

AI and digital publications and resources

1. How to consider equality in policy making: A 10-step guide for public bodies in England

EHRC | Published 12 September 2024

Practical EHRC guidance setting out ten steps public bodies and other organisations can use to consider and evidence equality impacts when developing policy and making decisions. In the AI and digital context, it provides a framework for considering equality before and during decision-making, and through subsequent monitoring and review.

[Open the published resource](#)

2. The Public Sector Equality Duty and data protection – guidance update

EHRC | Published 12 September 2024

Guidance explaining the relationship between the Public Sector Equality Duty and data protection law, including the collection and use of equality information. It includes specific material on data processing, AI and the use of proxy data, including how apparently neutral data can correlate with protected characteristics and create risks of indirect discrimination. It helps public authorities connect equality evidence, lawful data use and decision-making. The resource was updated in collaboration with colleagues at the ICO.

[Open the published resource](#)

3. Case study: The Dutch benefit scandal

EHRC | Published within *The Public Sector Equality Duty and data protection guidance*, 12 September 2024

A case study within the PSED and data protection guidance, developed in collaboration with the Netherlands Institute for Human Rights. It illustrates how AI-based technologies and proxy data can contribute to unlawful discrimination, grounding the wider guidance on the PSED and data protection in a significant real-world example.

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4. Artificial intelligence case studies: Good practice by local authorities

EHRC | Published 12 September 2024

A collection of practical examples showing how local authorities have considered equality when commissioning or using AI-based technologies. The case studies highlight approaches to resident engagement, governance, procurement, equality assessment and ongoing oversight. Case studies were co-produced with local authorities.

[Open the published resource](#)

5. Responsibly buying AI: How to build equality and data protection into your AI commissioning and procurement processes

Local Government Association, with LOTI, EHRC and ICO | Published 16 April 2025

Role-focused guidance for councils in England on building PSED and data-protection considerations into AI commissioning, procurement and contracts. It provides questions and prompts for commissioners, project managers, procurement officers, bidders and contract owners across procurement, implementation and ongoing use. Guidance produced in collaboration with colleagues at the ICO, LGA, LOTI and others. Also the guidance is aimed at local authorities in England, the questions and prompts should be useful to colleagues across the public sector in Britain

[Open the published resource](#)

6. Targeted job advertising: equality risks and recommendations for online platforms

EHRC | Published on LinkedIn, 9 September 2026

A LinkedIn blog drawing on EHRC engagement with LinkedIn and examining the equality risks associated with targeted job advertising tools on online platforms. It explains how audience-targeting systems can inadvertently exclude people from seeing job opportunities, reinforce existing inequalities or create new ones, including through the use of proxy data. It also sets out recommendations for LinkedIn and other platforms to improve transparency, accountability and safeguards against discrimination.

[Open the published resource](#)