



Equal Opportunities Policy

1. Purpose

Pure Communications Group is committed to promoting equality and diversity in all aspects of employment, including recruitment, training, and career advancement. We are committed to fostering a workplace that recognizes and values the diversity of our employees. We believe that a diverse and inclusive workforce enhances creativity, innovation, and productivity. This Diversity and Inclusion Policy outlines our commitment to creating an environment where all individuals are treated with dignity and respect.

2. Scope

This policy applies to all employees, contractors, vendors, and stakeholders associated with Pure Communications Group.

3. Commitment to Diversity and Inclusion (“D and I”)

Pure Communications Group is committed to:

- Creating a workplace that is free from discrimination, harassment, and bias.
- Promoting a culture of inclusivity that values and respects individual differences.
- Encouraging diversity at all levels of the organization, recognizing that diverse perspectives contribute to our success.
- Ensuring fair and equitable treatment for all employees, regardless of race, ethnicity, gender, age, sexual orientation, disability, religion, or any other characteristic protected by applicable laws.

4. Equal Employment Opportunity

We provide equal employment opportunities to all employees and applicants for employment, without regard to their race, colour, national origin, ancestry, sex, sexual orientation, gender identity, age, disability, or any other characteristic protected by applicable laws.

Pay and benefit packages will be offered without discrimination and will be accessible to all employees of a similar job role.

5. Inclusive Recruitment and Hiring Practices

Pure Communications Group is committed to implementing inclusive recruitment and hiring practices to attract a diverse talent pool. We will strive to eliminate biases and ensure fair evaluation throughout the recruitment and selection process.



Hiring decisions will be based on qualifications, skills, and experience relevant to the position.

Promotion decisions will be based on merit, performance, and potential. We will actively support the career advancement of all employees through mentoring, coaching, and career planning initiatives.

6. Training and Development

All employees will have equal access to training and development opportunities. Training programs will be designed to support the professional growth of all employees, regardless of background or identity.

We will hold regular diversity and inclusion conversations with our employees to raise awareness, promote understanding, and foster an inclusive culture.

7. Inclusive Leadership

Pure Communications Group is committed to promoting inclusive leadership at all levels. Leaders and managers will be encouraged to foster an inclusive work environment, lead by example, and actively support diversity and inclusion initiatives.

8. Employee Engagement

We support and encourage all employees to connect, share experiences, and contribute to the company's diversity and inclusion goals by communication with our nominated D&I champion, currently our Head of Events.

9. Reporting and Accountability

All employees are responsible for treating their colleagues with respect and dignity, regardless of differences. We will maintain a work environment that is free from discrimination, harassment, and bullying.

Employees are encouraged to report any incidents of discrimination, harassment, or bias. Pure Communications Group will investigate all reports promptly and take appropriate action. We will hold all employees accountable for maintaining a diverse and inclusive workplace.

10. Continuous Improvement

Pure Communications Group is committed to regularly assessing and enhancing our diversity and inclusion initiatives. We will seek feedback from employees, monitor progress, and adapt our strategies to promote an increasingly inclusive environment.



11. Communication

This policy will be communicated to all employees, stakeholders, and made available on our company website.

12. Review and Revision

This policy will be reviewed annually and updated as necessary to reflect changes in the business environment, legal requirements, and best practices.

Last reviewed: February 2024