



Cint Equality Charter

Our vision at Cint is to be the technology backbone of the world's most successful insight companies. Behind this vision is a simple truth: we are in the business of connecting people.

It is in this context that we affirm our complete and unambiguous commitment to equality and inclusion.

Every second of the day thousands of clients employing millions of people seek greater understanding of what drives us, how we think and feel and what we do. Likewise, every second of the day millions of people find their voices to express their opinions and tell their personal stories. Each connection we broker between client and respondent becomes an opportunity to share, one we achieve at a massive scale.

What we learn from these interactions is that we come from backgrounds of unimaginable diversity. We are born into conditions we do not choose—conditions that mark us for life yet fill us with pride. We are raised in communities that mould our ideas and shape our futures in ways both seen and unseen. We speak hundreds of languages and dream a billion different dreams, each trying to find our way in an uncertain world.

These interactions prove incontrovertibly that there is a place for each of us. Whatever our origin or abilities, whatever our colour or creed, whomever we love or have lost, we each have an essential worth. Indeed, our industry operates on the principle that the rarer the person, the greater the value.

We resolutely believe in the value of diverse voices, and in creating a culture where everyone can be successful. We are committed to challenging stereotypes, fighting bias and broadening perspectives through our policies and our recruitment.

Our world is in ever greater need of understanding, of healing, of justice and of vitality. There is no greater good we can achieve for our company than by providing a safe, respectful and inclusive environment in which to work. There is no greater good we can achieve for the world than by hoping our example contributes to a better future for all of us.
