## Interactive Advertising Bureau of Canada IAB Canada's Inclusive Language Lexicon



The following lexicon is not an exhaustive list of language considerations. Instead, it acts as a starting place for inclusive language to be incorporated into personal and workplace lexicons of language. We encourage you to continue delving deeper into terms, adding your own intentional terminology for workplace inclusion.

Industry Terms	
Inclusive Language	Original Language
Blocked list/Disallowed list	Blacklist
Allow List/Permitted list; Core Lists/Database; Primary List; Inclusion List	Whitelist
Primary Sheet	Master Sheet
Consideration Sets/Intended audience	Target audience
Inclusions or Exceptions	Exclusions
Chair	Chairman, chairwoman
"The best person for the job."	"The best man for the job."
Marginalized	Minority (unless referring to a numerical or factual minority)

Cultural Reference		
Inclusive Language	Original Language	
Asian, or a specific nationality/ethnicity	Oriental	
Indigenous, First Nation, Metis	Native, Indian	
Person/people of color or [specific race/ethnicity/nationality]	Colored person/people or ethnic	
Dual heritage or multi-racial	Mixed race	
Multilingual speaker	Non-native speaker	
Inuit, Iñupiat, Yupik, or Aleut	Eskimo	



Humanity, people, human beings, citizens	Mankind
Everyone, folks, people, you all, etc.	'Guys' or other gendered collective phrases to refer to a group of people

Sexual Orientation	
Inclusive Language	Original Language
Gay	Homosexual
Bisexual	Bi-sexual
Out	Openly gay
Sexual orientation	Sexual preference
Assigned sex	Biological sex
Other/different sex, all sexes	Opposite sex, both sexes
[preferred pronoun]	" who used to be [gender]" to describe Trans people

People with Disabilities		
Inclusive Language	Original Language	
"People with disabilities/disabled people" or "people with visual impairment."	Monoliths like "the disabled" or "the blind".	
"Has [condition/name of diagnosis]" or "is a wheelchair user/uses a wheelchair".	Negative and victimizing phrases like "suffers from [disability]" or "confined to a wheelchair".	

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