

AlixPartners and Out & Equal announce joint initiative to build awareness and exchange best practices in collection and protection of LGBTQ Self-ID data

SAN FRANCISCO and NEW YORK (October 1, 2018) – AlixPartners, the global consulting firm, and Out & Equal Workplace Advocates, the world's premier nonprofit organization dedicated to achieving LGBTQ workplace equality, today announced plans to launch "Out & Equal's Self-Identification (Self-ID) Community of Best Practice, Powered by AlixPartners" to crowdsource the development of solutions that help drive broader adoption of Self-ID data collection, build greater visibility and awareness, and ultimately improve the ability of diversity and inclusion programs that support LGBTQ professionals.

Self-Identification, the practice of collecting data on sexual orientation and gender identity, is essential for understanding the needs of the LGBTQ workforce; however, for most organizations, it is difficult to capture.

The cross-industry group will be dedicated to exchanging information, assembling sample guidance and approaches, and proposing tools and practices to help organizations solve problems and overcome challenges related to LGBTQ Self-ID data. One challenge often cited is the identification of key cyber risks and data privacy expectations while validating that appropriate security and IT controls are in place to protect and monitor the collected data. The Community will be a forum that will help employers navigate the journey to introducing LGBTQ data collection. Members of the Community will include a variety of organizations across the public and private sectors.

"It is together that companies can find their footing in undertaking important initiatives like LGBTQ Self-ID data collection," said Madelyn Gelpi, Research Manager at Out & Equal. "Companies regularly approach Out & Equal with questions on how to make the case for and integrate Self-ID in their diversity and inclusion efforts. Out & Equal is proud to work with AlixPartners in stimulating crucial dialogue surrounding Self-ID and co-creating solutions with our valued partners across the globe."

"AlixPartners is delighted to be working together with Out & Equal on this important initiative," said Gretchen Ruck, head of AlixPartners' Cybersecurity practice. "At its core, the success of Self-ID data collection is reliant on building a secure environment, developing authenticity and trust, and encouraging risk-awareness. These goals are similar to those that our firm regularly helps clients to achieve using our cybersecurity services. Uncertainty around the rights of organizations to use our digital identities and their duties to protect them tends to leave companies and individuals at odds."

Ms. Ruck advises IT and business executives, public board directors and equity investors on the impact of cyber security threats, privacy regulations and technology risks. AlixPartners' approach to cybersecurity enables leaders to exercise appropriate governance and to shield their organizations, customers and employees from the devastation of cyber-attacks. Our risk-based assessment enables business-driven cybersecurity roadmaps to be designed, prioritized and delivered in line with executive priorities.

Out & Equal's 2018 Workplace Summit (October 1-4 in Seattle) will feature an inaugural workshop series on Self-ID data collection, with sessions focused on both strategy and practical guidance. In "Self-Identification Data Roundtable: Charting the Journey Together", attendees with experience in the implementation and execution of LGBTQ Self-ID data collection will convene and explore the intricacies of this process in a facilitated discussion with Ms. Ruck, Director at AlixPartners, cybersecurity expert Richie Stark, a Vice President in Cybersecurity at AlixPartners, and Out & Equal Research Manager Madelyn Gelpi. Through the sharing of best practices, challenges, and successes, participants will gain greater insight on how to shape the overall success of LGBTQ Self-ID initiatives. In a second workshop, "Practical Guidance on Collecting, Protecting, and Capitalizing on LGBTQ Self-ID Data", Nick Cho and Kevin Madura of AlixPartners and Madelyn Gelpi will share tips on how to request and collect data, explore some of the considerations for keeping it safe, and walk attendees through techniques that could help in overcoming common challenges.

For more information on the Summit, visit: www.outandequal.org/event/2018summit/ (<http://www.outandequal.org/event/2018summit/>).

About Out & Equal

Out & Equal is the only organization focused exclusively on working for equality in the workplace by helping companies create safe and supportive workplaces for their lesbian, gay, bisexual, transgender, and queer employees. We are the go-to resource for learning about trends and getting updates on how companies and government agencies are increasingly paying attention to these issues as a way of attracting and retaining the best employees, valuing greater diversity in the workplace, and adhering to legal requirements. Out & Equal undertakes rigorous research on these issues, and has close relationships with Fortune 1000 corporations around the world.

About AlixPartners

AlixPartners is a results-driven global consulting firm that specializes in helping businesses successfully address their most complex and critical challenges. Our clients include companies, corporate boards, law firms, investment banks, private equity firms, and others. Founded in 1981, AlixPartners is headquartered in New York, and has offices in more than 20 cities around the world. For more information, visit www.alixpartners.com.

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Out & Equal is the worlds' premier nonprofit dedicated to achieving global LGBT workplace equality.

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