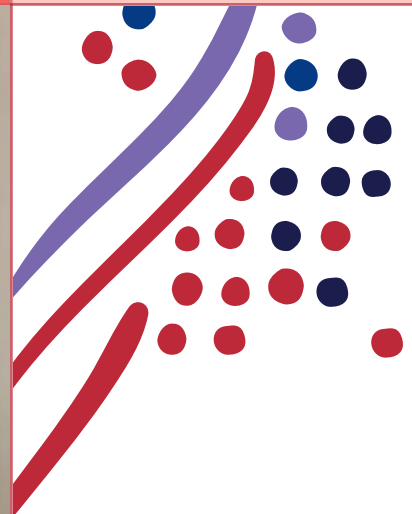


Product Inclusion Guide

How ADP Products Help You Drive DE&I



Contents

3 Product Inclusion At ADP

11 Inclusive Features Within Our Products

- Recruiting
- Data Insights
- Digital Pay
- Employee Engagement
- Survey Tool
- Integrations
- Language
- Self-Identification

20 Tools & Resources



Always Designing
for People®

Always Designing For People

You may be asking what product inclusion is. Let's first start with what it is not. Product inclusion is not us becoming our client's DE&I (Diversity Equity & Inclusion) Office. Product inclusion is not ADP's DE&I Office. Product inclusion is not only about making products meet accessibility requirements.

Product inclusion is making products for all people and with all people.

There are products and features we use every day that were designed with inclusion in mind. These include electronic toothbrushes, audiobooks, speech-to-text and voice recognition apps, gripped and similar kitchen tools that were designed originally for people with disabilities. A certain mobile phone camera was designed to capture the true skin tones of people of color who would normally show up in images as overly lightened or darkened. Bags and accessories have been designed with veteran inclusion in mind when the designers used repurposed military surplus materials that evoke military themes. A ride-sharing app responded to safety concerns of their women and non-binary drivers by creating a feature where drivers can set passenger gender preferences.



Always Designing For People

When we say that ADP is always designing for people, we mean all people. People of different ages, geographies, religions, disabilities, genders, races, ethnicities, veteran statuses, education levels, sexual orientations, languages, and all aspects that make people who they are. Our clients and their employees are these very people, and it is important that we consider these different perspectives from the moment we think about a product to the time we sell that product.

Our prospect and client organizations of all sizes and industries are increasingly presented with the reality that not focusing on their inclusive business practices and workplaces affects their bottom line and brand. Many customers, employees, investors, legislation, and other stakeholders are making it clear that inclusion is a priority.

When our clients use our products, they should be able to find solutions that help them meet those expectations from hire to retire. Solutions may, at a minimum, result in our clients adhering to DE&I-related compliance, and could potentially even help our clients make top-performing DE&I awards and lists. In all situations, when our clients can use our products in ways that help their workplaces and employees feel more inclusive, that is a win.



Always Designing For People

As we continue designing inclusively, there are certain features that some organizations prefer over others. Part of being inclusive in how we approach products is to create the choice for our clients to turn features on and off as needed. So, while product inclusion is part of ADP's commitment to DE&I, it is more than that. It is our commitment to helping our clients be competitive in an inclusive future of work. At ADP, we are committed to ongoing learning about new ways to create inclusive products, as we always design for all people.



"We build products for everyone. We want our product to be useful and joyful for everyone, regardless of identity and personal traits. Product inclusion starts with a diverse team with diverse perspectives. Inclusion practices need to be embedded into every step of the creation process."

- Xiaojing Wang

Distinguished Engineer



Why Inclusion Matters To Clients



Corporate Social Responsibility

Many of our clients in the US and globally have made commitments and efforts associated with diverse and underrepresented groups. They are members and partners of organizations such as Disability:IN which focuses on disability inclusion, the Human Rights Campaign Foundation which focuses on LGBTQ+ inclusion, Vets Index focuses on veteran inclusion, Bloomberg Index focusing on gender equality, REDI focuses on religious inclusion, CEO Action focuses on racial and other areas of inclusion, Seramount focuses on women's inclusion, and more. Inclusion is important to corporate social responsibility.



Compliance And Legislation

Many of our clients in the US and globally must consider inclusion as part of the anti-discrimination of many diverse and underrepresented groups as well as equity and anti-discrimination legislation that mandates equitable pay, among other areas. These requirements stem from examples such as the US Equal Employment laws, Canada's human rights, pay equity and employment equity legislation, the United Kingdom's Equality Act, Hong Kong's Discrimination Ordinances, South Africa's Employment Equity Act, among others. Inclusion matters in compliance and legislation.



Increasing Market Share

Many of our clients in the US and globally are undergoing their own journeys of being more inclusive in their business offerings to their customers. They realize that their customers are diverse in many ways themselves, and that customers are increasingly preferring to spend their money on organizations who value inclusion. In spending power alone, there is a \$1 trillion market of the 1B global disability population¹, \$1.7 trillion spending power of the US Latino community², \$917 billion US LGBTQ+ market³, \$1.4 billion US Black spending power, to name a few. Inclusion matters in increasing market share.



Financial Investment And Performance

Many of our clients in the US and globally who are publicly traded and/or have investors as stakeholders are expected to make their organizations more inclusive. Mandates and proposed requirements examples come from the U.S. Securities and Exchange Commission, NASDAQ, Singapore Exchange, the United Kingdom's Financial Conduct Authority, LATAM's Institutional Shareholder Services, Tokyo Stock Exchange, Toronto Stock Exchange, German Stock Corporation, among others. Inclusion matters for financial investment and performance.

Product Inclusion

Product Inclusion requires intentional inclusion as we design, develop, and share product features with our clients. A lot of factors go into this including:

Diverse Perspectives

When we design for all people, this also means designing with all. We aim to solicit diverse input from ADP associates, cross-functional teams, client advisory groups, and the diverse communities and markets we serve. It's part of what DE&I means at ADP.

[ADP on DEI](#)

Data Governance

As a data-driven company, we understand that so much starts at the point of data. In addition to data security of personal data, we must use data responsibly and ethically to avoid creating bias and exclusion. At ADP we are committed to being thoughtful and intentional with what data is used, how it is used, who has access to the data, and other considerations through our data governance. In doing so, we are careful with data such as race, ethnicity, age, biometrics, gender and all data types that represent people.

[ADP Governance Statement](#)

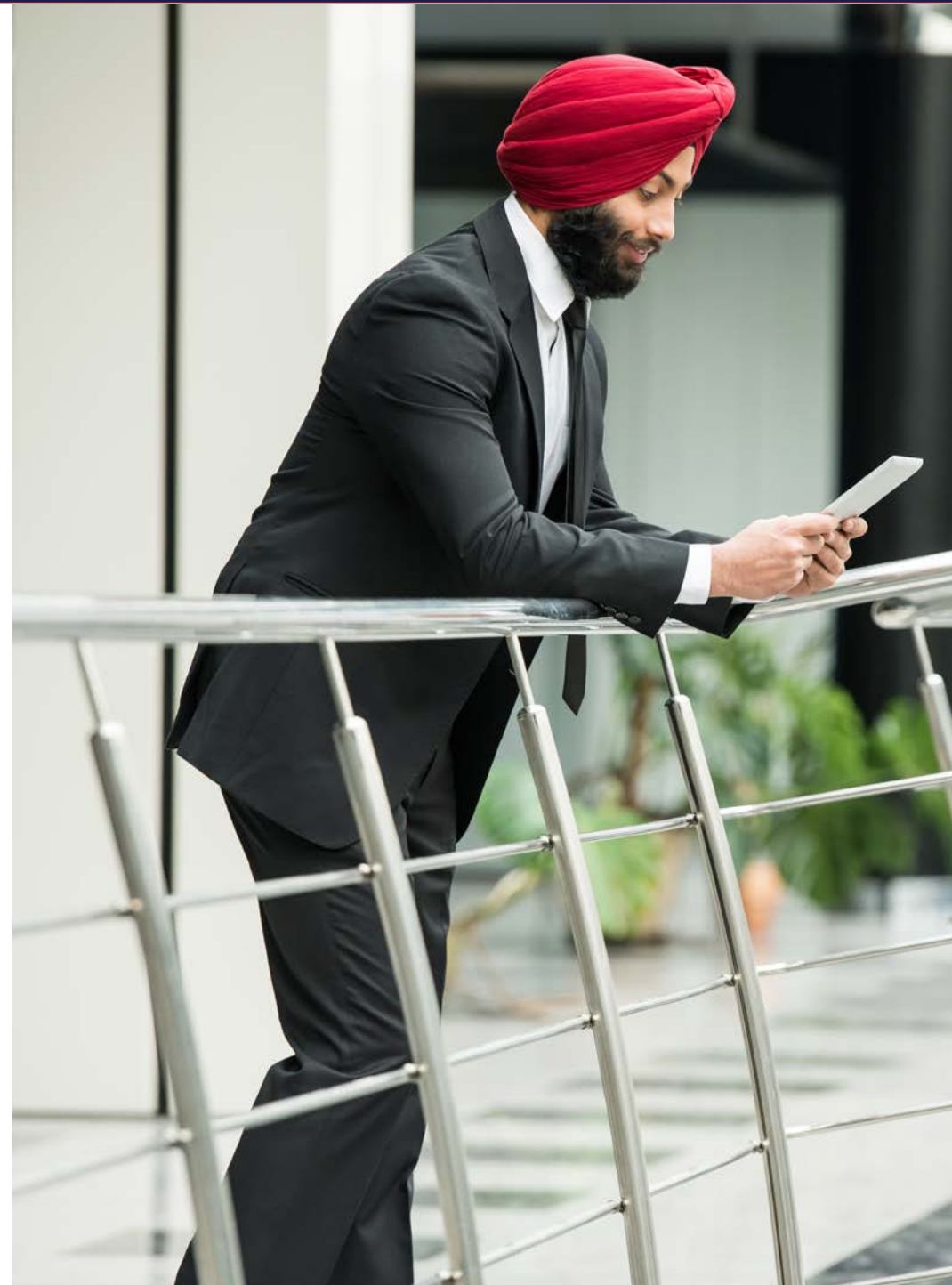


Product Inclusion

AI (Artificial Intelligence) Ethics

Artificial intelligence and machine learning use data from coding, algorithms, and data driven insights. If ADP learns of any areas of potential bias, our goal is to create solutions that help offset such bias. To this end, where permitted to do so, we can help clients use diversity related data about people to make solutions that help DE&I issues. For example, we provide clients with tools such as the DataCloud Diversity Dashboard and Pay Equity Storyboard that identify gaps in diversity to address and prevent potential inequities.

[ADP AI Ethics Statement](#)



Product Inclusion

Accessibility

At ADP, we are Always Designing for People—all people. ADP is committed to ensuring that this site and ADP's products and services are accessible to every user. ADP strives to embed accessibility throughout the product lifecycle consistent with Web Content Accessibility Guidelines 2.1 Level AA. This includes design, development and regular testing. Our internal accessibility team, alongside assistance of third-party digital accessibility consultant, works with product teams to maintain best practices and accessibility guidance set forth by the World Wide Web Consortium Web Accessibility Initiative. Accessibility requires ongoing effort. ADP continues to refine its processes and products to build upon our accessibility efforts and provide inclusive experiences for our clients and their employees. Internally, we also have a disability and care-giver-focused Business Resource Group, which actively works to build community and educate about disability, accessibility, and inclusion. We look forward to sharing more information about our accessibility journey as we move along.

[ADP Accessibility Statement](#)



Product Inclusion

Inclusive Language

From coding to in-product language to communications about those products, ADP is committed to using language that is inclusive of all people. We have a current initiative to replace instances of outdated language with inclusive language. For example, 'Deny list/Allow list' would replace 'Blacklist/Whitelist'.



"ADP is committed to DE&I at all stages of the product development lifecycle, which is imperative to reducing bias by design. Our product and technology teams are diverse, with leadership connected globally to strengthen creativity, innovation, improved decision making and productivity. With 'each person counts' as a shared value across ADP, inclusion is at the core of our company culture, creating a space for ideas and innovation to flourish. In this way, we can act as a thought leader, ensuring we capture and reflect our client community's needs, goals and aspirations within our technology solutions."

- Tanya Connolly

Director of Service Technology



Inclusive Features

Many of our products can be used by our clients to focus on inclusion from hire to retire

Recruiting

In addition to data insights that include hiring and recruitment insights on diversity, ADP is committed to helping organizations recruit great talent from all diverse communities. From tools that help mitigate human bias in recruiting, such as chatbots and profile relevancy, to using data insights in recruiting outsourcing and diversity-focused hiring support, and tools that help Talent Acquisition teams identify potential diverse candidate pools, ADP tools and information help organizations promote their DE&I initiatives. Our goal is to create new ways to expand these efforts. These are available in WFN (Workforce Now®) Recruiting, Recruiting Management, DataCloud Talent Market Insights, Recruiting Process Outsourcing, etc.



Inclusive Features

Data Insights

ADP is committed to helping organizations gain insights that support compliance efforts and share knowledge of the competitive landscape to potentially be seen as Employers of Choice that can recruit and retain a diversity of talent. To do so, we help surface data insights around gaps in diversity from hire to retire, pay inequities and gaps, and related diversity insights. These specific insights are available in DataCloud and some insights are made available in systems of record and time solutions.

Digital Pay

The workforce across various aspects of diversity benefits from financial inclusion and support. Whether someone is unbanked, underbanked or banked and has multiple financial obligations, tools like Wisely assist with financial wellness, rewards, early wage access, digital wallets, and the like that help all people keep more of their paycheck and experience more financial inclusion. More organizations are investing in financial inclusion offerings to meet their workforce where they are. ADP is committed to enabling these types of opportunities that benefit all.



Inclusive Features

Employee Engagement

Recognizing that the workforce is made up of all different types of thinkers who approach work, teams, and engagement from a variety of strengths is central to The Marcus Buckingham Company, an ADP company. That alone helps to support inclusion and create a culture of belonging. ADP is committed to helping managers and coaches use AI-driven tools to personalize engagement by meeting the workforce at their diverse levels of strengths. TMBC also helps us consider strengths through a diversity lens in this tool: [TMBC Strengths Against Racism tool](#)

Survey Tool

Where data insights help to show gaps in diversity and equity, surveys enable organizations to understand their cultures of belonging and inclusion. By asking employees about their experiences and perceptions on DE&I-related areas, Voice of the Employee helps provide an experience score to clients that can empower them to focus on ways to improve hiring, onboarding, performance, succession, and many other areas.



Inclusive Features

Integrations

ADP solutions integrate with several partners that offer solutions that impact inclusion, from video-interviewing that helps reach diverse candidates to replacing the potential for human bias with intentional and ethical use of AI to rewards programs that help recruit and retain talent with diverse needs and expectations. We proudly highlight when our Marketplace Partners are URG-owned.

Language

We continue to offer our products in an ever-expanding list of multiple languages.

Self-Identification

We've expanded self-identification to include preferred or chosen names, gender, pronouns, sexual orientation, name pronunciation, and a growing number of product features. We will expand upon this by product in the next section Self-ID Features by Product.



ADP Clients on inclusion



"In software engineering, our role extends beyond simply bringing user requirements to life. We are also responsible for envisioning how our software products can reach a broader audience and address real-world challenges through the lens of inclusion."

- Roberto Dias

Director of Product Development/Head of Engineering

Self-Identification



Today's workforce is increasingly interested in bringing their whole selves to work. Self-identification is part of what helps do so, as well as helps organizations to show that they value and respect the people in their organizations for who they are and how they identify. This includes self-identification of preferred or chosen names, gender, pronouns, sexual orientation, name pronunciation, and a growing number of product features. ADP is committed to helping organizations be more inclusive and making their employees feel more included with options that represent them. These options are voluntary for an employee to provide and configurable to be turned off or made unavailable by the client if they choose.



Self-Identification

Preferred or Chosen Names

Currently, preferred and or chosen name functionality is available in many of our solutions. As a part of our existing product roadmaps, our technical teams continue to work to enhance this functionality by prioritizing the visibility of an employee's preferred and or chosen name and minimizing the visibility of their legal name except where it is required for a legal or compliance reason.

Insight

Preferred or chosen name including but not limited to nicknames, ease of pronunciation, maiden names, religious conversion, gender identification, and more. We reflect this under the option "Preferred or Chosen Name".

Practices from top-performing organizations in DE&I

Facilitate the options and processes for people to use their preferred or chosen name in email addresses, business cards, nameplates, identification badges, intranet and company directory, etc.



Self-Identification

Gender

Currently, non-binary gender options are available across many of our products and we are actively working to implement this change across other solutions.

Insight

People in the workforce do not always identify with the binary gender identifications of woman/female or man/male; they also can identify as non-binary and other related identities. We reflect those other related identities under the option "Non-binary Person/X" which includes third-gender, two-spirit, transgender, gender fluid and other gender identity.

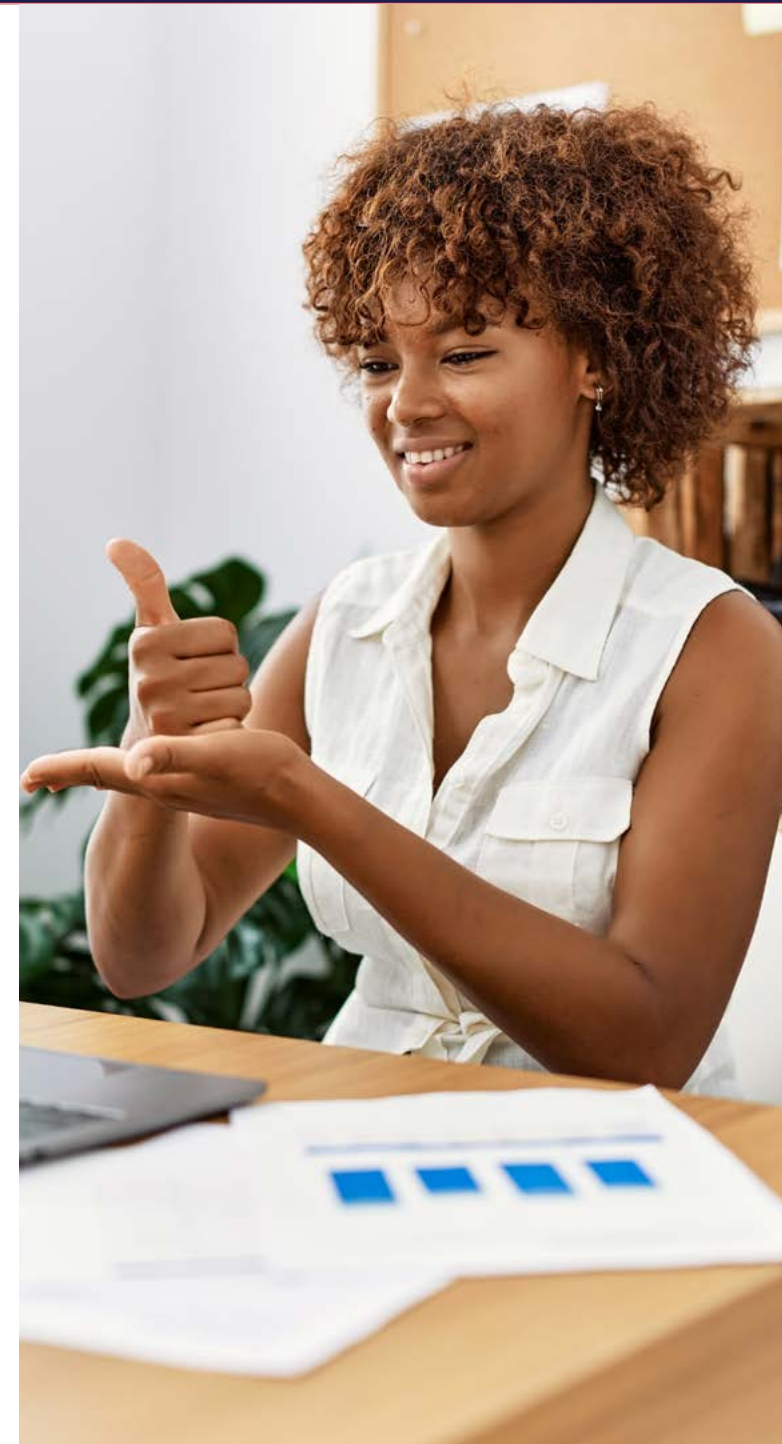
Practices from top-performing organizations in DE&I

Include options beyond male and female on employee surveys.

If collecting data on prefixes and titles in HR documentation such as Miss, Mr. and Mrs., include the gender-neutral choice, Mx.

Include gender identity protections in the US and globally in their policies.

Offer gender-inclusive benefits and health coverage options.



Self-Identification

Pronouns

Currently, non-binary pronoun options are available across many of our products and we are actively working to implement this change across other solutions.

Insight

People in the workforce are increasingly choosing to self-identify their pronouns. This is true of people across various countries, roles, and industries. LinkedIn launched the option for pronouns in 2021, and within a year, the number of members with pronouns on their profiles grew 7x (+605%), members with self-defined pronouns grew 7x (+628%), and members with the standard nonbinary pronouns "they/them" grew 6x (+497%). The most frequently selected pronouns are she/her, he/him, and they/them, followed by a variety of combinations including she/they, he/they, etc. ^{Source}. We reflect these choices to self-identify pronouns under the options "she/her/hers," "he/him/his," "they/them/theirs," "ze/zir/zirs," and "ze/hir/hirs".

Practices from top-performing organizations in DE&I

Supply opportunities for employees to voluntarily list pronouns on documentation, badges, nametags, etc.

Remove gendered language from policies - For example, instead of "he/she," use "they".



Self-Identification

Sexual Orientation

Currently, sexual orientation self-identification options are available across many of our products and we are actively working to implement this change across other solutions.

Insight

People in the workforce have diverse sexual orientations. In 2021, Ipsos conducted a global survey on Gender Identity and Sexual Orientation and found that globally at least 2 in 10 people identify as LGBTQ+. ^{Source}. We reflect these related options in volunteer self-identification questions and options that include LGBTQ+ and Transgender.

Practices from top-performing organizations in DE&I

Offer sexual orientation-inclusive benefits and health coverage options

Implement organization-wide training on topics related to LGBTQ+, including gender-neutral terminology, LGBTQ+ terms, allyship, and more.

Update workplace policies to include LGBTQ+ considerations.



Tools & Resources



Added Links



[Worker Identity Research Collaboration](https://info.adp.com/whywework)
by Martha Bird
<https://info.adp.com/whywework>



[Measuring the "I" in Inclusion](https://www.adpri.org/research/dei-study)
by ADPRI
<https://www.adpri.org/research/dei-study>



[ADP DE&I Report](https://www.adp.com/resources/articles-and-insights/articles/d/diversity-and-inclusion-best-practices.aspx)
<https://www.adp.com/resources/articles-and-insights/articles/d/diversity-and-inclusion-best-practices.aspx>



[ADP DE&I page](https://www.adp.com/resources/diversity-equity-and-inclusion.aspx)
<https://www.adp.com/resources/diversity-equity-and-inclusion.aspx>



Appendix

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Page 8: [2] J. Merritt Melancon, "Consumer buying power is more diverse than ever", UGA Today, August 11, 2021 (<https://news.uga.edu/selig-multicultural-economy-report-2021/>).

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Page 8: [3] HRC Foundation, "LGBTQ Marketing and Advertising", Human Rights Campaign Foundation, (<https://www.thehrcfoundation.org/professional-resources/lgbtq-marketing-and-advertising>).

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Page 24: Samantha McLaren, "'She/They' and Other Pronouns You Might See on Candidate Profiles," LinkedIn, June 28, 2022, (<https://www.linkedin.com/business/talent/blog/talent-acquisition/pronouns-you-might-see-on-candidate-profiles>).

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Privacy & Data Protection

Thank You

For more information visit www.adp.com/productinclusion

