

Diversity Equity and Inclusion Policy

DAIVID Ltd | 8 October 2026

Our commitment

DAIVID is committed to fair treatment, equal opportunity and an environment in which people are respected and able to contribute. As a global creative intelligence business, we recognise that different experiences and perspectives can strengthen our work, our research and the services we provide.

We aim to remove unnecessary barriers, make decisions fairly and build inclusion into the way we work. We do not tolerate unlawful discrimination, harassment, sexual harassment, bullying or victimisation.

What diversity equity and inclusion mean to us

Diversity means recognising and valuing differences in people's backgrounds, identities, experiences and ways of thinking.

Equity means identifying barriers and providing appropriate support so that people have a fair opportunity to participate and succeed. This can require different support for different people.

Inclusion means creating an environment where people are heard, treated with dignity and able to contribute without being excluded or unfairly disadvantaged.

Who this policy covers

This policy applies to DAIVID's directors, employees and others working on our behalf, including contractors and consultants. It covers recruitment, day-to-day work, remote communications, business travel and work-related events. We also expect respectful conduct in our dealings with clients, partners, suppliers and research participants.

We comply with applicable equality and employment laws wherever we operate, including the Equality Act 2010 where it applies. Its protected characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. Our commitment to respect also extends to differences such as nationality, language, gender identity, neurodiversity, caring responsibilities and socioeconomic background.

Fair recruitment and opportunity

We base recruitment, pay, development and progression decisions on relevant skills, experience, performance and the requirements of the role. We use clear criteria, challenge assumptions and avoid requirements that create unnecessary barriers. We provide reasonable adjustments for disabled applicants and workers and consider other support needs fairly.

We aim to make opportunities for learning and development accessible across our team. We consider flexible working requests in line with applicable law and the needs of the individual and the business.

An inclusive and accessible workplace

We encourage colleagues to share ideas, ask questions and respectfully challenge decisions. Managers should give people a fair opportunity to contribute, explain decisions clearly and take concerns seriously.

We seek to make our meetings, communications, working arrangements and tools accessible. We consider disability, health conditions, neurodiversity, caring responsibilities, cultural and religious needs and the practical challenges of working across time zones. We discuss reasonable adjustments with the person concerned, implement agreed adjustments promptly and review them when needs change.

Respectful conduct

Everyone working for DAIVID is responsible for treating others with dignity. This includes how we communicate online and how we behave with colleagues, clients and other people we meet through work. Offensive comments, exclusion, intimidation and unwanted sexual conduct are unacceptable.

We take steps to prevent discrimination and harassment, including sexual harassment by colleagues or third parties. We make our expectations clear, provide appropriate guidance and training and address concerns promptly. Breaches may lead to disciplinary action or other appropriate action, depending on the working or commercial relationship.

Inclusion in our research and products

We consider inclusion in the design of our research and creative intelligence services. We seek to reflect the audiences and markets relevant to each study and to understand how cultural context and different audience experiences may affect findings.

We consider potential bias in data, models and recommendations, assess relevant differences in performance and communicate material limitations. We aim to make our outputs useful and understandable for different users and welcome feedback on accessibility, representation and unintended exclusion. We treat research participants with respect and protect their privacy.

Raising a concern

Team members can raise concerns with their manager or a member of senior leadership. If the concern involves that person, or they are uncomfortable approaching them, they can contact another member of senior leadership who is not involved. Applicants, clients, partners and other external contacts can raise a concern through the contact details on our website and ask for it to be directed to the person responsible for this policy.

We take concerns seriously and handle them promptly, fairly and sensitively. Information is shared only with those who need it to assess the concern or take appropriate action, subject to legal requirements. We will not tolerate retaliation against someone who raises a concern in good faith or participates in an investigation. These reporting routes do not limit anyone's statutory rights.

Responsibility and review

The CEO is responsible for overseeing this policy. Managers are responsible for applying it in their teams and everyone working for DAIVID is expected to follow it.

We review the policy at least annually and when material changes in our business or legal obligations require it. We use feedback, concerns raised and reviews of our practices to identify improvements and agree practical actions. Any personal information used for this purpose is handled in accordance with applicable data protection requirements.