

Equality, Diversity and Inclusion Policy

At McCann, we believe our people are our most important and valued asset, essential to our strategy and business differentiation. In an inclusive and diverse environment, everyone wins: our people feel more valued, perform better, and we become more creative and successful because of the variety of ideas and opinions brought to the table.

Our inclusion and diversity vision is: 'Empowering diversity, Driving innovation'

1. **How**

McCann Group is committed to creating an inclusive working environment where our employees are proud to be themselves. We value differences and actively seek to benefit from a variety of skills, knowledge, and experiences. We acknowledge our people have different personal requirements and we strive to support everyone wherever possible.

We promote positive measures to eliminate all forms of unlawful or unfair discrimination on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including color, nationality, and ethnic or national origins), religion or belief, sex, or sexual orientation (together known as "Protected Characteristics"). We will not discriminate based on these Protected Characteristics and will build a culture that values openness, fairness, and transparency.

This Policy is founded on respect for individuals, allowing our people to develop their full potential and recognising their ability, effort, and contribution to the Company.

1.1 **Our aim is to:**

- Recruit, develop, reward, and retain a workforce that can deliver high-quality services in a way that is accessible, responsive, and appropriate to meet the diverse needs of different groups and individuals.
- Create an environment where individual differences and the contributions of all our employees are recognized and valued.
- Communicate to existing and potential staff a clear commitment to equal opportunities and the actions we aim to take as an employer.
- Provide a focus for the principles and behavior expected of all managers and employees, so no form of intimidation, bullying, or harassment is tolerated.
- Regard breaches of this Inclusion and Diversity policy as misconduct or gross misconduct, which may lead to disciplinary action.

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2. What

We are committed to promoting equality of opportunity, providing an inclusive workplace, and eliminating any unfair or unlawful discrimination. This applies to all employment policies and practices, including those relating to:

- Recruitment and selection
- Terms and conditions of employment, including policies and procedures
- Working environment
- Training, learning, and development
- Promotion and career progression
- Reward and recognition
- Redundancy and re-deployment

2.1 **Our ambitions are to:**

- Reflect the diverse communities we serve by attracting and retaining more employees from all minority and venerable groups
- Ensure every critical role has a full and diverse succession pipeline.
- Review and remove all barriers ensuring accessibility for all at every stage of their career, e.g., recruitment, development, progression.
- Increase the diversity of the population in senior roles.

This Policy does not form part of an employee's contract of employment and may be amended at any time. The Company may also vary this policy, including any time limits, as appropriate, and it is intended to comply with the ACAS Code of Practice on disciplinary procedures.

2.2 **Who is Responsible for What?**

2.2.1 **Managers** will be responsible for ensuring that:

- They prevent discrimination at all levels within the Company, ensuring no unacceptable behavior takes place in the business, that they are aware of unacceptable behaviors, and the action to take if it should occur.
- This Policy is communicated, understood, and applied across the workforce.
- All complaints made pursuant to this Policy are treated seriously and dealt with in an appropriate and timely manner.
- All special category personal data is kept confidential.

2.2.2 **Employees** will be responsible for:

- Ensuring they treat their colleagues with respect and dignity and do not harass, abuse, or intimidate others for any reason.

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- Reporting any discriminatory acts or practices they are aware of.
- Cooperating with any measures introduced to ensure fairness for all.
- Not encouraging, nor attempting to encourage, others to practice unlawful discrimination or be disrespectful.
- Not victimising or retaliating against anyone as a result of reporting or providing possible evidence of discrimination.

2.2.3 Employee Communities (Internal Networks)

As part of our commitment to making a difference and impacting on your working lives, we will facilitate the creation of Employee Communities. These are voluntary, employee-led groups that support a particular cause identified by the business. The groups may change, and the focus may be revised from time to time depending on business needs

Any breach of this Policy will be dealt with through the Disciplinary Policy. Serious breaches may constitute gross misconduct and be liable to summary dismissal without notice or payment in lieu of notice.

2.3 Protecting the Right to Privacy McCann Group aims to deal with personal matters related to inclusion and diversity sensitively and with due respect for the privacy of any individuals involved. Documentation will be treated with the utmost confidentiality and in accordance with the Data Protection Act 2018.

2.4 General Principles of the Policy

McCann Group is committed to creating a culture that values employee differences and allows equal opportunities for all. Our aim is to make our organization one where employees feel involved, respected, and connected.

We recognise that a talented and diverse workforce is critical to the long-term success of our business; we seek to recruit, reward, develop, and retain outstanding people, reflecting the diverse communities we serve. We are committed to equality of opportunity in all areas of employment, including development and promotion.

Our approach to diversity is not just about making sure we comply with equality law but also about capitalising on differences to benefit employees and our business. We aim to maximize employees' potential by drawing on the richness of these differences and creating a productive environment in which all are valued, where our talents are fully utilized, and organisational aims are achieved through inclusivity.

2.5 To achieve these aims, we will:

- Develop a workforce that broadly reflects the communities in which we work.
- Seek to understand and address the barriers to inclusion and diversity within our organisation.
- Treat all fairly and consistently, with dignity and respect.
- Ensure fairness and equality of opportunity and treatment in relation to all activities, both as an employer and as a service provider. Oppose and seek to overcome all forms of unlawful or unfair discrimination on the grounds of a person's Protected Characteristic.

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- Engage with employees, confirming a clear commitment to inclusion and diversity in the actions we take as an employer.
- Create processes, policies, plans, practices, and services that meet employees' diverse needs.
- Facilitate the creation of Employee Communities, voluntary, employee-led groups that support a particular cause identified by the business.
- Develop an inclusive environment by promoting appropriate behaviors

2.6 Adapting Working Practices

We will make 'reasonable adjustments' to the working environment to give employees or potential employees with specific needs equal opportunities. This may include making reasonable changes to their working environment or redeploying them to a different type of work if necessary and available.

We will respond sensitively to employees' religion or beliefs and, where possible, aim to accommodate requests for time off to exercise their beliefs.

2.7 Pay Equality

It is McCann's intention to operate a fair pay and reward system where there is no unjustified bias for any reason. We will investigate the cause of any disparities.

2.8 Redundancy and Redeployment

Selection for redundancy and/or redeployment will be conducted fairly and avoids discrimination.

2.9 Work Allocation and Monitoring

The Policy will ensure that work is allocated fairly, based solely on the range of skills and capabilities an employee might have. Managers should monitor and control work performance in a fair and consistent manner, avoiding any suggestion of bias.

Managers should not condone or engage in jokes or banter about an employee or group of employees that could be considered offensive or intimidating by others.

3. External Profile

3.1 We will:

- Join appropriate organisations to network, exchange best practices, and raise the organisation's profile.
- Build relationships with trade, local, and national press to develop a good external image and position the organization at the leading edge.

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3.2 Handling Complaints

Any complaint of discrimination or harassment will be taken seriously and thoroughly investigated. If a complaint is potentially deemed to have merit, disciplinary proceedings will commence. If you consider that you are being subjected to discrimination, follow the procedure set out below:

3.2.1 Informal Approach:

Directly raise the matter with the person who discriminated against you, or ask a colleague, manager, making it clear that their behavior is unacceptable and must stop. Any discussion should be held in an appropriate, private place, with details kept confidential as far as possible.

3.2.2 Formal Approach:

If the informal approach fails to bring about the desired resolution, a formal approach may be undertaken under the Company's Grievance Policy. Grievances raised in this manner will be promptly and thoroughly investigated, with the outcome communicated to the complainant. If you are not satisfied with the outcome, you have the right to appeal under the Company Grievance Policy.

3.3 Zero-Tolerance for Bullying, and Harassment

McCann Group has a zero-tolerance approach to any bullying and harassment related to an individual's race or ethnicity. Any reports of bullying, inappropriate language, or behavior will be treated seriously as per McCann's Bullying and Harassment Policy.

4. Definitions

- **Diversity:** Diversity means people from various social and ethnic backgrounds, genders, sexual orientations, etc.
- **Inclusion:** Inclusion refers to how welcomed and accepted employees feel within the organization, allowing them to be themselves.
- **Protected characteristics:** are the grounds on which discrimination is unlawful under the Equality Act 2010.

The nine protected characteristics are:

- Age
- Disability
- Gender reassignment
- Marriage or civil partnership (in employment only)
- Pregnancy and maternity
- Race
- Religion or belief

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- Sex (gender)
- Sexual orientation

- **Micro-Aggression:** Micro-Aggression is subtle or unintentional discrimination against members of a minority group.

- **Bullying and Harassment:** Bullying and harassment encompass actions or behaviors that are unwelcome, offensive, humiliating, intimidating, threatening, violent, hostile, or discriminatory. It's important to consider how actions or comments may impact others, regardless of intent.

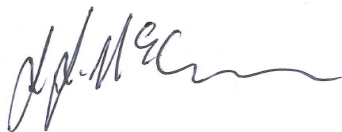
- **Discrimination:** Discrimination is treating someone unfairly based on factors like age, race, religion, gender, sexual orientation, disability, etc.

- **Victimisation:** Victimisation is treating someone unfavorably because they've raised concerns about unfair behavior or inappropriate conduct.

- **Sexual Harassment:** Sexual Harassment involves unwanted conduct of a sexual nature that violates dignity and creates an intimidating, hostile, degrading, or offensive environment. This includes various behaviors like making sexual comments, unwanted touching, sending sexually suggestive messages, or making inappropriate gestures or jokes.

5. Reviewing this policy

The content of this Policy will be reviewed by the HR department periodically. An effective auditing and review process shall be implemented for monitoring the ongoing use of and compliance to this Policy. This will be carried out by the HR department.



John McCann
Managing Director

Date Last Reviewed:
January 2026