

Be included.

Be bold. Be different.



What's it got to do with you?

10 reasons why you should fill in your personal information at Channel 4



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1 Questions, questions...

Wherever you go, people want to know your business. Your age, gender, sexuality, race, religion, whether you're disabled... Where does all this information go?

At Channel 4 it helps develop the foundation to create a culture of diversity and inclusion throughout our staff. We can't change things without your help. That's why we are asking you to provide us with your personal and diversity data.

2 Big Brother is not watching you. Funny as that may seem.

We're all told to watch who we give our personal information to, what with identity theft and everything.

But when you give information about your age, race, religion, disability, sexuality or whatever to Channel 4, you can be sure that we will only use it to make things better.

3 It's not about you. Really. Sorry about that.

Your personal information is about you – hello! – the rest is statistics.

This information will only ever be used to make sure that you, whoever you are and where ever you're from, are being catered for properly.

4 Come the revolution!

Some people worry about giving information in case it should fall into the wrong hands. But when Channel 4 receives your information, we don't just file it away in the basement. There are very strict laws to make sure we protect those details and deal with them responsibly.

We can't force you to provide us with your data and if you'd prefer not to say, then please select that option when updating your record online.

5 Go ahead. Ask.

So, what information do we want out of you? We want to ensure that we have the most accurate information about you. We would like to know your ethnicity, sexuality and whether or not you have a disability together with all the usual personal information such as address, age, next or kin, personal contacts and marital status.

We aren't after dinner and a movie. We just need to know to be able to do our job properly. Data like this helps us get our own back yard in order.

6 Get your data right? That'll be the day.

Well, you can't moan about something being incorrect on your personal record if you haven't updated it.

By telling Channel 4 your personal information it will help us to understand our workforce better and ensure that we encompass all aspects of everyone's differences. Help us to help you.

7 Race, sex, religion, sexuality? Is that it?

We will only ask you the questions that we need to. There are certain questions which have a mandatory answer and there are some which you can state you prefer not to say.

We aren't being nosy – the information you provide helps Channel 4 to understand how we are delivering on the transparent targets we have set for the diversity of our employees.

8 From start to finish.

From recruitment and application to internal job changes and more, Channel 4 has the same reason for asking the questions that it does. We want to ensure that we're being fair and that people from all backgrounds are represented.

All information provided by you is protected by strict laws throughout your employment with Channel 4 and after.

9 It's simple, quick and easy!

Channel 4 has chosen for its employees to have access to change their personal information via an online self-service system so that you can update your information quickly and easily.

You may be wondering if this is safe and what the risk is? We take security, access and control of your data extremely seriously and only a limited and authorised list of people have access to this for business reasons.

10 Stand up and be counted!

It's quite natural to feel protective of your personal information. It's not only natural, it's sensible.

But if Channel 4 doesn't know who's out there, we can't be expected to get it right. If you don't answer the questions and provide your information then we can't help you.

