

# **Our Approach: Integrity, Confidentiality, and Positive Recognition**

## **Integrity of Our Selection Process**

1. Any company that appears on our list is selected primarily on the basis of their employees' responses to the Great Place to Work® Trust Index®, a proprietary employee survey developed by the Great Place to Work® Institute. In addition, we evaluate materials submitted by the company, including the company's response to the Great Place to Work® Culture Audit®, any accompanying materials submitted by the company for consideration, as well as information gathered from other reputable sources such as media stories about the company.
2. Great Place to Work® Institute, Great Place to Work® Europe Consortium, and its representative affiliates ("GPTW") will not consider personal relationships, gifts, or various influences (or attempted influences) in the selection of the companies for the list.
3. GPTW's assessment/consulting practice helps companies become great places to work, the assessment/consulting part of our business does not help companies appear on the list. We make this distinction clear to our clients.
4. Evaluators involved in the selection of companies for the list must sign non-disclosure agreements and are screened for potential conflicts-of-interest before participating in the evaluation process.

## **Confidentiality: Data, Materials, or other Company Information**

1. GPTW will only provide company data to its media and research partners who have been authorized in advance by written agreements with GPTW for purposes of developing and publishing the list or related findings. This data may include selected data points gathered in the Culture Audit®, specific Trust Index® survey results, and employee comments portraying the company in a positive light.
2. GPTW will never release an individual company's survey scores in their entirety without the company's permission, and only if it provides positive recognition for the company. GPTW may publish reports containing aggregate results of multiple list participants, provided the data contains 5 or more companies' combined results and so long as they agree with the terms of positive recognition outlined below.
3. GPTW may publish reports or books, citing examples of a company's best practices submitted through the selection process, so long as they agree with the terms of positive recognition outlined below.
4. GPTW will never reveal whether or not a company has participated for selection on the list, for current or past years. This includes employees of participating companies, other than each company's authorized contacts with GPTW.

## **Positive Recognition: External communications about the list, companies, and data**

1. Positive recognition will be provided to all companies named in publicity and findings distributed by GPTW & its media partners. Individual companies will not be negatively critiqued for their efforts, policies, programs or practices.
2. A listed company's survey scores on selected questions may be highlighted in reports or the media to illustrate unique or best practices that make that company an outstanding workplace.
3. GPTW may publish findings on companies that appear on the list without those companies' prior approval, provided this use agrees with the positive recognition and confidentiality terms listed. GPTW will seek prior approval to publish any findings regarding individual companies who do not appear on the list; this use will also agree with the positive recognition and confidentiality terms listed.