



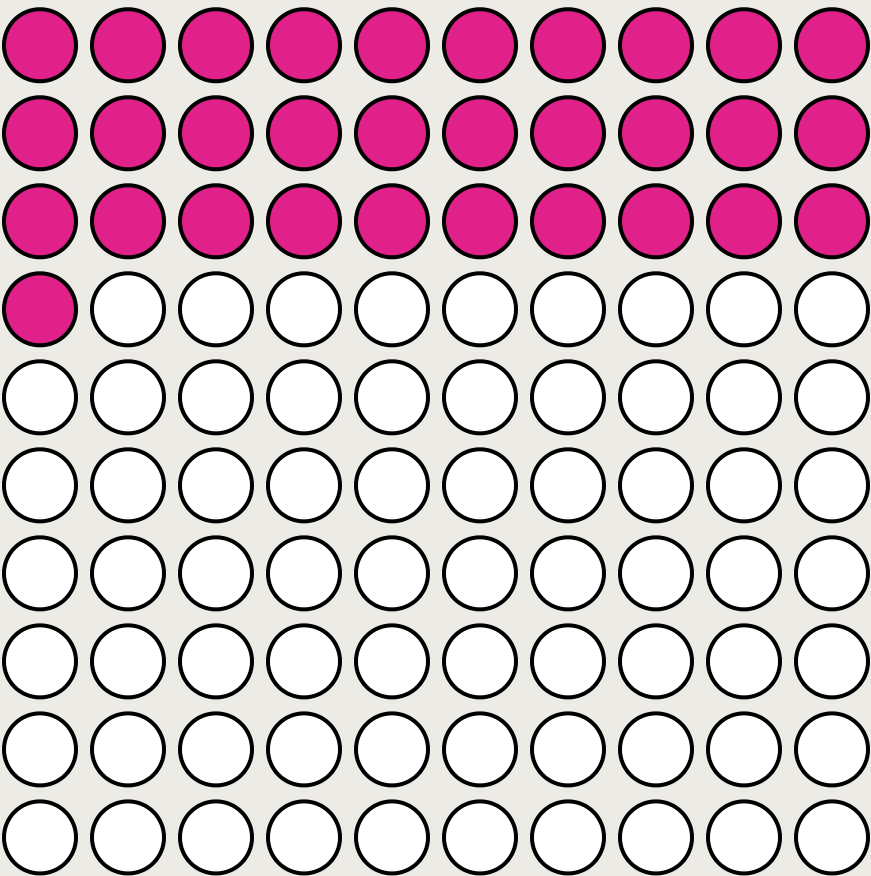
WHO'S PAYING FOR YOUR AI?

Image: studio study.

THE BAN DOESN'T STOP USAGE. IT RELOCATES IT.

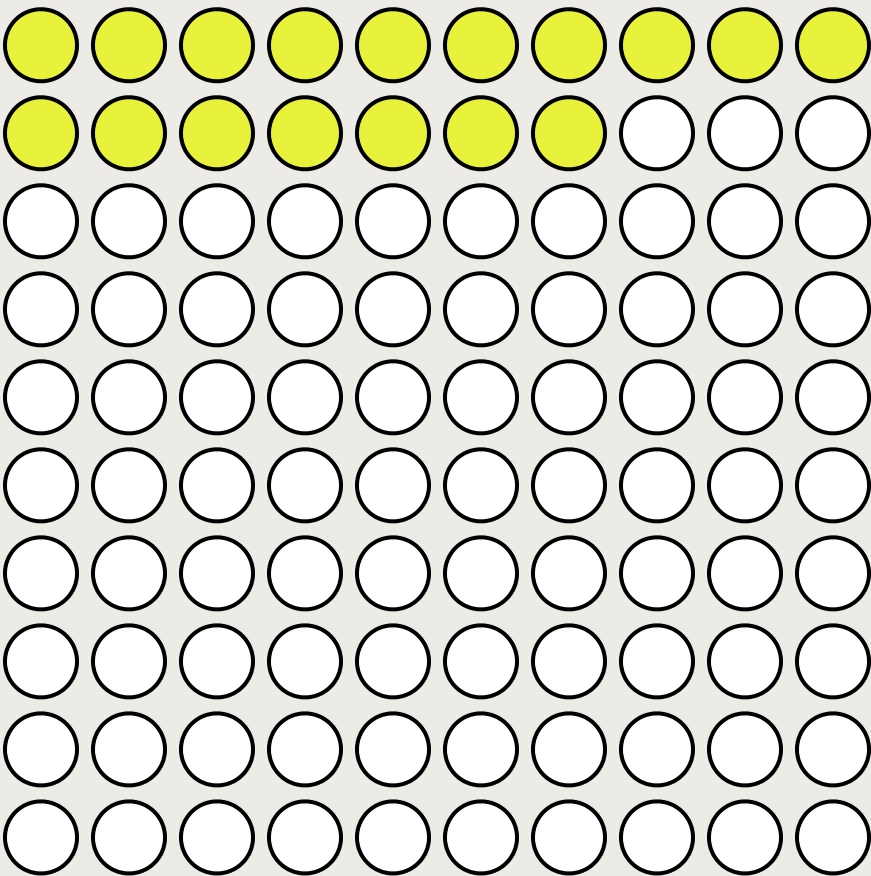
Out of every 100 UK workers who use AI for work, asked in May and June 2026:

USE IT WITHOUT THEIR EMPLOYER KNOWING



31

PAY FOR A TOOL THEMSELVES



17

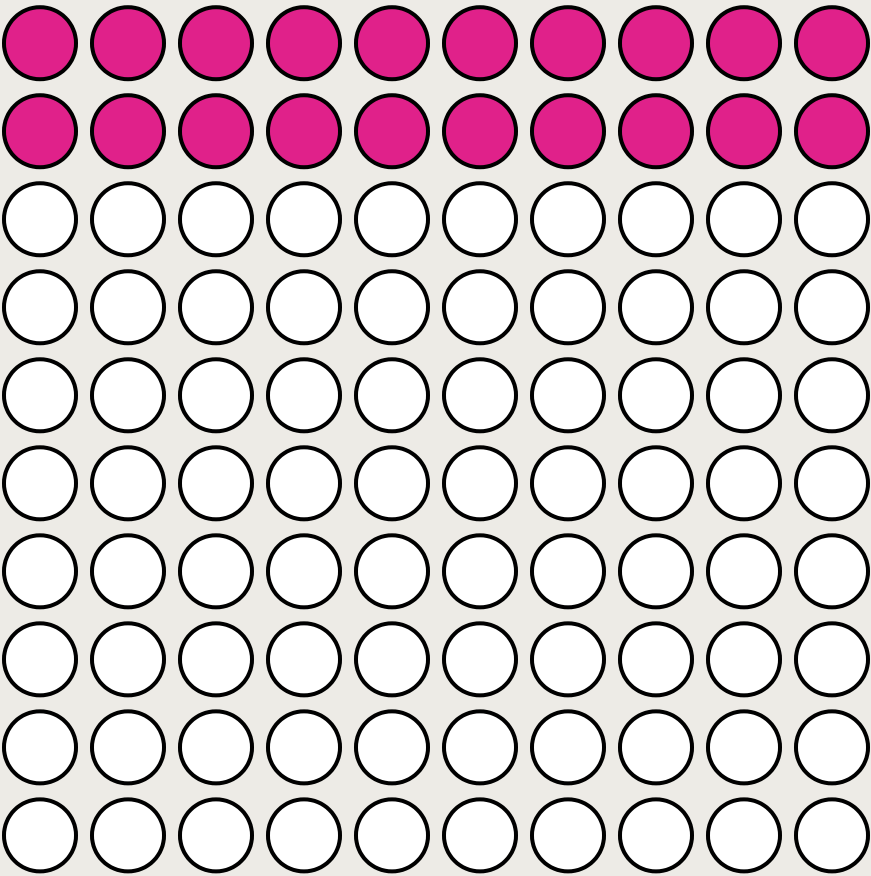
Close to \$1.3 billion a year, out of their own pockets, on AI they use for work.

Deloitte UK, GenAI Workforce Survey, press release 16 Sep 2026: 25,000 UK workers aged 18 to 70, fieldwork by Ipsos UK, 7 May to 10 Jun 2026. Base for 31 and 17: the 63% who use GenAI for work. Personal spend estimated by Deloitte at GBP 958 million a year, about \$1.28 billion at the ECB reference rate of 23 Oct 2026 (1 GBP = 1.3368 USD).

NO PAPER TRAIL.

Out of every 100 organisations that had a data breach in the year to February 2025:

TRACED A BREACH TO SHADOW AI



+\$670K

HIGHER BREACH COSTS WHERE
SHADOW AI USE WAS HIGH

37 in 100 organisations have
policies to manage AI or
detect shadow AI.

1 IN 5

The work still gets done. You just can't see where it went, or what went with it.

IBM, Cost of a Data Breach Report 2025, research by Ponemon Institute, press release 30 Jul 2025: 600 organisations breached between Mar 2024 and Feb 2025. “One in five organizations reported a breach due to shadow AI, and only 37% have policies to manage AI or detect shadow AI.”

IT'S ALREADY IN THE SALARY.

The people buying their own AI are the people you'll be hiring next year.

62%

AVERAGE WAGE PREMIUM
FOR WORKERS WITH AI SKILLS

Up from 57% a year earlier.

1 · BRING IT INSIDE
Put the good tool on the company account, for everyone.
2 · KEEP THE TRAIL
Company accounts, so the work and the data stay with the company.
3 · WRITE DOWN THE HOW
What goes in, what never does, and who to ask when it's unclear.