

Equality and Diversity Policy

Date last reviewed: January 2025

1. Purpose

Insightful Research is committed to equality of opportunity and non-discriminatory procedures and practices. The purpose of this Equality and Diversity Policy is to communicate our commitment to equality of opportunity and treating all those interacting with us fairly (including employees, clients, respondents and sub-contractors).

We are committed to:

- Promoting equality of opportunity for all persons
- Promoting a good and harmonious working environment in which all persons are treated with respect
- Preventing occurrences of unlawful discrimination (direct and indirect), harassment, bullying and victimisation
- Taking positive action, where appropriate, to address breaches of the policy and prevent it from happening again
- Reviewing and monitoring the policy regularly

2. Scope

We are an inclusive organisation where diversity is valued, respected and built upon, and we are committed to compliance with relevant equality legislation, the Equality Act 2010, and relevant best practice guidelines. This policy applies to direct employees and contractors of Insightful Research whilst providing services on behalf of the company.

3. Policy statement

Insightful Research is fully committed to providing equality in the workplace and ensuring that staff, sub-contractors and research respondents are treated fairly in an environment which is free from any form of discrimination. This includes (but is not limited to) the protected characteristics as outlined by the Equality Act 2010:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Sex
- Sexual orientation

We aim to create a working environment that is free from discrimination and harassment in any form in which all staff, customers and suppliers are treated with dignity and respect.

Insightful Research

Insightful Research will not tolerate processes, attitudes and behaviour that amounts to direct discrimination, associative discrimination, discrimination by perception, indirect discrimination including harassment (harassment by a third party), victimisation and bullying through prejudice, ignorance, thoughtlessness and stereotyping.

We are a small company with no direct employees aside from the sole director. The only requirement for any suppliers and sub-contractors is that the individual meets, or is likely to meet, the requirements of the job.

4. Responsibility

All staff have a responsibility to guard against any form of discrimination and avoid any action which goes against the spirit of this policy. Any incidents are taken seriously and will be thoroughly investigated, and appropriate action will be taken. The director takes direct responsibility for ensuring effective implementation of this policy and ensuring that it is applied in accordance with all relevant statutory obligations and codes of practice.