

IAB Canada's Diversity, Equality and Inclusion Charter

IAB Canada Mission Statement

The Interactive Advertising Bureau of Canada ("**IAB Canada**") is the country's primary non-profit industry organization that empowers the media and marketing industries to thrive in the digital economy. IAB Canada maintains a holistic view of all topics affecting the digital economy and supports the responsible and inclusive development of the sector in a results-oriented, practical, and effective way.

Objective of this Charter

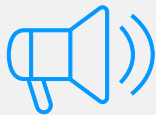
IAB Canada's Diversity, Equality and Inclusion ("**DEI**") Charter ("**Charter**") aims to promote DEI initiatives within the digital advertising industry ("**Industry**"). This Charter demonstrates the commitment of IAB Canada and its members ("**Members**") to foster a business and workplace that is inclusive of the global communities in which we conduct business.

This Charter does not supersede any existing DEI policies or procedures within member organizations, but reaffirms the commitment of Members to promote DEI within their business(es).

Charter Principles

For the purposes of this Charter, DEI means valuing the range of perspectives, ideas, and experiences that diversity provides, regardless of peoples' gender, age, language, disability, ethnicity, cultural background, sexual orientation, religious belief, and more.

This Charter aims to address DEI by encouraging Signatories to implement three (3) overarching principles in their operations to demonstrate their commitment to the Charter's objective ("**Principles**"). These Principles are as follows:



I. ADVOCACY

Signatories commit to providing visible support and representation of DEI initiatives both internally within their organization(s) and externally within the Industry.



II. EDUCATION

Signatories commit to promoting DEI as a whole and undertaking measures to drive awareness of key issues impacting the Industry, including, by developing and sharing resources for all Members to access.



III. STRATEGIC ACTION AND ASSESSMENT

Signatories commit to actioning plans that address systemic discrimination and measuring the effectiveness of DEI efforts

Charter Commitments

The Principles are further materialized by Member's adherence to eight (8) action items ("**Commitments**") to drive overall Charter goals. Under this Charter, Signatories pledge to the following:

- 1. ADVOCACY** – Promoting DEI within their organizations and, in collaboration with Members and the Industry, supporting policy and government initiatives that address DEI.
 - 2. ACCESS** – Undertaking initiatives to ensure all individuals: (i) have access to relevant opportunities and resources; and (ii) can contribute their perspectives and talents to improve their organization(s), particularly without repercussions for raising any concerns.
 - 3. CONTRIBUTION** – Providing employees with equal opportunities to participate in, and be a part of, their teams, departments, overall organization, and IAB Canada initiatives. This includes committing to providing more DEI representation on IAB Canada Working Groups, Committees, and Councils, and overall initiatives.
 - 4. SAFETY** – Committing to ensure all employees feel secure, valued, and respected in lending their voice to their teams, departments, business operations, and the Industry.
 - 5. TALENT** – Addressing diversity in hiring practices by executing strategies to: attract, engage, and retain talent from underrepresented groups. Talent refers to engaging individuals in all aspects of the business, including (but not necessarily limited to): (i) employing qualified personnel, particularly in senior levels of the organization(s); (ii) working with vendors that champion DEI and have strong DEI philosophies; and (iii) encouraging partners to undertake more informed DEI practices.
 - 6. COMMUNICATION AND PROMOTION** – Encouraging the Industry to share best DEI practices within Members and committing to eliminating language that suggests discrimination (for example, master/slave terminology).
 - 7. COLLABORATION** – Joining forces to collaborate with differing sectors, associations, and members to support this Charter, its goals, and DEI values.
 - 8. ACCOUNTABILITY** – Measuring the implementation of this Charter and reviewing its guiding principles to foster greater accountability in Member DEI practices.
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Governance

To facilitate the governance of this Charter and drive DEI initiatives, IAB Canada will operate a DEI Taskforce (“**Taskforce**”) comprised of Member representatives (all members can, and are encouraged to, participate). The goals of the Taskforce include, but are not limited to:

- Setting measurable objectives to drive towards greater DEI within the Industry;
- Developing action plans and priorities based on the Commitments and Principles in this Charter, including: (i) providing Member support; (ii) assisting with DEI initiatives assessment(s) for Members and the Industry; (iii) developing programs and exhibits to serve the goals of this Charter;
- Monitoring and communicating the progress of DEI work executed by IAB Canada and the Members;
- Providing recommendations to the Industry on tackling issues related to DEI;
- Maintaining a global and comprehensive view of DEI and applying informed practices into every service pillar and member interaction.

Moving towards a diverse, equal and inclusive digital advertising industry in Canada requires observance and adherence to common principles that IAB Canada, the Taskforce, and Members can support.
