



Group Diversity, Equality, and Inclusion Policy

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About this policy

This policy sets out our approach to Diversity, Equality, and Inclusion for YouGov plc and subsidiary companies (together “the company” or “YouGov”). We acknowledge that we operate in an increasingly diverse society and that this diversity is evident in our staff, customers, suppliers, and other stakeholders globally.

We are committed to giving the world a voice by capturing the opinions of all groups, including the ones that are often under-represented. We feel that it is important to continuously improve and reflect this diversity and create an open and inclusive culture. We believe this approach will help us to:

- Increase engagement with our staff and positively impact upon their performance enabling us to achieve better business outcomes and meet the needs of our customers
- Promote a culture of speaking up where things can be done better.
- Foster a supportive and inclusive work environment free of structural and cultural barriers & bias, enabling us to work together effectively.
- Protect and enhance our reputation by recognising, respecting, and harnessing the needs and interests of diverse stakeholders
- Deliver strong performance and growth by being able to attract, engage and retain diverse talent.
- Innovate by drawing upon the diversity of perspectives, skills, styles and experience of our staff and other stakeholders.
- Adapt and respond effectively to societal changes.

We invite and encourage all staff to be themselves at work, regardless of sex, gender identity and expression, race (which includes colour, nationality, ethnic or national origin), religion or belief, sexual orientation, disability, age, body size, personal status, neurodiversity, physical appearance, trade union membership, criminal record background, veteran status, or any other personal characteristics..

All staff are responsible for creating an inclusive work environment at YouGov. Ensuring the practical application of our approach to diversity, equality and inclusion falls upon our leadership team, line managers and HR Business Partners involved in day-to-day supervision and management of staff and of recruitment, selection, promotion, and training of staff. Line managers are responsible for ensuring that this policy is communicated, understood, and applied within their respective business areas.

1. Our Commitment

a. Diversity and inclusion

We are committed to:

- Providing a workplace that is free from discrimination, harassment, bullying, victimisation or retaliation.
- Treating staff fairly, with respect and dignity.
- A workplace culture that is inclusive and proactively embraces individual differences.
- Equal employment opportunities based on ability, performance, and potential in relation to the needs of the business.
- Making all staff aware of their rights and responsibilities with regards to fairness, equality, and respect for all aspects of diversity.
- Flexible work practices and policies to support staff and their changing needs.
- Attraction, retention, and engagement of a diverse range of talented people.
- Ensuring that our products and tools are free from any bias.
- Eliminating all forms of discrimination. This includes pay and benefits, terms and conditions of employment, dealing with grievances and discipline, dismissal, redundancy, leave for parents, requests for working arrangements, and selection for employment, promotion, training, and other developmental opportunities.
- Ensuring managers work in partnership with staff to create and sustain an inclusive working environment where everyone's contribution is valued.
- Comply with relevant legislation by requiring all staff to meet our standards of behaviour and conduct in relation to how they treat others.
- Ensuring all internal publications and material reflect, in the language and images, the diversity of our staff, clients, customers and stakeholders.
- Make adjustments to meet the needs of disabled staff and customers where reasonable and practicable to do so.

b. Equal Opportunity

YouGov is an Equal Opportunity Employer. Employment decisions are made by YouGov without regard to sex, gender identity and/or expression, race, (which includes colour, nationality, ethnic or national origin), religion or belief, sexual orientation, disability, age, body size, personal status, neurodiversity, physical appearance, trade union membership, criminal record background, veteran status, or any other personal characteristics protected by law. All employment decisions are made based on occupational qualifications, merit, and business need.

- **Recruitment**

Equal opportunity is integral to the recruitment and selection practices at YouGov. All advertisements relating to recruitment refer to YouGov's commitment to equal opportunities and the selection procedures adopted by YouGov are geared towards promoting equal opportunities.

We are very keen on attracting and retaining the best talent. The best talent also means a diverse candidate pool, with various backgrounds and perspectives.

- **Career development & promotion**

Our staff are encouraged to develop and progress their careers through opportunities that build on their skills, experience and potential.

We invite our members of staff to apply to our vacancies which are published on [Youniverse](#). There will be no adverse consequences from applying to an internal vacancy.

Promotion within YouGov is based solely on merit.

All staff have equal access to training and other career development opportunities appropriate to their role, experience, and abilities.

2. Promoting Diversity and Inclusion

We proactively drive diversity and inclusion at YouGov through:

a. D&I Council

Our Diversity and Inclusion Council (the Council) are the guarantor of diversity, equality, and inclusion at YouGov. The Council's responsibilities include:

- Making decisions related to diversity, equality and inclusion and implementing initiatives.
- Setting objectives for YouGov to work towards in terms of diversity, equality and inclusion and measures progress against those goals.
- Ensuring that YouGov's diversity, equality and inclusion initiatives and objectives are fully aligned with the company's wider strategy and business plans.

The Council consists of senior managers and staff representatives (on rotation). Each permanent council member "sponsors" one Diversity & Inclusion Network Group (a Network Group), participating in that group and ensuring the Council is aware of that Network Group's events and activities.

b. D&I Networks

D&I Network are Employee Resource groups which are voluntary, and employee led. Their aim is to create engagement and participation to foster a diverse and inclusive workplace at YouGov.

The Network Groups' role is to:

- Create communities to drive engagement, raise awareness, share experience and resources related to their group.
- Support diversity, equality, and inclusion initiatives.
- Recommend initiatives to the Council.
- Organise events/activities to support their agenda.
- Engage in conversations with all staff on topics of interest.

- Provide a platform for staff to share specific topics they feel are of interest or that others can benefit from.

Each Network includes one member of the D&I council (the "Sponsor") and one to two "Network Heads". The Sponsor is a Council member who participates in the group and communicates their activity to the wider Council. The Network Heads are responsible for the smooth running of the Network, coordinating activities etc. All other participants are "Network Members" and there is no limitation on the number of members in each Network. Membership in each Network is open for all. YouGov staff can be a member in as many Network Groups as they want, and the level of involvement is up to the individual so long as it does not interfere with their main YouGov role.

New Network Groups may be set up with the approval of the Council.

c. D&I Champions

D&I Champions (the Champions) are the local point of contact for all Council or Network Group initiatives and drive awareness, engagement, and participation in their office / region.

Champions are ambassadors within their office / regional hub, actively communicating and promoting the activities and initiatives from the Network Groups and Council and signposting to relevant networks or resources. The Champions also serve as employee representatives on the D&I Council on a rotating basis, ensuring that the voice of YouGov staff is heard.

All qualifying staff can apply to be Champions at YouGov. To qualify, they must:

- Have passed their probationary period.
- Have approval from their current line manager.
- Have an interest in D&I and be an ambassador for the evolving D&I models and practices at YouGov.
- Be able to articulate D&I initiatives and collaborate with other YouGov staff.

d. D&I Resources

Information on all Council and Network Group activities can be found on the dedicated [Youniverse pages](#).

3. Staff responsibilities

We expect all staff to:

- Demonstrate YouGov's values and to be ambassadors of YouGov.
- Familiarise themselves with this policy and to act in accordance with our commitment to diversity and inclusion.
- Work collaboratively to achieve objectives.
- Communicate openly and honestly, clearly stating what we mean and what we expect of others.
- Start from the assumption that everyone is working to the best of their abilities and with best intentions.
- Not to discriminate against colleagues and other people they have contact with as part of their work at YouGov, treating everyone with respect and helping to

create an environment that is free from discrimination and/ or harassment of any kind.

- Be sensitive to the potential impact of their behaviour on others (staff, customers, visitors, suppliers)
- Work in partnership with line managers and leadership teams to create and sustain an inclusive working environment, in which everyone's unique contribution is recognised and valued.
- Co-operate with managers and leadership teams in the elimination of any discrimination practices and/ or harassment that may be identified. Our staff have a personal responsibility to advise their Line Managers, HR Business Partner or to follow the grievance procedures if there is reason to believe that any discrimination has occurred.

Unacceptable behaviour will be dealt with under the process set out in our [Group Bullying and Harassment Policy](#) or the [Group Grievance Policy](#), as appropriate, and may lead to action being taken under the [Group Disciplinary Policy](#).

Any queries in the application or interpretation of this policy should be discussed with HR prior to any action being taken.

Scope, Monitoring and Review, Version Control

Scope

This policy covers all global staff, officers, consultants, contractors, freelancers, interns, work experience students, casual workers, and agency workers (collectively referred to in this policy as “staff”) of YouGov plc and subsidiary companies.

This policy does not form part of any employee’s contract of employment and we may amend it at any time.

Monitoring and Review

The Human Resources department will review the implementation of this policy in respect of its suitability, adequacy and effectiveness and make improvements as appropriate.

Version Control

Version	Name	Date	Changes
V1.0	-	July 2014	Policy created.
V1.1	Tamara Holding	July 2018	Policy reviewed and updated.
V1.2	Tamara Holding	August 2018	Policy extended with details on gifts.
V1.3	Tamara Holding	May 2019	Policy reviewed and updated.
V1.4	Karen Gwynn	February 2020	Policy reviewed.
V1.5	Tamara Holding	April 2021	Policy reviewed and updated.
V2.0	Tamara Holding Karen Gwynn Kate Humphreys	June 2021	Policy reviewed and updated.
V3.0	Josephina Smith	July 2021	Policy updated