

# **Cloutflow Diversity, Equity & Inclusion Policy**

Cloutflow believes influence works best when it reflects the real diversity of people, languages, regions, cultures, lifestyles, and communities.

## **Diversity, Equity & Inclusion in Campaigns**

We will strive to build campaigns that avoid tokenism and instead represent people with authenticity and respect.

Our creator recommendations, hiring decisions, team culture, and vendor relationships must not discriminate on the basis of gender, caste, religion, race, ethnicity, disability, sexual orientation, age, language, region, marital status, pregnancy, socioeconomic background, or any legally protected characteristic.

Creator selection should be based on campaign fit, audience relevance, content quality, authenticity, performance signals, brand safety, and strategic objectives, not bias.

## **Equal Opportunity**

Cloutflow selects, hires, evaluates, promotes, and rewards people on the basis of merit, capability, values, performance, contribution, and potential.

We do not discriminate on the basis of personal characteristics protected by law or inconsistent with our values.

This applies to employment, creator partnerships, vendor relationships, and professional opportunities.

## **Workplace Conduct**

Cloutflow is committed to a safe, respectful, inclusive, and professional workplace.

We will not tolerate harassment, sexual harassment, bullying, discrimination, threats, intimidation, offensive behaviour, retaliation, abuse of authority, or persistent demeaning conduct.

Everyone at Cloutflow is expected to treat colleagues, creators, clients, vendors, and partners with dignity and respect.

## **Inclusive Representation**

We will give appropriate consideration to how our work may affect different sections of society, including children, young audiences, vulnerable groups, regional communities, and underrepresented identities.

Our goal is to build influence-led growth systems that are ethical, transparent, inclusive, measurable, and culturally relevant.