** **

**DAA – Institute for Public Relations’ Diversity Reporting Tool**

The Diversity Action Alliance (DAA) is rooted in ACTion (Adopt best practices—Champion the cause—Track Progress). The purpose of the third component is to benchmark and track inclusion to improve the culture of inclusion within organizations. Those who sign the commitment agree to “share key representation metrics with the DAA for benchmarking and for anonymized reporting of the aggregate progress within the communication profession.” The [Institute for Public Relations](https://instituteforpr.org/) will house this reporting tool and will handle the collected data.

**Q&A**

***What data will be collected?***

The DAA is collecting specific demographic numbers, similar to those found in companies’ annual D&I reports.

Questions include:

1. What is the demographic makeup of the company (by ethnicity/race) and at what level are they (manager, non-manager, VP and above)?
2. What is the demographic makeup of employees who were promoted?
3. What is the company type and size? Revenue? Etc.

***Why this data is important?***

Benchmarking and tracking inclusion rates help improve the culture of inclusion within your company or organization, and sharing key representation metrics with the DAA allows for bench marking and for anonymous reporting of the aggregate progress within the communications profession.

Furthermore, by sharing your company’s diversity and inclusion data, you are helping DAA create objectives to support our goal of reflecting the diversity in the United States by 2025.

***How secure is the data reporting tool?***

To ensure security and confidentiality of the data, data will only be presented as aggregated scores, rather than individual summaries. Data will be used to set benchmarks and track progress toward goals in the industry. Individual companies will not be identified publicly by name or description in any way, nor will DAA share your data with any other party.

The collected data will be kept on a secured platform for data privacy and security that is ISO 27001 certified, GDPR, and HIPAA Compliant. Details about the security of the platform can be found [here](https://www.sogosurvey.com/safe-harbour-and-survey-data-security/).

Only two individuals will have access to the raw data for the purpose of analysis and all results will be kept confidential.

Please note that if a company is not collecting the data requested by the DAA that the company will begin collection when the pledge is signed.