The language below is featured in both the Symantec Corporate Editorial Style guide and an abridged version is included in the Advertising Guidelines:

Diversity

Symantec embraces diversity of many kinds, including culture, ethnicity, age, sexual orientation, and gender. But diversity is more than that. Diversity at Symantec encompasses respect, open-mindedness, and a commitment to professional and personal growth. Diversity in thought, perspective, experience, and life are a vital part of the Symantec culture; in fact, that's what allows us to innovate, solve problems, and succeed. Symantec encourages its employees to contribute to and participate in an open, flexible, and supportive environment that helps bring the best ideas to light. By embracing diversity we make the most of our human resources, talent, and abilities—and that makes Symantec a great place to work.

Traditional Language	Gender-Nuetral Language
businessman	businessperson/professional. If you are referring to a specific case, businessman or businesswoman is acceptable.
chairman	chair, chairperson. If you are referring to a specific case, chairman or chairwoman is acceptable.
he or she	you, user, customer, client. You can usually use the plural pronoun they or their.
guy/guys or gal/gals	Do not use.
man hours	Use a reference to a specific unit of time.
manpower	employees, staff, personnel, workforce
Mr. & Mrs. John Smith	John Smith & Jane Smith (or Jane & John Smith), Mr. & Mrs. Smith, Mr. & Ms. Smith
Miss	Ms. (when the marital status of a woman is unknown or irrelevant)
salesman	salesperson. Sales rep or sales representative is also acceptable.
spokesman	spokesperson. If you are referring to a specific case, spokesman or spokeswoman is acceptable.

Process

The first step in the process was to conduct a benchmark audit of a large sampling of assets across the Marketing department to determine where opportunities to improve might exist. Below is a sample of the excel spreadsheet used to track the data. We were reviewing for not only presence of gender based imagery but also gender split and position of power. We discovered that overall Symantec relies heavily on the use of non-gender logo based imagery, however, where gender based imagery exists, we have an opportunity to improve.

When that step was completed, we met with key stakeholders from each segment, shared our findings and asked for their support in improving the benchmark numbers by 5% in the coming year.

Categories	Total # reviewed	Graphics only (non gender)	% Male	% Female	% Both
Internal Advertising					
External Advertising					
Videos/ Multimedia					
Brochures					
Symantec.com					
Image Library					

The following are examples of the types of imagery we reviewed:
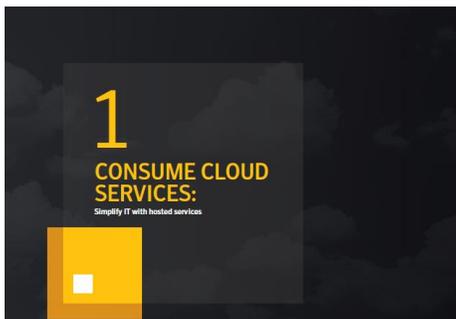
- **External Advertising**

    In a review of over 60 examples of external advertising across the company we found that overall *most advertisements focus on graphic only representation*.

    Example of general use of graphics only advertising:

- **Brochures**

    This brochure is an example of a balanced use of gender featuring collaboration.

- **Symantec.com**

    This is an example of great use of gender imagery found on the Norton Community page.

- <u>Advertising Image Library</u>
  We took a sampling of over 350 images from several image categories and below you will find highlighted examples from each. Overall, the gender balance in these examples was appropriate and representation of males and females was appropriate.

Business Images: