



Diversity data collection

Understanding and analysing your workforce to build accountability, improve transparency and promote fairness

Collecting workforce diversity data is essential to analyse and address workplace inequalities and report on diversity metrics. However, it can be complex and employers need to navigate and balance a mixture of legal, cultural, systems and communications factors to ensure any collection exercise is successful.



Collecting and analysing diversity data can help organisations to:

- Meet stakeholder expectations to report on diversity and equality.
- Achieve ESG diversity reporting targets.
- Comply with upcoming regulatory reporting requirements.
- Identify focus areas and implement targeted and impactful initiatives.
- Review diversity and inclusion at all stages of the employee lifecycle and eliminate unconscious bias or discriminatory practices.
- Demonstrate progress against key social objectives and other reporting commitments (such as those outlined in the Race at Work Charter).

The following are key to successful data collection:



Overall strategy and planning – The key to overall success is putting in place a clear strategy which sets out an organisation's priorities and approach for data collection. This should incorporate legal and data privacy requirements, cultural considerations, the use of data analytics and a communications plan.



Analytics – Clear analytics and visuals are key to spotting trends, identifying focus and risk areas, and creating actionable insights which organisations can use to drive change.



Legal and cultural considerations – When devising a data collection strategy, it is essential to factor in legal data privacy requirements, discrimination risks and cultural factors.



Communications strategy – Communications play an integral role in building trust, increasing response rates, and implementing positive cultural change.

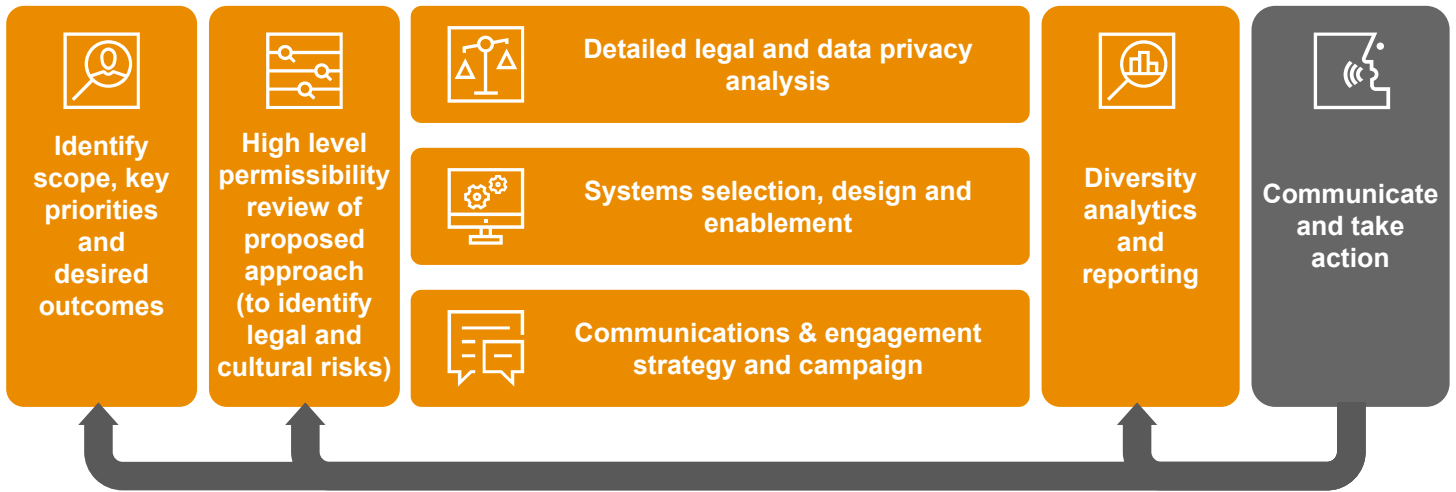


Technology and systems – It may be possible to adapt existing HR systems to collect and integrate diversity data with existing information. Alternatively, separate independent systems can be used, particularly when carrying out 'snapshot' reviews and/or anonymous surveys.



Global considerations – Each of the issues above will be made more complex where organisations are collecting diversity data globally and they will need to be particularly aware of the legal and cultural nuances of different jurisdictions.

Key stages of diversity data collection



Why PwC?



We have proven experience of supporting organisations with the collection of diversity data across a range of industries and jurisdictions.



Our lawyers can help navigate the data privacy considerations and discrimination risks involved in diversity data collection and can work with you to understand and mitigate any legal risks arising from the findings of data analysis.



Our multi-disciplinary team combines diversity and inclusion specialists, employment and data privacy lawyers, communications and HR systems experts and data analysts to provide end-to-end project support.



We have experienced communications experts who understand the nuances and sensitivities around diversity data collection across different cultures and viewpoints.



Our global network of 10,000+ People and Organisation colleagues worldwide and our unrivaled global legal presence ensures we are able to deploy experts in multiple territories.



Our expertise also includes carrying out broader diversity and inclusion projects once diversity data has been collected, including equal pay and pay fairness reviews, analysis and reporting on pay gaps and other diversity metrics and carrying out employee lifecycle reviews to identify risks of unconscious bias and discrimination.



We have developed a range of user friendly data collection, visualisation and analytics tools. These can accelerate projects (for example through access to our data categorisation library) and enable us to analyse potential areas of diversity risk in real time to understand the key drivers behind diversity issues or low disclosure rates.

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