

# INFORMATION FOR FREELANCERS

Diamond (Diversity Analysis Monitoring Data) delivers, for the first time, a common system for monitoring diversity across all the main broadcasters.

Production companies will trigger the Diamond automated system, which then asks to collect diversity data from **everyone** working on a production, both on- and off-screen. This initiative has been developed by the Creative Diversity Network (CDN), which brings together organisations across the TV industry including the BBC, ITV, Channel 4, Channel 5/ Viacom, Sky and Pact.

The CDN and broadcasters will use Diamond data to produce regular statistics about how well the industry is doing at employing diverse talent – both on- and off-screen – and the extent to which the UK audience is being represented on screen.

## IS IT FOR ME?

Diamond is collecting information about **everyone** involved in making programmes - both on- and off-Screen.

## HOW DO I TAKE PART IN DIAMOND?

The Diamond system will send you an e-mail asking you to first confirm that you have received the e-mail, and then to complete a diversity form.

## WHY SHOULD I FILL OUT THE DIAMOND FORM?

We encourage all contributors, crew and production staff to complete a diversity form when asked. It only takes 2 minutes, and with your participation we can get a more accurate picture of the industry's overall diversity.

## IS MY DATA SECURE AND SAFE?

Yes - Diamond is subject to obligations under UK data protection law and other relevant legislation. Diamond also complies with the broadcasters' strict security policies, and has been designed to protect individuals' anonymity. The data you provide is used to generate statistics about the industry. Your personal data will never be published and systems are in place to ensure that individuals cannot be identified within the reports we produce.

Project Diamond is an important initiative which supports the industry to enhance diversity and creativity in the sector, and increase world-class programming.

**We thank you *all* for your help in collecting this vital information.**

For more information about Diamond visit [creativediversitynetwork.com](http://creativediversitynetwork.com)  
or e-mail [diamond@creativediversitynetwork.com](mailto:diamond@creativediversitynetwork.com)