

# TENTACLE

EQUALITY PLAN V1.0

LAST REVISION: [OCTOBER 2020](#)

# Mission

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We are committed to operating our business in a manner that promotes equality, fairness, respect, and continued ethical and moral behavior. It is our mission to put in place a plan that can be easily adopted and operationalized. We recognize that this plan must be data-driven, thus holding our leadership and employees accountable for the outcomes.

*There are Three Core Elements to our Mission:*

1.  
Standing  
Commitment

2.  
Continual  
Improvement

3.  
Ongoing  
Transparency



## Element

**We will provide a Standing Commitment to operate our business with a core focus on equality and inclusion, while treating everyone we work with (coworkers, customers, vendors) with respect and dignity. We will strive to promote equity.**

**We will prohibit discrimination based on:**

- Race
- Color
- Religion
- National origin
- Age
- Disability
- Veteran status
- Sexual orientation
- Gender identity

## Actions

**We will hold ourselves accountable to our commitment by:**

1. Communicating our commitment to all Tentacle employees, shareholders, and customers via our employment offer letters, Employee Handbook, and our website.
2. During the recruiting process: Utilizing a diverse interview panel; Requiring all interviewers to complete anti-bias training.
3. Taking concrete steps to promote wage equality across gender and race.
4. Implementing benefit policies to support same-sex couples, employees with children, and members of the military.
5. Using our web platform to regularly celebrate diverse communities.

## Targets

**Our business will target the following outcomes by the time we reach 20 employees:**

1. Female/non-binary representation:
  - At least 50% of all Tentacle employees.
  - At least 50% of Tentacle Leadership positions.
2. Black, Indigenous, People of Color (BIPOC\*) representation:
  - At least 40% of all Tentacle employees.
  - At least 40% of Tentacle Leadership positions.
3. Equity pay ratio:
  - Equal average salary for female/non-binary and male employees.
  - Equal average salary for BIPOC and white employees.

*\* BIPOC includes: African Americans, Latino Americans, Asian Americans, Native Americans, Alaskan Natives, Pacific Islander Americans, Native Hawaiians, Middle Eastern Americans, and multiracial Americans*



## Element

**We will pursue Continual Improvement as we strive to learn, understand, and embrace all aspects of diversity both in and out of the workplace. We recognize that we still have much to learn – and to implement. We welcome the honest internal reflection necessary to assess whether our actions are in-line with our Mission.**

## Action

**We will hold ourselves accountable to our commitment by:**

1. Participating in ongoing education and training on matters related to equality, diversity, and inclusion.
2. Taking regular steps to navigate our workforce towards our diversity targets.
3. Regularly assessing opportunities to improve our Equality Plan.

## Targets

**Our business will target the following outcomes:**

1. All employees participate in education and training on matters related to equality, diversity, and inclusion, on a quarterly basis.
2. Members of senior management participate in education and training on matters related to equality, diversity, and inclusion, on a monthly basis.
3. Quarterly improvement towards reaching our diversity targets.
4. Establishment of an Equality team that can provide honest and direct feedback to the CEO on a monthly basis.
5. Implementing systems to facilitate anonymous feedback throughout our organization – including from our colleagues, customers, and vendors.

# THREE | Ongoing Transparency



## Element

**We will provide Ongoing Transparency regarding our progress towards hitting our equality, equity, and ongoing educational and improvement goals. We are hopeful that our journey may serve to inspire others outside of our organization, as well.**

## Action

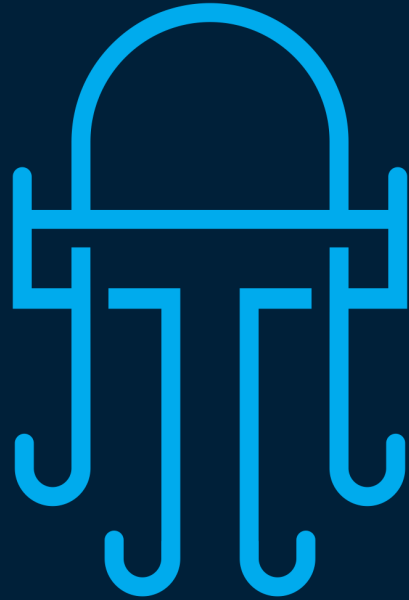
**We will hold ourselves accountable to our commitment by:**

1. Publicly sharing our progress towards our diversity representation and equity pay ratio goals (for the overall employee base and at the leadership level).
2. Sharing our key takeaways from our Continual Improvement training sessions and from the anonymous feedback mechanisms.

## Targets

**Our business will target the following outcomes:**

1. Posting our Female and BIPOC representation statistics vs. our Targets on our company website, on a quarterly basis (once we reach 20 employees).
2. Posting our equity pay ratios vs. our targets on our company website, on a quarterly basis (once we reach 20 employees).
3. Sharing Continual Improvement lessons learned on our company website, on a monthly basis.



# TENTACLE

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