

Diversity, Equity and Inclusion at Dataminr

DEI IMPACT REPORT



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Welcome

I'm thrilled to share Dataminr's inaugural DEI Impact Report. This accountability milestone is an important step in our company's commitment to acknowledging its current state of diversity, equity and inclusion (DEI)—and the actions it has taken to create a DEI ecosystem that drives equitable opportunities and outcomes for Dataminr employees, customers, strategic partners and the communities in which we live and work.

In this report, you will find data on our DEI journey as it stands today, the key components of our six strategic DEI goals, as well as highlights of our achievements and the collective impact we have made as an organization. None of it would be possible without the dedication and effort of our 800-plus team members from around the world.

Together, we are embracing the challenges and discomfort inherent to creating a tangible and quantifiable DEI strategy. One that seeks to understand root causes, increase cultural competence through self-education, flip orthodoxies, proactively challenge the status quo and recognize that we all have a role to play in creating the culture of inclusivity that we want to achieve.

I'm proud to work for a forward-thinking technology company—particularly one that is an AI leader and innovator—that recognizes the magnitude and vulnerability that an authentic DEI undertaking entails and yet prioritizes transparency, commitment and progress over performative behavior.

With clear goals and metrics in place, Dataminr is well positioned to accelerate movement toward a more equitable workplace. Together, we are a powerful force for progress.



Robin Strup | Vice President of Diversity, Equity and Inclusion at Dataminr



DATAMINR DEI MISSION STATEMENT

*At Dataminr, we believe our differences
give us strength.*

We serve a global community made up of many cultures and strive to reflect the diversity of the world in which we live. We stand for social justice. We foster a culture of allyship, standing up for those who face systemic barriers to equality. We actively condemn racism and discrimination in any form. We lead with empathy and strive to be agents of positive change in our company and in our communities.

DEI at Dataminr

Building a more diverse, equitable and inclusive workplace is a top company-wide business goal—and critical to the success of Dataminr’s employees, company and customers.

Explore our first-ever DEI Impact Report to learn about our pledge to action and the hard work we’ve done (and are doing) to diversify our workforce, create a stronger inclusive culture and advance equity within our organization and industry.

Throughout this report, we share quantitative and qualitative data and goals to help ensure a better understanding of our progress, identify focus areas and clearly define actions to move forward.

This report also underscores our commitment to drive progress and our ongoing efforts to listen to—and amplify—the voices of #TeamDataminr so we can continue to grow, flourish and thrive together.



ABOUT DATAMINR

Recognized as one of the world’s leading AI businesses, Dataminr uses its real-time information discovery platform to deliver the earliest warnings on high-impact events, emerging risks and breaking news to help media, public and private organizations inform and protect people, safeguard assets and brand, and secure critical infrastructure.

Since its founding, Dataminr’s leading AI platform has grown to perform trillions of daily computations across billions of public data inputs from hundreds of thousands of unique public data sources.

Today Dataminr’s AI platform powers its corporate products, [Dataminr Pulse for Corporate Security](#) and [Dataminr Pulse for Cyber Risk; First Alert](#), its product for the public sector; and [Dataminr for News](#), which is used by more than 1,500 newsrooms worldwide. Our AI platform also supports our commitment to helping humanitarian organizations better serve the world’s most vulnerable populations through our [social good programs](#).

Our 6 Strategic DEI Goals

To ensure we hold ourselves accountable, we have developed six strategic DEI goals that are vital to our DEI ecosystem:

- 1 Increase diversity
- 2 Increase diversity in leadership
- 3 Advocate for equitable systems
- 4 Escalate cultural competence
- 5 Grow and mature DEI systems
- 6 Be a DEI employer of choice

Each goal is key to our ability to move from theory to practice and will be evaluated, measured and improved upon year-over-year and executed via our three growth tactics:

- Grow our DEI presence
- Grow our DEI IQ
- Grow our DEI systems

Below you'll find a brief summary of each DEI goal including what it is, why it matters and our progress to date.

DATAMINR AT A GLANCE

Founded
in 2009

Headquartered
in New York, NY

800+
employees

7 offices
in 5 countries

A disability
confident employer
in the UK

Built In 2023
Best Places
to Work

Mogul's Top
Companies With
Inclusive Benefits

EMPLOYEE RESOURCE GROUPS

Our employee resource groups (ERGs) are diversity, equity inclusion-driving initiatives for our talent, culture and community.

AMIGOS
Dataminr

ASIAN
Dataminr

BALANCE
Dataminr

BLACK
Dataminr

GREEN
Dataminr

MIGRANTS
Dataminr

PARENTS
Dataminr

PRIDE
Dataminr

SALAM
Dataminr

SERVICE
Dataminr

WOMEN
Dataminr

01

Increase Diversity

di·ver·si·ty /dī'vərsədē/

Grow the number of employees with different backgrounds, experiences and perspectives including ethnicity, gender, marital status, neurodiversity, physical ability, race, religion, sexual orientation and veteran status.

Diversity matters

While inclusion is a critical component of any effective DEI strategy and program, it's important not to lose sight of the need to increase diversity because diversity in and of itself matters. Diverse teams are stronger problem solvers, generate more creative solutions to challenges and can better understand the needs and perspectives of diverse customers.

Progress to date

The relationships we build in the larger community and the hiring decisions we make today impact the diversity of our teams tomorrow. As such, we've sharpened our focus on developing relationships with our colleagues in underrepresented groups and dissecting our candidate experience in the interest of equity and excellence.

DIVERSITY AT DATAMINR

* This data is available in the U.S. only

33%

In 2022, **33%** of U.S. employees identify as non-white; 66% as white *

42%

In 2022, **42%** of employees globally identity as female; 58% as male, 0.08 % as non-binary and 0.02% as transgender



- **Global Partnership Network.** The purpose of this initiative is to create external relationships to support our DEI goals. In 2022, it extended our impact internally and externally via 10 new partnerships with organizations in the U.K. and U.S., including Therify, Pride Coaching, and the University of East London.

- **Global DEI conferences.** Increased Dataminr presence at key conferences, such as Sistas in Sales, Karren Brady's Women in Business and Tech (UK), and Lesbians Who Tech. Developed a new talent community to give voice to and nurture relationships with professionals from underrepresented communities.



SPOTLIGHT on NBCU Academy Partnership

Dataminr entered into a strategic partnership with NBCU Academy, a journalism training program run by the NBCUniversal News Group. Through this partnership, NBCU Academy's 45 college and university partners will have access to the Dataminr for News product and related resources that will help underrepresented students, from all cultural and socioeconomic backgrounds, gain the skills and experiences needed to succeed in the news, media and tech industries.

02

Increase Diversity in Leadership

di-ver-si-ty in lead-er-ship /dī'vərsədə/ / 'lēdər SHip/

Grow the presence of individuals from different backgrounds, cultures, ethnicities, genders and experiences in Dataminr leadership positions.



The importance of diverse leaders

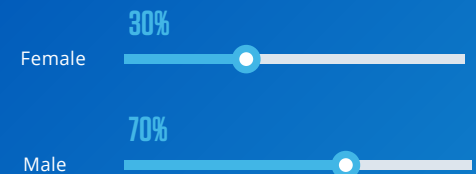
Diverse leadership teams bring a variety of perspectives, ideas and approaches to the decision-making process, which allows them to more easily identify blind spots and biases and develop more comprehensive solutions to complex problems. This leads to better business outcomes and a more innovative and inclusive work environment.

When employees see their identities and experiences reflected in positions of power, they feel more valued and included, which often results in improved morale and engagement.

Progress to date

Our DEI Partnership Network supports a diverse range of learning, career development and leadership opportunities within our employee resource group (ERG) framework. In 2022, partnerships with organizations like [Bossed Up](#), [Spark Equity in Action](#), [FourBlock](#), and [Pride Coaching](#) helped extend growth and development opportunities to Dataminr's ERG leaders and members through mentorship cohorts, career coaching, and impactful training programs and workshops.

In 2022, **30%** of leaders (director level or above) globally identity as female; **70%** as male



In 2022, **30%** of U.S. leaders (director level or above) globally identity as non-white; **70%** as white*



* This data is available in the U.S. only

03

Advocate for Equitable Systems

eq-ui-ta-ble /'ekwədəb(ə)/ sys-tem/'sistəm/

Endorse systems designed to promote fairness, impartiality, and equal opportunities and outcomes within the procedures, processes and distribution of resources including equitable hiring and recruitment practices; compensation and benefits systems; training and development programs; and performance management systems.

Systemic cultural change

We are intentional about creating and advocating for equitable systems to ensure each person at Dataminr has equal access to opportunities, resources and benefits.

Success requires making fundamental changes that must be embraced throughout the company. For example, taking on new styles of leadership, shifting mindsets, and adopting new and different organizational structures, policies and practices.

Dataminr prioritizes progress over perfection as fully realizing systemic cultural change takes time. We address diversity, equity and inclusion as a change management initiative that is operationalized across all levels and areas of the organization.





Progress to date

- **Pay equity.** Pay equity is critical to our people strategy and top of mind for our leadership. We employ multiple strategies throughout the year to test and validate our compensation strategy. In 2022 we conducted an independent review by labor economists and outside counsel to confirm the integrity and equity of our practices in regard to systematic disparities based on gender globally or race/ethnicity in the U.S. (the only region where we are permitted to collect such data). This is a true testament to the rigor applied to dissecting our systems and addressing systemic inequities in the workplace.
- **Supporting a diverse supply chain.** In 2022, we launched the North Star Supplier Diversity Program to further our commitment to support equitable workplace and industry systems. The goal of the program is to create a more inclusive and equitable supply chain by building relationships with minority, women, veteran and LGBTQIA+-owned suppliers and provide them with the resources and support necessary for their success.

Our North Star Supplier Diversity Program—developed in concert with all areas of our organization and current suppliers and vendors—focuses on four key components:

- Procurement
- Measurement
- Vendor relationships
- Communications

These form the foundation of Dataminr's commitment to supplier diversity and provide an ongoing framework for driving intentional increase in spend and enhancing relationships with diverse suppliers.

04 Escalate Cultural Competence

cul-tur-al /'kəlCH(ə)rəl/ com-pe-tence /'kämpəd(ə)ns/

Cultural competence refers to a set of attitudes, behaviors and skills that enable individuals to understand, appreciate and effectively work with people from diverse cultural backgrounds and those with different customs, beliefs and values.

Why this matters to Dataminr

Advancing our DEI efforts requires acts of cultural competence. When employees have the skills and tools required to be culturally competent, discrimination and biases—both conscious and unconscious—are reduced and communication among different types of individuals is more effective, leading to better collaboration, increased productivity and more fair and efficient decision making.

Progress to date

In 2022, Dataminr supported wellness and wellbeing programming, bias mitigation, and internal and external DEI thought leadership.

HIGHLIGHTS OF PROGRAMMING AND EDUCATIONAL OPPORTUNITIES

- Hosted **18 conversations** around wellness and wellbeing and the integration of **wellness in DEI**.
- Introduced an **enhanced bias mitigation strategy** in the candidate experience and **conducted 1,634 hours of bias mitigation instruction**, led by the NeuroLeadership Institute.
- Hosted Equity Chats, fireside discussions, educational sessions, and workshops for Dataminr employees on **racial equity and allyship in the workplace**.
- Facilitated **109 internal DEI and ERG events** with over 3,000 attendees.
- Launched **new DEI onboarding sessions** for new hires.



05

Grow and Mature DEI Systems

D·E·I systems /DEI/ /'sistəm/

Ensure there is an organized framework of fully developed DEI programs and processes to successfully advance and meet DEI goals.

DEI is everyone's business

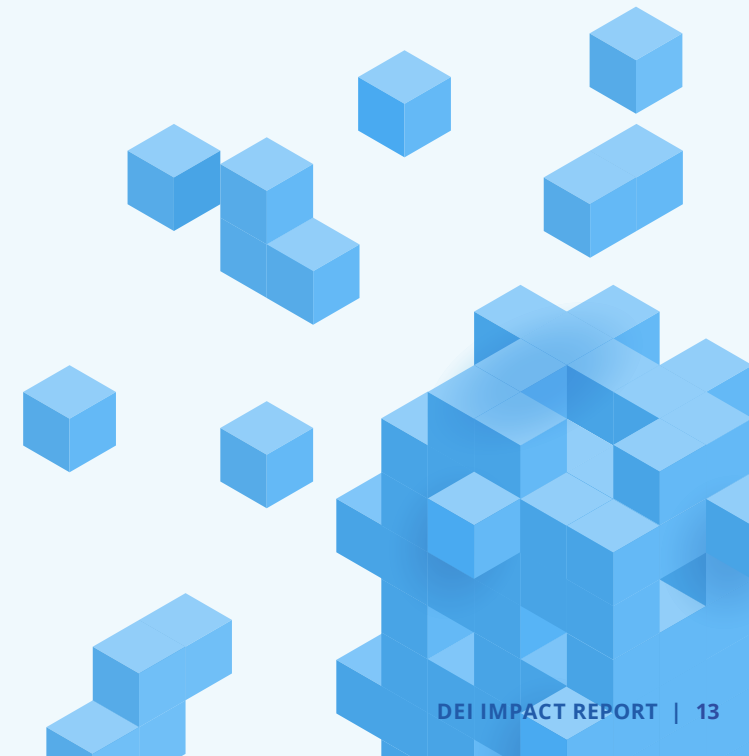
Ownership of DEI doesn't lie with just the DEI or HR teams. It's incumbent upon everyone to take ownership and accountability for ensuring DEI is embedded throughout our organization and a priority across all business lines and teams.

This means applying DEI principles and practices to our product offerings and all that we do—from the development of our products to how we communicate and interact with colleagues, customers, external partners and potential employees.

Progress to date

Employee advocates. We use an ambassadorship approach to grow our DEI system as siloed efforts are unsuccessful. Our goal is for DEI to be integrated in our work and a product of our people. In 2022, we built and strengthened new and existing communities to bring others along and increase accountability throughout Dataminr. Our employee advocate communities include:

- **Employee resource groups (ERGs).** Dataminr provides strategic and programmatic support and resources for 11 employee-led groups, including training and development for ERG leaders.
- **Global DEI Council.** A formal group of Dataminr employees who are influencers and ambassadors of diversity, equity and inclusion. They use their diverse perspectives to provide context and recommendations on company actions to ensure we are making progress on deepening and broadening our DEI initiatives within the organization and the marketplace.
- **DEI Departmental Working Groups.** Collaborative, global groups of Dataminr employees whose purpose is to increase and elevate diversity, equity, and inclusion within their departments in support of Dataminr's strategic DEI goals. The groups are focused on the integration of DEI into their workflows and team relationships.



06

Be a DEI Employer of Choice

em·ploy·er of choice /im'plɔi(y)ər/ / CHois/

A company that employees are proud to work for and is attractive to top talent because it is fair and equitable for all.

Attracting top talent

The success of our business hinges on our ability to trailblaze and be known as an iconic DEI employer of choice—because of our “inside out” commitment and actions around diversity, equity and inclusion. DEI is interwoven into our processes, starting at the offer stage and throughout the entire employee lifecycle journey.

As we build our brand, we will push ourselves to be authentic and transparent on our DEI journey. This calls for us to speak to our commitments, as well as our supporting actions to maintain an inclusive culture and positively impact the market and our customers.

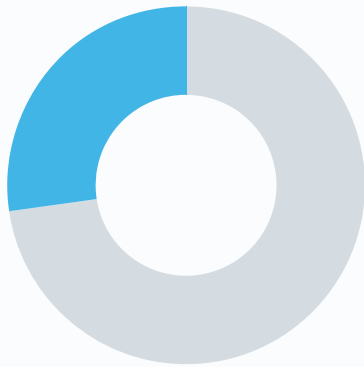


Progress to date

- **DEI engagement.** In 2022, Dataminr formalized an engagement process aimed at gathering qualitative and quantitative input to inform our short- and long-term DEI strategy and actions. We expanded opportunities for employee involvement, engagement and feedback with DEI experiences at Dataminr—including our employee engagement survey, specialized DEI focus group discussions, and ERG feedback surveys and interviews. This is one of the many ways we understand and support the wants and needs of our workforce.

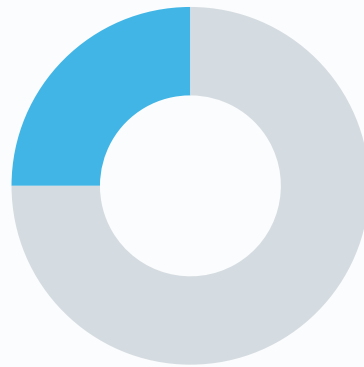
THE IMPORTANCE OF BEING A DEI EMPLOYER OF CHOICE

Source: [Built In](#) 2023 State of DEI in Tech Report



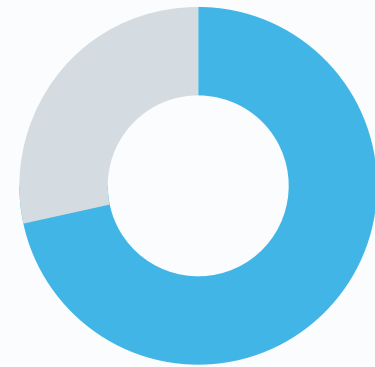
28%

When deciding whether or not to stay at their current employer, **28%** of employees say celebrating diversity-driven holidays in meaningful ways (e.g., giving employees the day off, donations, etc.) was notable in their decision making.



25%

When considering employment opportunities and looking for a new job, **25%** look for companies that celebrate diversity-driven holidays in meaningful ways.



73%

73% say that they want to work at companies where they can feel an overwhelming sense of belonging.



- **Wellness and wellbeing.** Dataminr invests in its workforces in ways that our employees want, including programs and benefits that are inclusive, prioritize wellness and wellbeing, and offer funding and support for professional development. A few of these highly requested benefits include:
 - Family-forming care and services offered via Carrot Fertility. This global benefit provides accessible and affordable resources and support for employees' family planning journey regardless of gender, sexual orientation, fertility diagnosis, or geographic location.
 - Mental health resources like the Ginger online platform, a service that provides access to a life coach, therapist or psychiatrist; it's available 24/7.
 - Generous parental leave policy for both birthing and non-birthing parents. For example, in the U.S., birth parents have four months of paid parental leave, and non-birthing parents have three months.
 - Flexible sick time that can be used as mental health days or to take care of family members.

Voices for change. Dataminr employees support and expand our collective DEI work, sharing their stories and expertise as thought leaders and industry experts via blogs, social content, and internal and external panels and events.

- **Alert to Action Humanitarian Aid.** The nature of Dataminr's work gives us a unique perspective on the far-reaching effects of humanitarian crises and natural disasters. Throughout the year we support and match relief and recovery efforts to strengthen communities in need. We call these efforts Alert to Action campaigns which include opportunities for global humanitarian aid and social justice, through monetary donations, product support, and volunteerism to further our collective impact.



What's Next

We are at the beginning of our journey and recognize that we have a tremendous opportunity to become a trailblazer for DEI—creating a ripple effect globally that positively impacts our people, customers, partners and industry.

Our ability to do so hinges on our refusal to model ourselves after antiquated practices. Instead, we're curating a narrative and actions that speak to our culture and market, allowing us to successfully create our own best practices and a DEI strategy authentic to who we are and what we care about: Using our AI innovation and expertise for the benefit of not just the customers we serve, but for the benefit of society.

This calls for building upon recent initiatives and newly-built programs. For example, our bias mitigation work. We're continuing our partnership with the NeuroLeadership Institute to develop more inclusive hiring practices, including a customized bias mitigation model and training series. This is one of many investments we will make in both the short- and long-term. As a result, we will be further along our DEI journey, moving us from awareness to practice.

The heart of our progress lies in the actions, allyship and advocacy of our leaders and teammates. It is through intentional actions, big and small, that we let our colleagues know they belong, they are valued and they are celebrated.



LEARN MORE

Stay connected.

Join our talent community to get updates on DEI at Dataminr.

[SIGN UP](#)

Questions?

Email us at dei@dataminr.com



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