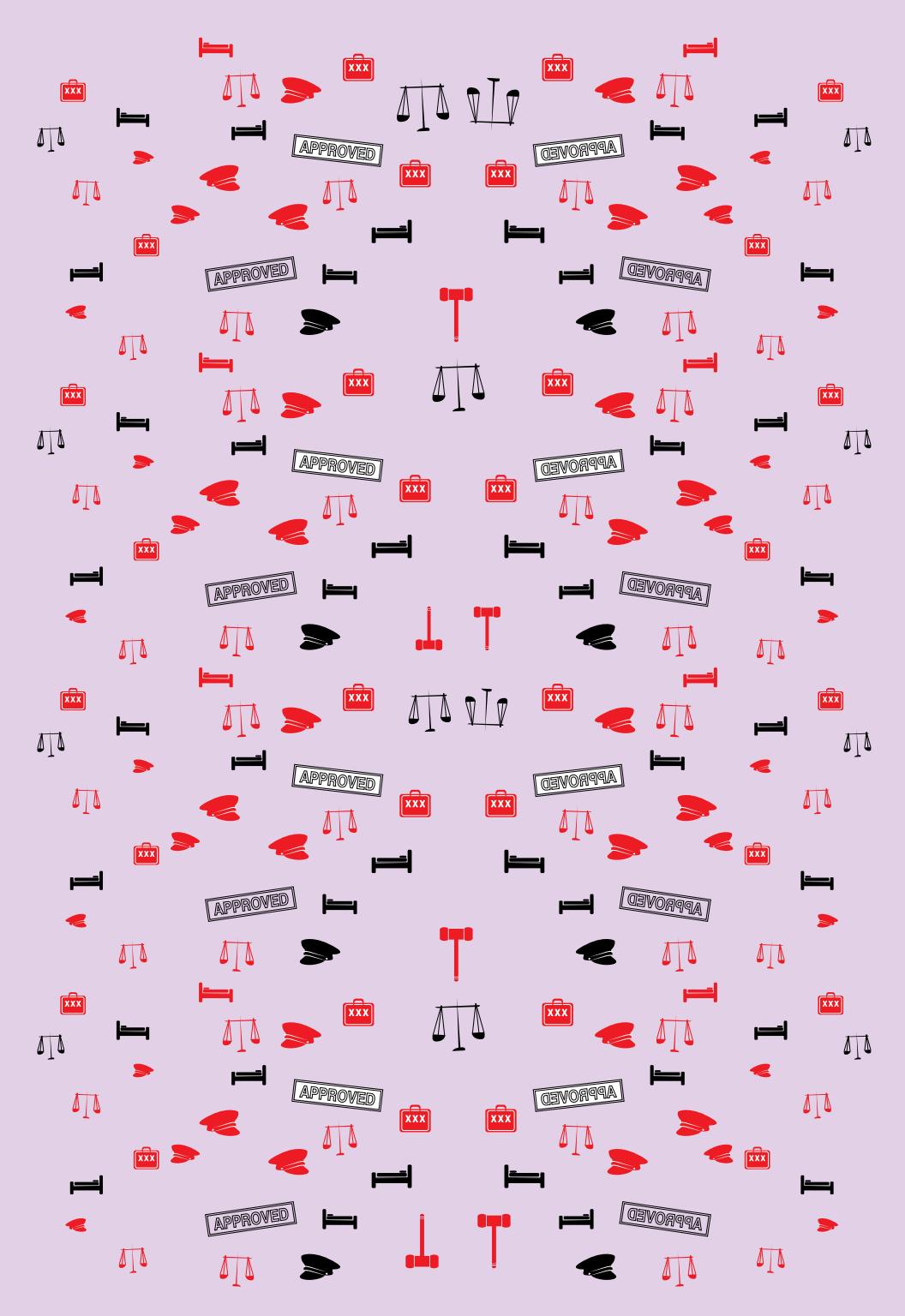


## CONTRACTORS

Contractors are freelancers — some of whom may run their own small businesses — that provide a service directly to sex workers, to agencies or to associates. For example: a **personal assistant** who does administrative tasks; a **driver** who provides transportation services, money collection and/or **security**; security personnel; **web service providers** — or webmasters and webmistresses — who are contracted to help agencies and sex workers with their advertising and sometimes work with **photographers**.



EXERCISES VERY LITTLE CONTROL OVER THE ORGANIZATION OF SEX WORKERS's LABOUR



## 2. LEGAL CONTEXT

The exchange of sexual services for money is not, and has never been, illegal in Canada. However, the Canadian *Criminal Code* (CC) makes many activities associated with sex work illegal.

This section provides information about the laws that impact the work of third parties and sex workers in the incall and outcall sectors of the sex industry. In Canada all third parties are criminalized (e.g., drivers, webmasters or webmistresses, security, receptionists, agents, managers, owners). The laws that criminalize third parties also criminalize sex workers who do managerial or administrative tasks (e.g., scheduling, booking or advertising) for another sex worker or at the agency where they work.

Laws change over time — they can be abolished, re-written, re-interpreted and applied differently to people — the consequences can change as a result.

*[The law] has an impact on the presentation [of services]. Seeing as it's not legal to sell sexual services, you have to take 'detours' in order to explain what the client can expect. So, there's the term GFE, girlfriend experience, which, in the [industry] jargon, means particular services. So, the clients kind of know. But it also doesn't really mean anything [specific] – GFE isn't in the dictionary. [translation ours]*  
-Karolanne, outcall agency owner, Montreal

## 2.1

### FEDERAL LAWS:

#### CC S.210(1): BAWDY-HOUSE LAW

##### WHAT DOES THE LAW SAY?

Everyone who keeps a common bawdy-house is guilty of an indictable offence and liable to imprisonment for a term not exceeding two years.

##### WHAT DOES THIS MEAN?

It is against the law to have managerial responsibility in any place used more than once by one or more people for prostitution or the practice of acts of indecency.

Prostitution is defined as "lewd acts for payment for the sexual gratification of the purchaser". This definition captures many acts including BDSM where there is no sexual contact between the worker and client.

The interpretation of "acts of indecency" is even more vague, as it corresponds to the tolerance levels of a society. It depends on the context, taking into account factors such as consent, the make up of a society, the degree of isolation, the reputation of the place and the perceived harm caused.

##### WHAT'S IMPORTANT TO KNOW?

Any place can be a bawdy-house (e.g., a hotel room, parking lot, apartment) if it is used more than once for commercial sex acts.

A "keeper" is an individual who has a degree of control over the care and management of the business.

Individual sex workers working out of their own home are "keeping a bawdy house". Anyone who manages, or assists in the management, of an establishment defined as a bawdy house can be sentenced to up to five years for participating in "organized crime".

Since 2010, operating a bawdy house is considered a "serious offence". The penalty can be up to 5 years in prison. According to the law, the definition of organized crime is: three or more people involved in a "serious offence" that are generating profits.

##### WHO CAN BE CHARGED?

- Owners;
- receptionists;
- managers;
- incall or massage parlour booking agents;
- sex workers who do administrative tasks at an incall agency where they work;
- independent sex workers who work from their homes or an incall location alone or collectively.

## CC S.210(2)(A): BAWDY-HOUSE LAW

### WHAT DOES THE LAW SAY?

Everyone who is an inmate of a common bawdy-house, is guilty of an offence punishable on summary conviction.

### WHAT DOES THIS MEAN?

It is against the law to work at a place used more than once by one or more people for prostitution or the practice of acts of indecency.

Summary conviction offences are the less serious crimes. In general the maximum penalty is \$2000 and/or 6 months in jail.

### WHAT'S IMPORTANT TO KNOW?

Any place can be a bawdy-house (e.g., hotel room, parking lot, apartment) if it is used more than once for commercial sex acts.

An "inmate" is a resident or regular occupant of the establishment who is there for the purpose of prostitution.

### WHO CAN BE CHARGED?

- Sex workers in incall establishments.

## CC S.210(2)(B): BAWDY-HOUSE LAW

### WHAT DOES THE LAW SAY?

Everyone who is found in a common bawdy-house, is guilty of an offence punishable on summary conviction.

### WHAT DOES THIS MEAN?

It is against the law to be in a place used more than once by one or more people for prostitution or the practice of acts of indecency.

### WHAT'S IMPORTANT TO KNOW?

Anyone in an incall establishment when it is raided can be charged with being "found in" if they do not have a 'lawful reason' (i.e., not related to a criminalized activity) to justify their presence.

### WHO CAN BE CHARGED?

- Clients;
- support staff (e.g., cleaners);
- security persons;
- friends visiting a sex worker or manager.

## CC S.211 TRANSPORTING TO A BAWDY-HOUSE

### WHAT DOES THE LAW SAY?

Everyone who knowingly takes, transports, directs, or offers to take, transport or direct, any other person to a common bawdy-house is guilty of an offence punishable on summary conviction.

### WHAT DOES THIS MEAN?

It is illegal for a sex worker's partner, friend or colleague to drive them or offer to drive them to their place of work.

It is illegal for agencies to hire drivers.

### WHAT'S IMPORTANT TO KNOW?

It is not necessary to actually drive someone to an incall establishment—merely giving directions is against the law.

### WHO CAN BE CHARGED?

- people who drive a sex worker to an incall location (e.g., friend, partner);
- professional drivers of an agency or sex worker;
- taxi drivers;
- anyone who directs someone to an incall location (e.g., hotel doorman).

## CC S.212(1)(A,B,D): PROCURING/LIVING ON THE AVAILS OF PROSTITUTION

### WHAT DOES THE LAW SAY?

#### CC S.212(1)(a)

Everyone who procures, attempts to procure or solicits a person to have illicit sexual intercourse with another person, whether in or out of Canada.

#### CC S.212(1)(b)

Everyone who inveigles or entices a person who is not a prostitute to a common bawdy-house for the purposes of illicit sexual intercourse or prostitution.

#### CC S.212(1)(d)

Everyone who procures or attempts to procure a person to become, whether in or out of Canada, a prostitute.

### WHAT DOES THIS MEAN?

It is illegal to cause, to induce, or to persuade anyone to become a sex worker or to continue work as a sex worker in Canada or outside the national borders.

### WHAT'S IMPORTANT TO KNOW?

Persuading can be as subtle as telling a potential worker how much money they can earn or asking them for a favour.

Because there is no requirement in the law that procurement be for personal gain, even helping a friend without compensation is, in principle, against the law.

### WHO CAN BE CHARGED?

- Incall and outcall agency owners and managers;
- mentors;
- agents;
- event planners;
- sex workers who help others enter the industry;
- sex workers who ask a friend to work.

## CC S.212(1)(h): PROCURING/LIVING ON THE AVAILS OF PROSTITUTION

### WHAT DOES THE LAW SAY?

Everyone who, for the purposes of gain, exercises control, direction or influence over the movements of a person in such manner as to show that he is aiding, abetting or compelling that person to engage in or carry on prostitution with any person or generally.

### WHAT DOES THIS MEAN?

It is illegal to be paid to manage, supervise, drive or have any authority over the labour of a sex worker in a manner that affects his or her movements.

### WHAT'S IMPORTANT TO KNOW?

This is referred to by the courts as the "classic pimping section" because it prohibits control for gain. This is potentially a very broad statute because it criminalizes all third parties who receive compensation for helping or aiding a sex worker to work in the industry.

For a conviction there must be evidence of:

1. Exercising control, direction or influence over the movements of a person;
2. Aiding, abetting or compelling a person to engage in or carry on prostitution;
3. Gain (intended or realized).

### WHO CAN BE CHARGED?

- Incall and outcall agency owners and managers;
- receptionists and bookers;
- drivers;
- agents;
- mentors;
- event planners;
- sex workers who arrange duos or book appointments for another worker.

## CC S.212(1)(J): PROCURING/LIVING ON THE AVAILS OF PROSTITUTION

### WHAT DOES THE LAW SAY?

Every one who lives wholly or in part on the avails of prostitution of another person is guilty of an indictable offence and liable to imprisonment for a term not exceeding ten years.

### WHAT DOES THIS MEAN?

It is illegal to provide goods or services to a sex worker that are directly related to their work (e.g., photography, driving services, security) because they do sex work.

It is also illegal to live from the earnings of a sex worker in a personal relationship unless the worker has a moral responsibility to support the individual (e.g., child).

### WHAT'S IMPORTANT TO KNOW?

This is a "reverse onus offence", which means the accused is assumed guilty and has to prove they are innocent.

Personal and professional relationships are treated differently – all professional relationships are criminalized but this is not the case for personal relationships.

Professional relationships: Anyone whose income is contingent on the sex work of another is assumed to be parasitically living on the avails of another even if the compensation is completely reasonable and there is no exploitation.

Personal Relationships: The law does not apply if the sex worker has a moral or legal obligation to support the individual (e.g., children, ailing parents). However anyone who "lives with or is habitually in the company of a prostitute" (s.212(3)) is presumed guilty. Courts look for evidence of exploitation.

### WHO CAN BE CHARGED?

All third parties including:

- Incall and outcall agency owners and managers;
- receptionists;
- drivers;
- personal assistants;
- agents;
- security persons;
- mentors;

· event planners;

- webmasters and webmistresses;
- sex workers who provide services to other sex workers.

Also:

- Partners and family who are living on the avails of another's prostitution parasitically.

## CC S.213(1)(C) COMMUNICATING IN PUBLIC FOR THE PURPOSE OF PROSTITUTION

### WHAT DOES THE LAW SAY?

Every person who in a public place or in any place open to public view [...] (c) stops or attempts to stop any person or in any manner communicates or attempts to communicate with any person for the purpose of engaging in prostitution or of obtaining the sexual services of a prostitute is guilty of an offence punishable on summary conviction.

### WHAT DOES THIS MEAN?

It is illegal to talk about exchanging sex for money in any place that is "public".

A public place includes any place to which the public have access, as of right or by invitation, express or implied, and any motor vehicle located in a public place or in any place open to public view.

It is illegal to communicate about sexual services. The communication does not need to be explicit as long as it can be inferred that money is to be paid for sexual services. Nor is it necessary to agree to a price and/or service; merely offering a service is against the law.

### WHAT'S IMPORTANT TO KNOW?

This law applies to sex workers and clients but also intermediaries such as receptionists or booking agents if they are speaking in "public".

Public places can include the reception areas of massage parlours or holistic health centers.

It may also include cellphones and payphones if the communication is done in public.

### WHO CAN BE CHARGED?

- Receptionists in massage parlours;
- sex workers in massage parlours who make arrangements in the public spaces of the establishment;
- sex workers, booking agents or clients who make arrangements for a commercial sexual encounter while in public, speaking on a cellular phone or in person.

## **2.2**

### **MUNICIPAL BY-LAWS**

There are different municipal by-laws across Canada that impact third parties and sex workers.

Municipal by-laws sometimes appear to contradict criminal laws and, in some cases, facilitate surveillance of sex work businesses by police and city officials. Even though a municipality may require individual workers or businesses to obtain a license, sex working individuals and businesses are still criminalized under federal law. Technically, federal law overrides a municipality's authority.

However, municipalities may use more discreet language ("body rub" instead of "erotic massage parlour") and "turn a blind eye" in order to regulate sex work through licensing and zoning.

Local sex workers and businesses, and those who move between cities and provinces to work — otherwise known as touring — are subject to the municipal laws and regulations in the areas where they work. These may impact all aspects of their business, including setting up, advertising, booking appointments, and safety procedures.

### **LICENSES FOR INCALL BUSINESS**

Licenses for incall businesses, where required, are made available by a city. This is a grey area that seems to create a legal way to do sex work, however it actually increases the potential penalties if establishments knowingly offer sexual services they can be charged under the *Criminal Code*. In municipalities that offer licenses, establishments that operate without a license are considered to be non-compliant and can also be penalized under municipal by-laws. Those that do operate with a license can also be penalized under municipal by-laws if they offer services not included in the license (e.g., sexual services).

Licenses for owners and managers of incall businesses can require paying very high fees and undergoing a criminal record check. Some municipal licensing schemes may require licenses to be publicly displayed.

#### **Impact of this regulation:**

- only services included in the “body rub” definition are licensed.
- third parties may feign ignorance about non-licensed services and not provide supplies for safer sex practices.
- clients do not always understand what the fee is for licensed activities, and that “extras” require an additional fee.
- the size and amount of publicity for a business may be regulated.
- police presence in the lives of owners and managers may be greater when they are licensed.
- locations may be checked by city staff to ensure occupational health and safety compliance (e.g., cleanliness).

#### **ZONING BY-LAWS**

Zoning by-laws are used by municipalities to control the use of land and space. They are often used to push sex businesses away from residential areas. Zoning by-laws can also include exclusionary criteria (e.g., locations cannot be near schools or churches).

#### **Impact of this regulation:**

- cities designate very few areas for sex industry establishments, leaving many to operate in unrecognized zones.
- establishments in designated zones may be located in isolated industrial areas.
- many establishments continue to operate in non-designated zones and therefore must maintain discretion to avoid legal consequences including being charged under by-law violations.

#### **LICENSES FOR INDEPENDENT ESCORTS**

Licenses for independent escorts to operate exist in several Canadian municipalities. This can require paying fees, undergoing a criminal record check and obtaining a health certificate.

#### **Impact of this regulation:**

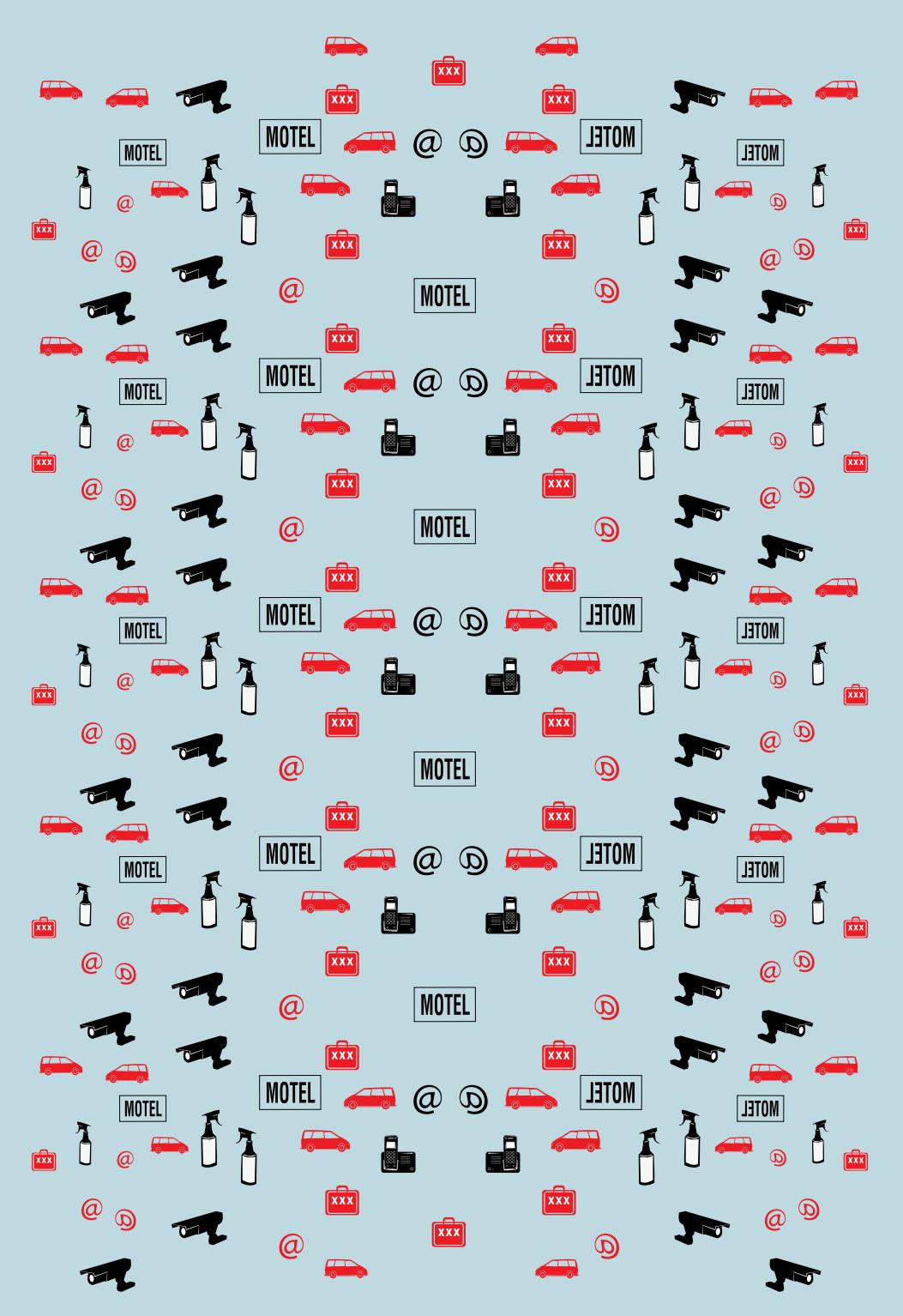
- a record of the individual’s involvement in sex work is available to government organizations including police, taxation and social services.
- increased police presence in sex workers’ lives.

## **REGISTRATION NUMBERS**

Registration numbers for businesses to advertise in newspapers are required in some municipalities.

Impact of this regulation:

- sex work businesses are obligated to establish a front for their business in order to advertise.
- if sex work businesses do not establish a front they may be subject to increased attention from government organizations (e.g., police, taxation, social services).



### **3. FOR THIRD PARTIES: THINGS TO KNOW**

#### **3.1**

##### **AGENCY AND MASSAGE PARLOUR OWNERS AND MANAGERS**

Setting up and running an incall establishment or massage parlour involves thinking through the elements of the business and some of the legal challenges involved due to criminalization (see Section 2: Legal Context).

Information provided here is relevant to incall establishments and to other arrangements, like agencies that run incall businesses out of hotels, residences, motels or commercial spaces rather than a fixed location.

This information is also useful for sex workers who work run their own incall space.

*I think there's also the stereotype that she works for me, which I actually don't see as being true. I work for her by providing a space and providing supplies, and she compensates me for that. I'm working for her. She's my client.*

- Lilith, in-call location owner/mentor, Ottawa

##### **CHOOSING A LOCATION**

*Finding an apartment to receive clients at is not obvious. To have a place where the landlord or owner doesn't say anything or the neighbours are not bothered, it isn't easy. [translation ours]*

-Zoe, incall agency owner, Québec City

Sex work businesses consider various elements when choosing a location for an incall business — including legal and security considerations, and issues related to clientele.

###### **Legal considerations:**

Due to criminalization third parties may consider the visibility of a location:

- is there a lot of incoming and outgoing traffic of cars and people?
- is the location a commercial or a semi-commercial space that operates during normal business hours? (e.g., 9-5pm).

- is it a space where sex workers, third parties and clients can blend in?
- does the building have a concierge? Is this useful or not to the business?
- is the apartment soundproof?: where are the bedrooms in relation to rooms in other apartments or the reception area?
- who are the other tenants?
- is the landlord aware and tolerant of the business?
- does the client need a key card to access the elevator? If yes, will the business be more visible than in a building without elevator key cards?

*We weren't flamboyant, very low-key coming in and out of the building. [...]. There was a lot of traffic going in and out of that building, which was a good thing because nobody paid anyone a second glance. We made sure that we were always on our best behaviour.*

-Lisa, incall agency owner, Toronto

Legal considerations for massage parlours include:

- is the space located in the right municipal zone for the licensed services? (see Section 2: Legal Context, Municipal Laws)
- do the premises meet building and health code requirements?

Security considerations:

- is there a buzz-in entry that can restrict access to the location?
- is there a lobby camera to pre-screen clients on the video monitor?
- is there a concierge in the building?
- is there an emergency exit?

Considerations related to clients:

- is the business' clientele concerned about the cleanliness of a location?
- is the location accessible by public transportation and/or car?
- is there parking nearby?
- is the location wheelchair accessible?
- what kind of ambiance is created for clients when they enter the location?

## CODES OF CONDUCT

To maintain discretion third parties may have various rules and codes of conduct for incall establishments:

- be discreet and respectful of neighbours.
- behave well in public spaces to not draw attention.
- limit coming and going to and from the workspace.

- no friends and non-workers allowed in the workspace.
- no drugs at the location.

## **MAINTENANCE AND UPKEEP**

Owners, operators and receptionists are responsible for the maintenance and upkeep of incall locations. They may consider:

- **ambiance:** the image of the business, hygiene and cleanliness (e.g., providing showers) and having leisure space for workers to relax when they are not with clients.
- **supplies:** stocking condoms, lube, dams, and other supplies for safer sex practices, fresh towels, sheets and massage oil (not to be confused with lube).
- **cleaning and maintenance:** some third parties hire maintenance staff to do this, others include this task as part of the requirements of sex workers, while some do the work themselves.
- **staffing:**
  - ensuring personalities mesh, as sex workers spend a lot of time together in the same space.
  - hiring drivers and arranging for security.
  - hiring staff to take care of tasks like cleaning and bookkeeping.

## **ADVERTISING**

*I market the girls individually with links back to the agency websites. I have the two different websites so that I can track my advertising dollar to see where I'm getting the hits from [...]. We also do agency ads as well, of course, but I find marketing each girl directly gives better response to the advertising.*

*-Carole, incall agency owner*

Advertising builds and maintains businesses and can determine visibility. The following advertising techniques may be used:

- choosing a visual identity and brand for the business.
- having a website and updating it regularly (including both pictures and text).
- advertising in numerous locations depending on desired visibility (e.g., newspapers, free and paid websites, travel pamphlets, dating sites and review boards).
- advertising in locations appropriate for attracting the clientele desired (e.g., class, age, spoken languages).
- having an agency photographer who knows the business.
- using **review boards** and search engine optimization.

**Review boards** are internet discussion sites or website chatrooms where clients review the services of sex workers and agencies. It is also a space where agencies and sex workers may advertise.

Criminal laws create challenges for advertising sex work businesses; therefore some third parties and sex workers may:

- use animated pictures, or no pictures, instead of real photographs to reduce the possibility that sex workers will be identified.
- avoid explicit use of sexual language to describe services offered.

### 3.2 RECEPTIONISTS

Large or mid-sized agencies and establishments may hire a receptionist. Receptionists often manage day-to-day operations — they answer the phones for incall or outcall agencies, book appointments, manage the schedule, screen clients and maintain the upkeep of incall locations. Individuals hired by independent sex workers to do administration — including scheduling appointments — have tasks similar to receptionists.

Receptionists are often the most frequent point of contact for sex workers and may also be the 'middle person' between owners/managers and sex workers. These individuals may be paid by the hour, by shift or by the number of appointments they schedule.

*Hey, be nice to your dispatcher, that's the moral of the story.*  
-Jackie, outcall agency receptionist, Toronto

*[Some sex workers] were resentful that I got a cut out of their work. [...] I booked lots of calls so that people felt like they were making their money.*  
-Kaya, outcall agency receptionist, Toronto

Responsibilities of receptionists:

- allocate work and organize sex workers' and drivers' schedules.
- collect the **house cut** from workers.
- implement security protocols in case of an emergency.
- ensure sex workers' safety through appropriate screening methods and safe calls.
- enforce codes of conduct on behalf of the owner.

The **house cut** is a part of the client's payment for a sex worker's service that goes to the agency.

### **3.3 CONTRACTORS**

#### **DRIVERS**

Drivers are hired by agencies, sex workers, mentors or agents to transport sex workers to and from appointments. Some drivers also act as security. Others are responsible for collecting the agency's portion of a client's payment. Drivers are also criminalized (see Section 2: Legal Context). The responsibilities and expectations of drivers differ across agencies and among individual sex workers.

*What I liked about the drivers was having someone to talk to after, and I found drivers to be a good social support.*

-Eva, outcall sex worker, Toronto

#### **Responsibilities of drivers:**

- know the exact address, apartment or room number of the appointment in case the sex worker requires assistance.
- coordinate drop-off and pick-up times to ensure timely arrival before and after an appointment.
- stay close during a call until word is received from the sex worker, manager or receptionist that all is okay.
- be discreet while waiting for sex workers (e.g., not in the driveway).
- stay available so the agency can contact when needed.
- respond promptly to a text or call from a sex worker.
- be respectful with workers in the car and maintain a professional attitude.
- establish whether smoking in the car is allowed or not.
- keep sex workers' personal information confidential (e.g., legal name, home address).

#### **WEBMASTERS AND WEBMISTRESSES**

Webmasters and webmistresses often play an important role in the visibility of a business. They manage informational/promotional websites for sex industry businesses, agencies, associates and independent workers. They may also register the website domain name on their behalf, design and build the website, offer website hosting services, create and manage **search engine optimization** and post advertisements on other websites (e.g., review boards, directories).

**Search Engine Optimization** is a way to ensure the visibility of a website or webpage in internet searches (e.g., Google).

*Getting the clients, working on the advertising, putting ads out, developing the website, making sure people have exposure, protecting their privacy — all of this is my responsibility.*

-Miss W, web service provider/outcall agency owner, Montreal

*Pay for a webmaster who can put a site together properly and not use a free template that looks like it was started in the '90s.*

- Trina, incall sex worker, Ottawa

Webmasters and webmistresses are working in a context of criminalization and the risk of being charged under CC s.212(1) of the Criminal Code. Some website hosts may require workers and agencies to verify their identity to protect themselves from advertising for minors (see Section 2: Legal Context).

#### Responsibilities of webmasters and webmistresses:

- determine the role of the website in the individual business or agency.
- determine the type of partnership or contract with the agency or sex worker.
- provide accurate information on the costs of webhosting and monthly fees for advertising and updates.

### PHOTOGRAPHERS

Photographers are hired by agencies and sex workers to help develop the visual identity of sex work businesses. The criminalization of sex work requires that photographers for sex businesses consider visual discretion. Photographers are also at risk of criminalization under CC s.212 (see Section 2: Legal Context).

*Things like photography, we never hired a photographer, we never used a real picture because then they could never say the girl that they arrest is the one in the picture — that would be a true link in a court of law.*

- Sophie, incall/outcall agency owner, Ottawa

#### Responsibilities of photographers:

- obtain clear instructions on expectations about the visual identity of the sex work business.
- collaborate with the agency and sex workers to crop, change or remove anything identifiable from the pictures.
- communicate copyright or ownership of the photographs to the sex worker (e.g., secure signed waivers to use the pictures in a portfolio or sex worker's right to image).

## **3.4 ASSOCIATES**

### **AGENTS**

Agents work on behalf of sex workers and may have various tasks such as booking appointments, driving workers and security. See earlier information on the roles of receptionists and contractors as well as Section 5: Screening Clients and Safe Calls.

**Responsibilities of agents:**

- conscientiously screen clients.
- know what kinds of clients sex workers do and do not want to see.
- know what services sex workers do and do not offer.
- arrange for transportation for the sex worker.
- have a safety protocol in place with the sex worker.

### **WORKSITE PROVIDERS**

Worksite providers rent out a workspace to workers, either by the hour, by appointment or by the day. Worksite providers can be criminalized under CC ss.210 and 212(1) (see Section 2: Legal Context). Worksite providers, see the beginning of this section called Choosing a Location.

**Responsibilities of worksite providers:**

- have a security camera on site.
- know if the building has a concierge.
- inform sex workers of emergency exits and other important information about the building and/or neighbourhood.
- may provide supplies for safer sex practices (e.g., condoms, lube, sterilized sex toys, gloves).
- communicate whether sex workers are responsible for cleaning sheets and towels.

### **3.5**

## **QUALITIES SEX WORKERS SEEK IN THIRD PARTIES**

*I would look for a manager that would be professional and treat me as a professional and with respect.*

- Robin, incall/outcall sex worker, Toronto

Sex workers seek third parties who:

- conduct themselves professionally at all times.
- keep a worker's personal information confidential.
- are clear and consistent about expectations.
- respect lines of authority and responsibility — between owners, managers, receptionists, drivers, etc.
- are empathic and understanding of personal issues that may impact on scheduling of shifts and appointments (e.g., menstruation, death in the family).
- are able to debrief with workers about work.
- have security strategies in place and implement them conscientiously.
- screen clients thoroughly.
- "have a worker's back" and trust the worker's assessment of clients.
- respect the sex worker.

*Having a caring and respectful manager is number one.*

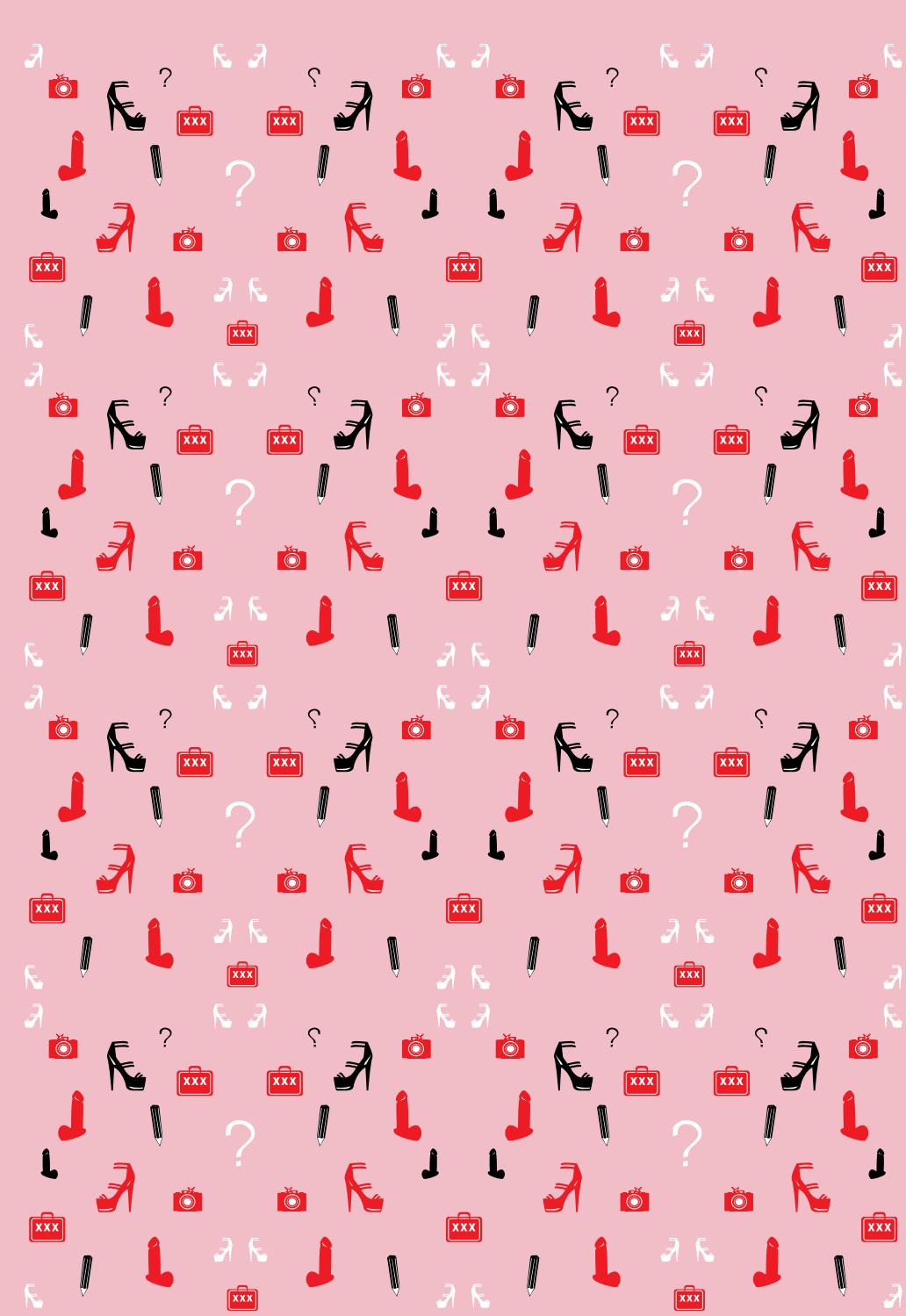
*Somebody that you know is going to put your safety first.*

- Christina, outcall sex worker, Toronto

*Look out for my safety, my health, be considerate, respect me as a person, put me on the same level when it comes to your feelings. That's what I would like from my third party.*

- Sweet, outcall sex worker, Halifax

Sex workers told us that although some sex workers prefer to work with male, female or trans third parties, gender does not affect management style in any consistent way. While some third parties draw on their own sex work experience, this does not necessarily shape how third parties do their work.



## **4. FOR SEX WORKERS: THINGS TO KNOW**

### **4.1**

#### **WORK ENVIRONMENT**

When deciding where to work in the sex industry and whether to work for or with third parties, sex workers may consider:

- how they feel about someone else setting their schedule.
- how often they want to work.
- what tasks they want to be responsible for (e.g., advertising, scheduling).
- whether they want to communicate directly with clients (e.g., answer their own phones, emails and schedule their own appointments).
- how they feel about having rules and/or codes of conduct imposed on them.
- how much they are willing to pay in costs (e.g., advertising, photography and the house cut).
- their personal preferences for working alone or with other people.

#### **INCALL OR OUTCALL?**

When deciding whether to work for an incall or outcall agency, sex workers may consider:

##### **For incall:**

- whether they want to work from home, an establishment or a hotel.
- if they want a workspace separate from where they live.
- whether the incall location has a quiet or leisure space to use while waiting for clients.
- if alcohol or drugs are restricted or tolerated by the establishment.
- whether supplies are provided (e.g., condoms, lube, toys, sheets and towels).
- if they want to be responsible for the maintenance and upkeep of the space.
- the legal risks (see Section 2).

### For outcall:

- if there is a driver or if there is not how much one would cost.
- if they have to travel or leave town for work.
- the length of appointments they want to work (e.g., 1-2 hours or spending a full weekend or week with a client).
- the legal risks (see Section 2).

## 4.2

### WORKING WITH THIRD PARTIES: ADVANTAGES AND DISADVANTAGES

*I think that there are pros and cons with both. Working for someone else, it's nice because they do take care of the management, and they're booking the clients [...] Working for myself, I liked that I earned more money, but advertising became very expensive. So it's a bit of give and take on both ends of it, and I think probably it balances out at the end of the day.*

- Kitty, incall sex worker, Toronto

Third parties provide the potential advantage of having someone to:

- answer the phone and respond to emails: booking appointments is time consuming and some workers prefer not to do administrative work.
- provide security: a reliable security protocol may involve a third party knowing where and with whom a sex worker is, when the appointment is expected to finish and having onsite security for incall locations.
- provide protection and financial assurance: third parties may present an incentive to clients to ensure respect and payment.
- provide a location and supplies.
- shoulder the responsibility of legal charges for 'keeping a bawdy-house'.
- show sex workers the ropes: third parties and other sex workers offer new and inexperienced workers tips and information about the business.
- do marketing: when agencies offer regular advertising, promotion and photography it can save valuable time for workers.
- drive workers to and from work: some agencies have a driver which can reduce the costs of taxis for sex workers.

Working with or for third parties has the potential disadvantage of:

- less control on personal image, advertising and information provided to clients: some sex workers prefer to speak directly to a client to ensure that expectations are clear before they arrive.

- inconvenient scheduling: working independently means setting one's own schedule — agencies sometimes expect workers to commit to a certain number of hours or shifts.
- screening done primarily by the agency: some workers prefer to screen their own clients to determine if they are a good match.

*It's like having a personal assistant. That was the concept that I was going for— having someone to deal with all the bullshit and I just had to show up. I found working for a third party was much more simple. You came in, you left, and you brought your money with you.*

- Trina, incall sex worker, Ottawa

## 4.3

### INTERVIEWING THIRD PARTIES

When working for, with, or hiring third parties, sex workers assess whether agencies, associates or contractors are a good match for them. To do this, they research prospective individuals and agencies and, when possible, ask other workers or research websites and advertisements in advance.

The following information is mainly focused on incall and outcall agencies but can also be applied when working with other types of third parties that do similar tasks.

#### 1. CLIENTELE AND SERVICES

What kind of clientele does the agency or third party attract?

Knowing the clientele of an agency can help sex workers determine if the agency is right for them (e.g., age range, language spoken, whether clients reside locally or internationally).

How long are appointments with clients?

Appointments are offered in different ways – some agencies or third parties offer 15 minutes, 1/2 hour or 1 hour appointments. Others offer longer dinner dates, overnight visits, weekends in town, or trips away, with clients.

What services are offered to clients?

Agencies advertise different kinds of services using terminology common to the sex industry (see Section 7: Resources). Some agencies offer specialized services, such as GFE, that sex workers may or may not want to provide.

**GFE** — “Girlfriend Experience” or the **BFE** — “Boyfriend Experience”, is a service offered to clients that implies a more “emotional” or intimate experience. It can involve different kinds of services including full service (intercourse), kissing, cuddling, sharing meals, and in some cases, oral sex without a condom.

**Safe GFE** typically means protected oral sex and sometimes no kissing, while still offering the emotional aspect of GFE. The services included in GFE tend to vary between agencies and sex workers. Third parties, sex workers and clients may be working with different definitions when they agree to provide GFE services; this can place sex workers in an awkward position if clients expect a service the sex worker does not provide.

#### Does the agency offer specials?

Agency owners may offer reduced rates or special parties to attract clientele. This can be to the sex worker’s advantage if they are looking to see more clients and make more money. This can also mean that the regular rate for a sex worker’s service is reduced and that they might receive less money.

## 2. ADVERTISING

#### How and where does the agency market itself and its workers?

Websites and advertisements can offer a lot of information about an agency. What is the language used in the advertisement? How does the agency describe its workers? Some agencies post individual pictures while some only use words in their advertisements. Consider the amount, and type, of visibility you desire.

#### Who creates the sex worker’s commercial image?

The language that sex workers and third parties use to describe appearance and services can vary. If sex workers have a preference for how their services are advertised, they may want to be involved in how they are presented. Taglines can be joint ventures to ensure both sex workers and third parties are satisfied.

*I rewrote all my bio and profile on the website because what it said was so tacky and cliché and had nothing to do with me personally.*

- Alana, outcall sex worker, Ottawa

### 3. STAFFING

How many sex workers are there in the agency?

The number of sex workers at an agency can determine how much work is available. Agencies may hire more sex workers than they have clients, which might mean some sex workers will not receive as much work as they may wish.

Does the agency have quotas for hiring?

A quota is a minimum or maximum number. Agencies may have quotas for hiring based on hair colour, skin colour, height, weight, specialty services offered and personality traits. Third parties often claim that these practices are influenced by “demand” — demand is what clients are looking for. Racist, sizeist and ageist stereotypes that exist outside of the sex industry also exist and influence third parties and clients within the sex industry. As such, sex workers who fit within the “quota” may not be hired or may be scheduled or booked fewer appointments.

*Another female of colour contacted me through my website and wanted to work. I sat there while she was calling the agencies. [...] They weren't going to hire her because they already had one [female of colour]. They had this idea that they only have one of every race or something. It was frustrating.*

- Lee, incall/outcall sex worker, Toronto

Is there a high turnover rate at the agency?

Sex workers caution that high turnover rates at agencies may be a flag that the working conditions are not good.

Is it a specialty agency?

Some agencies have a “niche market” and only hire a specific type of sex worker or sex workers who offer particular services. One example of a specialized agency is **BBW** agencies. **BBW** stands for Big Beautiful Woman. **BBW** agencies typically exclusively hire “plus-sized” sex workers. One example of a specialized service is agencies that specialize in **BDSM** (bondage, domination, sado-masochism) services.

### 4. FEES AND MONEY MANAGEMENT

What is the “cut”?

The cut is a percentage or flat fee per call given to a third party from the total fee for an appointment. The percentage or rate and to whom the cut is paid varies across agencies and may not be consistent with the services

a third party offers in terms of protection, advertising, etc. Some agencies also charge an additional fee for the receptionist and the driver.

How is the rate set for a sex worker?

Some agencies will promote different rates for sex workers depending on the services sex workers offer. Not all sex workers offer the specialized services that some clients seek, which can impact their earnings.

Does the agency encourage **extras**?

Agencies advertise prices in different ways — by time spent with a client, services offered or a combination of the two. Some agencies have expectations that sex workers will earn additional income through extras. However not all agencies are transparent about what services are included in the fee and whether other services are considered extras — the criminalized nature of the industry makes this hard to communicate. Knowing what services the agency includes in the fee is important. Sex workers consider if they are comfortable negotiating extras with clients.

**Extras** are services offered to a client that fall outside of the negotiated fee and service. Extras are most commonly negotiated directly between a sex worker and a client and often supplement a sex worker's income.

## 5. SCHEDULING

What does scheduling look like?

Schedules can be made in advance or sex workers may be on call for a determined period of time. Being clear about these expectations with third parties helps ensure schedules are respected.

Do sex workers have breaks between appointments?

Some agencies schedule appointments back-to-back while others space them out. Some sex workers prefer time to rest and freshen up in between appointments while others prefer not to take breaks to be able to work shorter shifts.

How many sex workers are scheduled at one time?

Agencies will determine how many sex workers they schedule based on how busy the agency is, or is expected to be, or how popular a particular sex worker may be with clients. This can mean that more sex workers are scheduled than needed.

## How does rotation work?

Rotation is when scheduling is distributed evenly amongst a group of sex workers. This does not necessarily guarantee work but is an attempt to provide an equal number of shifts per sex worker. Since some shifts are busier than others, a shift rotation can even things out.

## 6. RULES AND EXPECTATIONS

*The girls, they have to look good, they have to smell good, and no attitude. [...] Look perky. Look like you haven't done nothing today even if you did ten.*

- Kathy, massage parlour manager, Toronto

### What are the rules of an agency?

All third parties and agencies have rules or codes of conduct and expectations. Find out the rules about things like being late, missing shifts, dating staff and **stealing clients**. Inquire about the repercussions for breaking rules — these may include being fired, receiving a warning, paying a fee or being scheduled less work.

**Stealing Clients:** Some third parties view the individuals that frequent the agency as clients of the business and not of individual workers. They may have unspoken, or explicit, rules against sex workers exchanging personal information with clients and/or a sex worker arranging appointments with these clients on their own. There may be penalties for workers who break this rule, like being fired or being scheduled less work.

### Are sex workers responsible for any additional costs and/or labour?

Some agencies charge sex workers for the use of towels, sheets and drivers. Sometimes workers are also expected to maintain the incall location by doing laundry or making the bed.

## 7. DRUGS AND ALCOHOL

*I don't want to deal with people who are drunk or on drugs. You know, there are no hard drugs allowed in here. Even for the clients. If somebody wants to come over and do blow, we don't want those kind of clients here.*

- Carole, incall agency owner, Toronto

Does the agency hire sex workers who use drugs and/or alcohol?

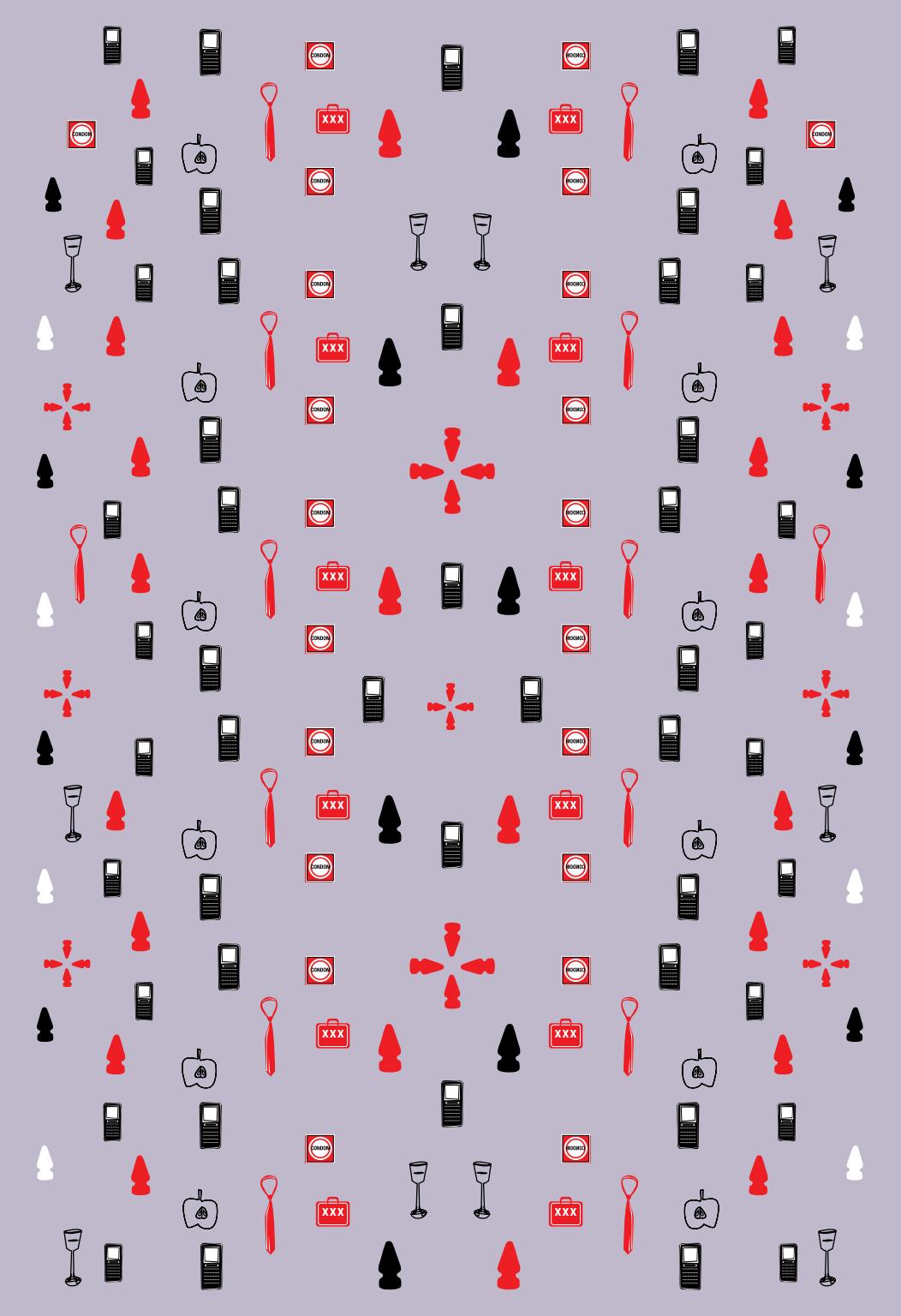
Some third parties will not hire sex workers who consume drugs and/or alcohol in their personal lives, though most are okay with alcohol consumption. Many third parties do not mind some drug use if it occurs off the premises and does not impact on the sex worker's work. Third parties will often ask that sex workers not come to work drunk or high.

Does the agency schedule appointments with clients who use drugs and/or alcohol?

Third parties may not always be aware if clients are consuming drugs or alcohol. However, sometimes clients will communicate their consumption by requesting to see a sex worker who wants to **party**.

In the sex industry, **party** is a phrase used to suggest drug use with a client, typically cocaine or ecstasy.

Some third parties have zero tolerance policies — they will not send sex workers to locations where clients are using drugs. However, locations in which clients are consuming alcohol tend to be tolerated to a greater extent. Some third parties will check in with sex workers about whether or not they will see clients who consume drugs and alcohol. Third parties may also screen for drunk or high clients.



## **5. OCCUPATIONAL HEALTH AND SAFETY**

Occupational health and safety strategies are important in all workspaces, including sex work. Criminalization shapes health and safety in sex work environments.

The following section provides information about strategies that third parties and sex workers use to optimize health and safety and mediate risks.

### **5.1 GENERAL SAFETY BEFORE AN APPOINTMENT**

Third parties and sex workers have safety protocols in place to protect the workers and the business.

Before scheduling a call third parties and sex workers may:

- match sex workers to clients based on services requested and offered, interests and personality.
- discuss and prepare for safer sex practices.
- create a plan for dealing with people that are violent, abusive or disrespectful (e.g., sex workers will sometimes set up safety calls with friends, in addition to checking in with the third party).
- develop strategies for sex workers to leave the appointment if they do not feel safe with a client or if they suspect undercover law enforcement.
- pre-determine whether or not calling the police is an option.

For incall locations third parties and sex workers may:

- have a "do not lock door" policy.
- have an emergency buzzer.
- avoid communicating the address of the location to clients over text message or email.

- use lobby cameras and buzz-in entries to verify clients.
- ensure that the security staff is visible to deter inappropriate or violent behaviour from clients.

## 5.2 SCREENING CLIENTS

Screening is a process that sex workers and third parties use to determine whether someone is a desirable client (e.g., if they are respectful, pay upfront and in-full) or to be avoided (e.g., if they are potentially violent or undercover law enforcement).

*The lack of client information is difficult because you don't know what the client is looking for. You just get a name. One agency that was incall and outcall used to give a name and a room number, and eventually, it was just a room number. Half the time, I never even knew I was seeing someone who saw me before.*

- Lee, incall/outcall sex worker, Toronto

Two aspects of screening are:

- 1) Acquiring legitimate information from a client (e.g., phone number, full name, or a reference from another sex worker).
- 2) Talking with the client to find out what they are like, what service they want and what they are willing to pay.

When third parties schedule appointments, they may be the first person to be in contact with a client. Third parties and sex workers use different methods of screening at different points in their interaction with a client. Sex workers that have particular screening strategies may want to communicate these to the person doing their scheduling.

Screening extensively can mean:

- evaluating if the client is drunk or high.
- keeping a list of barred and restricted clients that, for example, do not respect a worker's boundaries (e.g., taking off a condom during a service) and individuals who are violent or disrespectful.
- knowing and communicating a client's interests to the sex worker (e.g., special service, costume or clothing).
- keeping track of bad matches between clients and workers.
- getting **legitimate information** from clients and, if possible, a reference from another sex worker.

**Legitimate information** can mean: a phone number to call back and confirm, a reference from another sex worker, a full name or work contact information.

- being familiar with the pay phone in the area for phone number recognition during **two-call systems** for screening.
- knowing who and how many people are meant to be with the client when the sex worker arrives (e.g., couples or groups).
- keeping up to date with "Bad Date" bulletins from sex worker organizations and warning messages from private message boards.

A **Two call system** is a system of screening that asks clients to call twice for incall — to obtain the location of an incall, the client must call a first time to receive directions and parking instructions, and then call a second time when they are at the establishment — and within visual sight — to obtain the specific address, apartment or hotel room number.

#### Legal Considerations for Screening:

Third parties and sex workers also use screening to avoid law enforcement or police that may pose as clients. To do this they:

- refuse to book appointments with someone who asks too many questions about the agency or business.
- get references from another agency or sex worker.
- refuse calls from blocked or untraceable numbers.

### 5.3

#### SAFE (PHONE) CALLS

*I go through a number of different safety aspects and I tell them [sex workers] what to do under certain circumstances.*

- Beatrice, outcall agency owner, Toronto

Safe calls are check-in phone calls between a sex worker and someone who is providing security and protection (e.g., an owner, manager, receptionist, driver and security). Safe calls can happen at various points during an appointment and are often accompanied with pre-determined code words between third parties and sex workers.

When using safe calls third parties and sex workers:

- use safe calls at two moments during an appointment — when the sex worker arrives, and when they are about to leave, or just after they have left. This ensures the third party knows where the sex worker is and can respond quickly if there is an issue.
- establish a code word between the third party and the sex worker to indicate a problem with the client that needs to be addressed immediately.
- train sex workers in exit strategies (e.g., go to the washroom and say you are not feeling too well and must leave).
- trust a sex worker's initial assessment: there should be no repercussions if the worker uses an exit strategy (e.g., fines or driver fees).
- have a driver wait nearby so that the sex worker has someone to physically respond to a situation if necessary.
- ensure drivers and third parties answer their phone if a sex worker calls from an appointment.

## 5.4

### EMOTIONAL HEALTH

*I would like to be able to just call my boss up and say, "I had a shitty call. Can you set me up with someone to talk to."*

- Alana, incall/outcall sex worker, Ottawa

Working in a criminalized and stigmatized labour market can create challenges to good emotional health. In order to address some of these challenges sex workers and third parties may:

- debrief after appointments, particularly in the case of negative experiences or bad matches.
- respect a sex worker's boundaries if they cannot work — this includes not asking the sex worker too many questions or invalidating the feelings or concerns they may have.
- be mindful of a sex worker's scheduling and personal needs.
- offer emotional support and active listening.
- provide access to resources.

## 5.5

### SEXUAL AND PHYSICAL HEALTH

Third parties or agencies may have expectations around sexual practices to safeguard the sex worker's and client's health and the reputation of the agency. However, agencies may not provide supplies for safer sex practices.

Most sex worker organizations provide condoms, lube and other supplies for safer sex practices free of charge. (See Section 7: Resources, for contact information of collaborating sex worker organizations).

No glove no love!

- Leah, incall/outcall agency manager, Ottawa

[Sex workers are] going to make sure that the condom is on there nice and snug, and they also know to be looking for anything that doesn't look right. If it doesn't look right you don't continue on.

- Beatrice, outcall agency owner, Hamilton

Sex workers and third parties may have the following practices to maximize sex workers' sexual health:

- keep condoms in drivers' cars and in agencies where sex is part of the service (e.g., manual, oral and penetration) — this can be difficult for businesses not advertised as sex-businesses.
- keep lube on site — oils can damage condoms.
- maintain clear guidelines around condom use and for extras — this encourages clients to participate in safer sex practices and supports workers.
- foster trusting and transparent relationships between third parties and sex workers — if a sex worker contracts a sexually transmitted infection (STI), it is important that they can be honest with the third party without fear of repercussions.
- use sterilized equipment where appropriate.
- use clear terminology for services (e.g., some sex workers do not offer bareback blowjobs or kissing as part of GFE or only offer it in the context of a long term relationship with a client).
- provide training about sexual health for third parties and sex workers.
- provide training for specialized services (e.g., domination, water play or scatology, see Section 7: Resources, Sex Industry Terminology).

## 5.6

### RISKS OF CRIMINALIZATION

I was very careful not to keep records. Everything was written in code. I never left a paper trail because it was criminalized I had to be careful. [...] [I] can't really hire cleaning staff because it's criminalized and the less folks that know the better.

- Lisa, incall agency owner, Toronto

Third parties and sex workers develop protocols in response to the risks of criminalization. They may:

- establish a protocol in case of arrest.
- have a lawyer on retainer and make this information available to all staff.
- ensure all third parties and sex workers know the laws and their rights.
- pre-establish a story between third parties — including drivers — and sex workers. Sex workers and clients sometimes do this as well.
- avoid written documentation.
- use code names instead of real names for clients, sex workers and third parties.
- secure and clean computer files regularly.
- stay in touch with local sex worker organizations — they can support sex workers and third parties on legal matters, law reform and provide updates on police practices (see Section 7: Resources).



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## **6. REFLECTIONS ON ETHICAL ENTREPRENEURSHIP**

Taking all necessary steps to ensure a safe working environment is often at odds with the laws surrounding prostitution and puts third parties and sex workers at risk. Similarly, not taking all necessary steps to ensure a safe working environment also puts third parties and sex workers at risk. Striking this balance creates tension and makes it difficult to improve working conditions.

Ethical entrepreneurship can be understood as the delicate balance that third parties and sex workers must develop to create good working conditions and healthy practices in the context of the challenges posed by criminalization.

Third parties and sex workers are in a perpetual state of maintaining discretion by "minimizing evidence". This may compromise the safety of workers and the business.

This section highlights some of the issues that can emerge when third parties try to avoid criminalization. When third parties negotiate the law it can have a negative impact on sex workers' labour.

### **COMMUNICATING SERVICES**

Sometimes this means hiding the 'sex' part of the business and may involve:

- having workers sign contracts saying they are only providing massage or company.
- not providing supplies for safer sex practices for fear they will be used as evidence of prostitution should police enter the premises (e.g., incall massage parlours).

- not charging clients for extras and instead making workers responsible for negotiating this additional income.
- using code language to be discreet about services (e.g., talking about “companionship”).

Possible impacts on sex workers and the business:

- services offered may not be clear between sex workers and clients.
- sex workers may need to provide their own supplies for safer sex practices or may have a hard time keeping supplies at their work location.
- legal burdens of “communication” may fall on sex workers.

*We were losing calls by not communicating what we were able to do or what we were willing to do. When they would ask, “Well, do you provide full service?” and we would just have to say something like, “Well, nobody leaves unsatisfied, and there’s no extra charges.”*

- Alex, incall/outcall sex worker, Toronto

## SAFETY AND VIOLENCE

Sometimes third parties may be hesitant to involve law enforcement when they or sex workers are victims of a crime. This can involve:

- not reporting bad dates and aggressors to the police.
- hiring their own security to address violence.
- not reporting threats to security or to the business to the police.

Possible impacts on sex workers and the business:

- limited recourse if they are victims of a crime.
- obliged to choose between their own desire for redress and ‘justice’ and maintaining the confidentiality of the business (if they want to report crimes).

*[If there is a problem] you don’t want to cause commotion to the neighbours. You don’t want to cause a commotion going down the hall chasing after money. Cut your losses and take his information and put it out there.*

- Brenda, incall agency owner, Toronto

## HIRING PRACTICES

Sometimes third parties may be discriminating in who they hire to avoid detection and law enforcement. They protect themselves by:

- not hiring workers who use drugs recreationally.
- not hiring migrant workers.
- not hiring undocumented workers.
- asking for photocopied records of new hires to ensure that they are not underage.

Possible impacts on sex workers and the business:

- migrant workers are often denied documentation and have fewer labour options.
- drug users are discriminated against.
- sex workers are vulnerable to being 'outed' or blackmailed.

## CLIENT RELATIONS

*[Because] certain aspects of the sex working industry are illegal, it's so easy for one of them [client] to call in [to the police] and say, "Oh, she's running a –" and cops show up in a drop of a hat.*

- Sylvia, web service provider/outcall agency owner, Hamilton

Sometimes third parties may reach a deal with clients in ways that may compromise sex workers' earnings:

- being too accommodating with clients for fear they will complain to the police.
- policies requiring clients to give their payment (including tips) to the receptionist instead of to the sex worker, so that sex workers are not directly handling money.

Possible impacts on sex workers and the business:

- sex workers' negotiating power with clients is diminished.
- sex workers may only get some of the gratuity.

## **7. RESOURCES**

The following resources contain information specific to the work and roles of third parties in the sex industry.

### **Sex Industry Terminology.**

This website provides a list of services offered to clients and other common terminology.

<http://reseueescorte.com/escorte-abreviations-codes.html>

### **BC Coalition of Experiential Communities. 2010. Trade Secrets. Vancouver, British Columbia.**

Trade Secrets is a resource for sex workers, clients and third parties. Chapters 9 and 12 offer information for sex workers and business owners, including good hiring practices, training for workers, managing relationships with neighbours and practical advice for being an ethical third party. Chapter 13 also provides information for other third parties like drivers, receptionists, webmasters, photographers and security t h a t sex workers may hire or work with.

<http://tradesecretsguide.blogspot.ca/search/label/For%20Business%20Owners>

### **Brooks, A. 2009. The Internet Escort's Handbook, Book 2. Advertising and Marketing: Successfully Creating and Selling Your Image Online. Golden Girl Press: US.**

This book offers tips to sex workers on hiring third parties (advertising) to help with independent businesses.

[www.theinternetescortshandbook.com/escort-books/escort-advertising-marketing/](http://www.theinternetescortshandbook.com/escort-books/escort-advertising-marketing/)

### **Pivot Legal Society**

The Pivot Legal Society Statement for Police Rights Card can be given to the police upon arrest. It outlines individual rights upon arrest.

[www.pivotlegal.org/Publications/rightscards.htm](http://www.pivotlegal.org/Publications/rightscards.htm)

### **SAAFE.Info: Support and Advice for Escorts.**

This website provides information on hiring drivers, finding agencies, establishing websites, finding a location and other topics of interest to sex workers working with third parties.

<http://saafe.info/>

### **Stella. 2009. Constellation: Working Conditions Edition**

This edition of Stella's (Montreal) yearly magazine by and for sex workers, Constellation, provides tips on how to seek out management and third parties in an agency, interviews with owners and managers of incall and outcall agencies, finding a good massage parlour and tips for working for an agent (dancers). A useful resource for both third parties and sex workers.

[www.chezstella.org/stella/?q=en/constellation2009](http://www.chezstella.org/stella/?q=en/constellation2009)

### **SWOP Chicago. Spotting and Avoiding Bad Management.**

A sex worker rights group based in Chicago created this resource to "spot bad management". Both sex workers and third parties may find it useful for seeking out, or working to create, better management practices.

[http://redlightchicago.files.wordpress.com/2012/08/spotting-bad-management\\_8-6-121.pdf](http://redlightchicago.files.wordpress.com/2012/08/spotting-bad-management_8-6-121.pdf)

### **SWOP ACT Canberra (Australia). "Starting out as a Professional Sex Worker".**

This resource provides questions for sex workers to consider when working in a brothel.

[http://aidsaction.org.au/swop/workers\\_resource\\_kit/general\\_info/starting\\_out.php#brothel](http://aidsaction.org.au/swop/workers_resource_kit/general_info/starting_out.php#brothel)

## CONTACT INFORMATION FOR COLLABORATING SEX WORKER ORGANIZATIONS

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RETHINKING MANAGEMENT  
IN THE ADULT AND SEX INDUSTRY