Equality and Diversity Policy and Strategic Equality Plan (version 1.1)

AYOOB AI LTD (trading as AyoobAI). Company number 15931832. 113 New Bridge Street, Innovation Northumbria Incubator, Newcastle upon Tyne NE1 8ST. Version 1.1, November 2026. Replaces version 1.0 (9 November 2026).

Part A: Equality and Diversity Policy

1. Policy statement

AyoobAI is committed to equality of opportunity, diversity and inclusion in everything it does: as an employer, as a supplier and in the software and AI systems it builds. We will not discriminate against anyone because of a protected characteristic under the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. We will not tolerate discrimination, harassment, sexual harassment, bullying or victimisation.

2. Scope

This policy applies to all employees, workers, contractors, subcontractors, job applicants and anyone acting on our behalf. It covers every stage of employment: recruitment, selection, terms and pay, training, promotion, discipline and dismissal. It also covers how we treat clients, their staff and members of the public who use the systems we build.

3. Responsibilities

- **Director and CEO (Husain Ayoob):** the senior person with overall responsibility for this policy, its resources, its effective implementation and its annual review.
- **Managers:** apply this policy in every decision they make about people, complete equality training (section 6) and act on any concern raised with them.
- **All staff and contractors:** treat everyone with dignity and respect, follow this policy and report any concern.

4. How we put it into practice

- **Recruitment and selection:** roles are advertised with clear, job-related criteria and an equality statement; shortlisting and interviews use those criteria only; reasonable adjustments are offered at every stage.
- **Pay and terms:** set on objective criteria and reviewed each year for fairness.
- **Training, development and promotion:** opportunities and promotion decisions are open to all and based on objective, job-related criteria.
- **Discipline and dismissal:** handled fairly and consistently under the ACAS Code of Practice on disciplinary and grievance procedures.
- **Reasonable adjustments** for disabled staff, applicants and clients.
- **Flexible working:** requests are considered fairly and promptly.
- **Our products:** we design systems to be accessible (WCAG 2.2 AA), test them with diverse users, including disabled people, and check AI models and data for bias before and after release.
- **Suppliers and subcontractors:** must meet equivalent standards (section 8).
- **Public sector duties:** we support public sector clients in meeting the Public Sector Equality Duty and, in Wales, the Socio-economic Duty and Welsh language requirements.

5. Discrimination, harassment and victimisation are disciplinary offences

Discrimination, harassment (including sexual harassment), bullying and victimisation by anyone working for us are disciplinary offences and may be treated as gross misconduct, leading to dismissal. For contractors and subcontractors they are grounds for ending the engagement. We take reasonable steps to prevent sexual harassment of our staff, as the Equality Act 2010 requires, and review the risks each year.

6. Equality training

Every new starter completes equality and diversity training at induction. Everyone with management responsibilities completes equality training every year, and we keep a record of it. Training covers:

- the Equality Act 2010 and the nine protected characteristics
- fair recruitment and selection, including unconscious bias
- preventing bullying, harassment and sexual harassment, including the employer's duty to prevent sexual harassment
- reasonable adjustments and disability inclusion
- inclusive and accessible design (WCAG 2.2 AA) for staff who design or build products.

7. Protecting staff from discrimination by colleagues, clients or the public

- Anyone can raise a concern with the Director in confidence, informally or through our grievance procedure. Concerns are investigated promptly and fairly, and nobody is victimised for raising one in good faith.
- If a client, a client's staff member or a member of the public discriminates against or harasses one of our staff, our staff member may end the meeting or call. The Director raises it with the client's senior contact, and the work can be reassigned.
- Concerns about wrongdoing can also be raised under our whistleblowing arrangements.

8. Suppliers and subcontractors

Before engaging a subcontractor we ask for its equality policy and confirmation that it has had no finding of unlawful discrimination in the last three years. Our subcontract terms require compliance with the Equality Act 2010 and this policy, and we review compliance each year.

9. Communicating this policy

This policy is given to every employee and contractor at induction and is available to all staff. Our equality statement appears on our website, in our recruitment adverts and in our proposals.

10. Monitoring and review

We monitor recruitment and staff data, kept anonymous and confidential, to check this policy is working. The Director reviews this policy and the plan below at least once a year, each November.

Part B: Strategic Equality Plan 2026 to 2028

Objective	Actions	Measure	Owner	By
1. Inclusive recruitment	Publish roles widely, including through university careers services and community networks; offer adjustments at every stage	Every vacancy advertised through at least two inclusive channels	Director	Ongoing from Nov 2026
2. Accessible products	Build public-facing interfaces to WCAG 2.2 AA; test with users with access needs	Accessibility check recorded for every release	Director	Ongoing from Nov 2026
3. Fair and explainable AI	Check training data and model outputs for bias across protected characteristics where relevant; document results	Bias check recorded for every model put into live use	Director	Ongoing from Nov 2026
4. Equality training	Induction training; yearly training for managers	100% of staff trained each year;	Director	Every year

Objective	Actions	Measure	Owner	By
	and a yearly refresher for all staff	record kept		
5. Opportunities for under-represented groups	Offer paid placements and mentoring for people from under-represented backgrounds	At least one placement or mentoring programme each year	Director	Every year from 2027
6. Review	Review this plan and progress against it	Annual review recorded	Director	Every November

Approved by	Husain Ayoob, Director and Chief Executive Officer
Signature	Husain Ayoob (typed signature)
Date	9 November 2026