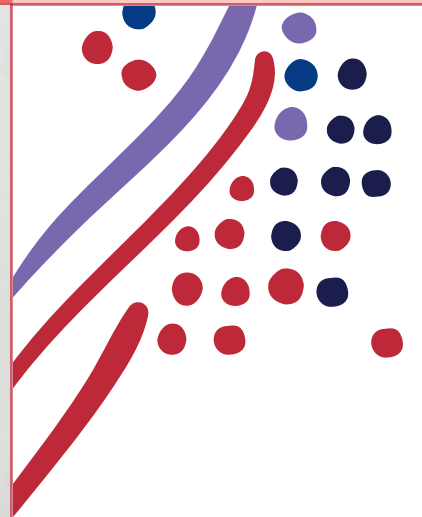


Product Inclusion Guide



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Always Designing
for People®

Always Designing For People

Product inclusion is about considering people in our product design and development. This is about valuing and respecting people and living up to our tagline of “always designing for people”.

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

Each of us use products everyday that were made with inclusion in mind. Everything from electronic toothbrushes, audiobooks, speech-to-text, voice recognition apps, and even gripped kitchen tools were all originally made for people with disabilities. Certain phone cameras were made to take the best images of all skin tones after many would overly lighten or darken people. Certain fashion lines are made to include military veterans by re-purposing military surplus materials that evoke military themes. And we could continue to share so many more examples of how products are constantly made for and will all types of people in mind.



Always Designing For People

When we say that ADP is always designing for people, we mean all people. People of all different ages, languages, geographies, 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.

Our prospect and client organizations of all sizes and industries are increasingly presented with the reality that considering their customers impacts their bottom line and brand perception.

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 compliance, and could potentially help our clients support their company cultures.



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. 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 positively impacting their communities and company culture, and part of that corporate social responsibility is to ensure the products they use and make available to their workforce reflect those same commitments and consideration of all people. 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 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 varied 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 and other stakeholders that expect them to consider all people. Mandates and proposed requirements examples have historically 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:

Varied 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.

ADP on IDEB

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 age, biometrics 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.

[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 considers all people. We replace instances of outdated language with inclusive language, for example, 'Deny list/Allow list' would replace 'Blacklist/Whitelist'.



"ADP is committed to inclusion 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 in support of their company cultures from hire to retire

Recruiting

In addition to data insights that include hiring and recruitment people insights, ADP is committed to helping organizations recruit great talent from all communities. From tools that help mitigate human bias in recruiting, such as chatbots and profile relevancy, to using data insights in recruiting outsourcing, and tools that help Talent Acquisition teams identify potential candidate pools, ADP tools and information help organizations promote their company cultures. 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 talent. To do so, we help surface data insights from hire to retire, pay inequities and gaps, and related 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 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 StandOut. ADP is committed to helping managers and coaches use AI-driven tools to personalize engagement by meeting the workforce at their strengths.

Survey Tool

Where data insights help to show gaps, surveys enable organizations to understand their cultures of belonging and inclusion. By asking employees about their experiences and perceptions, 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 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 various needs and expectations.

Language

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

Self-Identification

We've expanded self-identification fields and values such as a name pronunciation capability, which clients can choose to make available or not according to their company cultures. 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, and company cultures continue to make room for them to do that through voluntary self-identification. This may include self-identification of preferred or chosen names, disabilities, veteran status, and a growing number of product features. These options are voluntary for an employee to provide and configurable to be turned off or made unavailable by the client as 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

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

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, 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%).

Practices from top-performing organizations

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" as a neutral and all encompassing way to refer to everyone.



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 LGBTQIA+ and Transgender.



Practices from top-performing organizations

Offer sexual orientation-inclusive benefits and health coverage options

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

Update workplace policies to include LGBTQIA+ considerations.



Tools & Resources



Added Links



Measuring the "I" in Inclusion
by ADPRI

<https://www.adpri.org/research/dei-study>



ADP IDEB Report

<https://www.adp.com/resources/articles-and-insights/articles/d/diversity-and-inclusion-best-practices.aspx>



ADP IDEB page

<https://www.adp.com/resources/diversity-equity-and-inclusion.aspx>



Appendix

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Page 6: [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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Privacy & Data Protection

Thank You

For more information visit www.adp.com/productinclusion

