



At Primesight, we strive to ensure that Diversity and Inclusion is at the heart of our business. As members of the Advertising Diversity Taskforce and OOH Balance Group we will:

- Commit to Independent Data Audits
- Aspire to have a workforce that truly represents the regions where we are located
- Commit to London Living Wage
- Provide ambassadors for BAME and/or low social mobility staff
- Provide mentors for BAME and low social mobility staff through organisations such as Creative Access and the Diversity Task Force
- Ensure that our team understand the importance and the benefits of a diverse and inclusive workforce
- Encourage BAME and low social mobility groups to seek a career in media by offering internships and apprenticeships and speaking at schools and universities