

Group Diversity and Inclusion

Policy

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About this policy

This policy sets out our approach to diversity, inclusion, equality, and equity 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.

In line with YouGov’s purpose of giving our global community a voice - including the voices that are often under-represented - we feel that it is important to reflect diversity in our workplace and to create an open and inclusive culture. We believe this approach will help us to:

- Foster a diverse and inclusive work culture in which employees’ needs of belonging and uniqueness are met through practices which promote fairness, accountability, and resources for all.
- Establish and maintain a working environment free of structural and cultural barriers and bias; consciously attempting to address – within the realm of our control – the residual impacts of historical societal and workplace discrimination.
- Establish and maintain a psychologically safe culture which promotes speaking up and providing constructive feedback for identified areas of improvement, with safety in the knowledge that employees will not be disciplined or punished for doing so, as long as they have adhered to the company’s Global Code of Conduct & Ethics policy.
- Protect and enhance our reputation by recognising, respecting, and harnessing the needs and interests of diverse stakeholders.
- Deliver strong performance, innovation, and growth by drawing upon the diversity of perspectives, skills, styles, and experience made possible by attracting, engaging, and retaining diverse talent.
- Be more resilient, adaptable, and responsive to societal changes.

All staff are responsible for creating and maintaining inclusive work environment at YouGov. Ensuring the practical application of our approach to diversity and inclusion falls upon our Senior Leadership Team, department heads, line managers, and HRBPs involved in day-to-day supervision and management of staff and of recruitment, selection, promotion, and training of staff. Department heads are responsible for ensuring that this policy is communicated, understood, and applied within their respective business areas.

The policy

1. Glossary

For the purposes of this policy, the following definitions apply:

Diversity	The varying demographic and social characteristics that people use to form their identities within the workplace and the creation of a representative workforce that mirrors the society in which we operate.
Equality	The provision of the same resources and/or opportunities for each individual or group (e.g., the equal application of the Group Working Arrangements Policy for all employees).
Equity	The provision of resources and/or opportunities according to the different circumstances and/or needs of an individual or group (e.g., ensuring that employees with accessibility needs have the tools and support they need to conduct their work).
Inclusion	The creation of a sense of belonging through respect, fairness, and empowerment; and to encourage and value individual differences allowing employees to be their authentic selves.

We are conscious that there are multiple terms and acronyms for the practice of diversity, equality, equity, and inclusion across our global markets. For consistency and clarity, we have defined our commitment under the term 'Diversity & Inclusion (D&I)' as our working definition of Inclusion captures the elements of both equal access and equitable provision of unique resources to support the identities of all employees.

2. Our commitment

2.1. 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 equity.
- Embedding a 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 talent.
- Ensuring that our products and tools are free from any bias.
- Appropriately disciplining those who commit acts of discrimination, harassment, bullying, victimisation, or retaliation, in line with the [Group Bully and Harassment Policy](#) and the [Group Grievance Policy](#).
- Meeting our obligations on provision of equal pay and benefits
- Ensuring managers work in partnership with staff to create and sustain an inclusive working environment where everyone's contribution is valued.
- Complying 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.
- Providing adjustments to meet the needs of disabled staff and customers where reasonable to do so.

2.2. Equal opportunity

YouGov is an Equal Opportunity Employer. Qualified applicants will be considered for employment without regard to race, religion, socioeconomic background, sex, sexual orientation, gender identity or expression, national origin, age, marital status, veteran status, disability status, HIV status, or any other characteristic protected by law or in line with our responsibilities as a fair and ethical employer. All employment decisions are made on the basis of occupational qualifications, merit, and business need.

2.3. 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.

YouGov is committed to ensuring that its workforce reflects the diverse populations of the regions in which it operates, and we are keen on attracting and retaining the best talent. The best talent also means a diverse candidate pool, with various backgrounds and perspectives.

2.4. Career development & promotion

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

We invite and encourage 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.

3. Promoting diversity and inclusion

We proactively drive diversity and inclusion at YouGov through the following:

3.1. D&I Council

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

- Making decisions related to diversity, equity and inclusion and implementing relevant initiatives.
- Setting objectives for YouGov to work towards in terms of diversity, equality and inclusion and measures progress and accountability against those goals.
- Ensuring that YouGov's diversity, equity and inclusion initiatives and objectives are fully aligned with the company's wider strategy and business plans.
- Individually sponsoring one of the D&I Networks, participating in the Network, and communicating its activity back to the full Council.

The Council consists of senior managers and staff representatives (on rotation). Each 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.

3.2. 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 or more members of the D&I Council (the "Sponsor(s)") who participate in the group and communicate group activity to the wider Council. The Networks are supported by a Community Manager who is responsible for ensuring that all updates are communicated in a timely manner, resolving technical issues, and monitoring (and moderating if required) the Slack channels.

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. For further guidance on the objectives and expectations for the Networks and their members, please refer to the [D&I Rules of Engagement](#).

3.3. 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.

3.4. D&I Resources

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

4. 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 personal and business 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.
- Cooperate with managers and leadership teams in the elimination of any discrimination practices and/or harassment that may be identified, as staff have a personal responsibility to advise their Line Managers, People Partners or to follow the grievance procedures if there is reason to believe that any discrimination has occurred.
- Cultivate an environment driven by understanding and respect where staff are encouraged to learn and unlearn without fear of judgment (this does not mean staff are free to behave in a discriminatory manner, and any incidents of discrimination should be reported and managed per the procedures linked below).

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 the People Department prior to any action being taken.

Scope, Monitoring and Review, Version Control

Scope

This policy covers all global employees, 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 People 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.
V4.0	Nisha Sheth	September 2021	EO part of the Policy updated.
V5.0	Mounia Hajji Emily Balcombe Thomas Zaqueu	November 2022	Policy reviewed and updated.