



Frequently Asked Questions

The following list of FAQs includes a range of queries that have been raised during Diamond training and engagement with the production community and stakeholders. These FAQs cover some points that are included in the Diamond Guidance Notes, and also address other specific issues that are not covered elsewhere in our Diamond supporting literature listed below.

Production Users can find comprehensive information in the Diamond Guidance Notes [here](#) or read an overview in the Diamond Fast Facts [here](#).

GENERAL FAQS

Do agents, guilds and professional bodies know about Diamond?

The CDN has held a series of stakeholder briefings with organisations that represent groups of professionals across the industry, including those that represent freelancers. We will be asking these organisations to further communicate with their members as Diamond rolls out across the industry, e.g. by including information in their newsletters or magazines.

Will agents be affected by Diamond?

Production companies can enter the agent's email address of a contributor into the Diamond system if they do not have the contributor's email address but contributors must still complete a Diversity Self-declaration Form (DSF) themselves. The agent is asked to validate their own email address and then send the link to the DSF to their client to complete.

Can production companies access Diamond data?

CDN is planning to explore the feasibility of giving production companies the ability to generate their own programme or series reports from Diamond. Giving companies the access to generate reports directly will involve working through some potentially complex data security and legal issues.

Will Diamond replace in-house diversity forms?

It's up to each organisation to decide whether it wants or needs to continue using in-house equality and diversity monitoring forms but, because Diamond only collects data for employees involved in UK productions, we imagine companies will wish to continue with wider internal diversity monitoring and reporting.

Is Channel 5 involved in Diamond?

Channel 5 were not involved at the outset of the Diamond project but they are now on-board and looking at timelines for joining the Diamond system as soon as possible.

Is Diamond collecting data for News and Sport?

At the current time Diamond won't systematically collect Actual or Perceived diversity data for News or Sport genres, although we hope to include these as soon as possible. Current Affairs or documentary programmes, such as Dispatches, Question Time, Rip Off Britain, are included however.



Social mobility and class is a big issue for diversity and inclusion, why isn't it being covered by Diamond?

We recognise that social mobility is an important diversity issue but the immediate focus of Diamond is on the diversity characteristics that are protected by the Equality Act 2010. For more about those read our Fast Facts document [here](#). Monitoring class or socio-economic background is more complex than monitoring age, gender or ethnicity for example. However, we are looking at ways of adding social mobility questions to Diamond in the future.

Where can I find the Diamond Privacy Policy?

The Diamond Privacy Policy can be found [here](#)

PRODUCTION FAQS: THE DIAMOND SYSTEM

Note: the end-to-end system for production users is described in detail in the Diamond Guidance Notes.

Why are production companies responsible for the collection of data?

Diamond is a vital tool for the industry and it should become a normal part of the job – everyone has a role to play. Diamond will be part of the 'Programme As Completed' paperwork for each programme. Diamond diversity monitoring has been designed to be completed as efficiently as possible as part of this overall production paperwork. The process uses Silvermouse, which you may already be using for 'Programme As Completed' paperwork. It replaces all previous diversity monitoring forms within Silvermouse (which differed by broadcaster).

Will I have to fill in multiple diversity forms for broadcasters?

For most broadcasters, no. Once broadcasters have migrated to Diamond, it will completely replace all previous diversity monitoring forms you may have used within Silvermouse that were used by ITV, Channel 4 and Sky (and which differed by broadcaster). Diamond also replaces all previous diversity monitoring forms used by the BBC (outside Silvermouse). BBC Children's will require completion of their existing forms and Diamond forms during a transition period (see following question). Sky will also require a different process during its migration to Diamond until the end of 2016, so please refer to your broadcaster for specific migration plans.

BBC Children's commissions have up to now done diversity monitoring using a different method. Will they be using Diamond?

For BBC Children's commissions, both indie and in-house, there will be a phased transition period between the two methods, so if in any doubt please contact your commissioning team for further instructions.



Why are some broadcasters phasing in the system, e.g. in peak-time or certain genres first, whereas others would like everyone to start collecting as soon as they can after the system goes live?

Broadcasters will roll out Diamond as fast as is practical. There will be some phasing for some broadcasters, based in part on production timelines and (for those broadcasters already using Silvermouse) the status of existing forms.

When will production companies be required to start filling out the Diamond forms? Is it newly commissioned shows only for all broadcasters?

The general rule is that production companies (and BBC in-house) will only be expected to fill out Diamond forms for shows commissioned after the date at which Diamond launches. Ongoing or continuing programmes will be expected to use Diamond from a date agreed between the production company and broadcaster on a case-by-case basis.

When does each broadcaster expect the production paperwork including Diamond to be submitted?

The forms should be submitted in accordance with agreed delivery schedules; production companies should speak to the commissioning broadcaster for more details.

What about shows that are in production when Diamond goes live: how late in the production process can they be brought into Diamond to do both Perceived and Actual data?

Some productions that are at an early stage of production when Diamond goes live might also be included in Diamond following agreement between the broadcaster and the production company (this also applies to BBC in-house). For programmes already in production when Diamond launches, the general rule is that they will not be captured in Diamond but that some programmes may be included on a case-by-case basis following discussions between the broadcaster and production company.

Do individual broadcasters have different rules on accepting/rejecting forms?

As a general rule for all broadcasters, production users should collect all the mandatory roles that apply to their production, as defined in the Guidance Notes. They are encouraged to add more roles if this is feasible but are not obliged to do so, and forms won't be rejected if they don't.

Is consent needed from contributors to use their email addresses to trigger the Diversity Self-declaration Form (DSF) process?

The use of email addresses for this purpose requires consent from contributors. Broadcasters will provide you with wording to this effect that can be included in relevant documentation, including contracts. For pre-existing contracts that are already in place when Diamond first launches, you will need to send contributors an 'awareness email' that lets them know that their email address will be used in Diamond to send them a DSF request. Broadcasters will provide you with the wording of this email (along with clear instructions for what needs to be done, and why). You will need to be able to provide a paper trail/email trail that you have sent out the 'awareness emails' to contributors, should it be requested. We would also encourage you to let contributors know about Diamond, and in particular that they will receive an email asking them to complete a DSF, as part of your ongoing



conversations with them. The CDN, and participating broadcasters, will also be raising industry awareness of Diamond and related process issues by briefing industry bodies, and the trade press, etc.

Will individuals have an expectation of actually appearing in the final cut because they are asked to fill in their data?

Release forms explain that a contribution will not always be used.

What happens to Actual diversity data when not everyone who is filmed will be included in the final cut of a programme? Similarly, what if onscreen contributors are only hired for a day?

As a general rule, any contributor who does not make the final cut should be deleted if they have been entered earlier, by removing their name from the Contributors Form. Background/Walk-On/Supporting artists should be added to the system if they are contracted directly by the production company or broadcaster, but not if they are engaged by third-party companies or as a group. Please see Guidance Notes for more details.

What happens if you have a role that is both on and off screen e.g. a Writer/Actor?

You should enter the contributor twice on the Contributors Form, separately for each role. However, the contributor will only be sent one Diversity Self-declaration Form (DSF), so long as the same name and email address is entered for both roles.

Why it is something called a 'diversity' role type when it is a job title, e.g: Producer

This is a pragmatic choice, there's no special significance to it. Diamond has used the term 'role type' to try and capture job function and seniority while recognising that sometimes, actual job titles for similar roles vary. Trying to capture every variant on possible job titles meant that the list would have been even longer and a lot less useful.

Will Diamond cover online content?

Some broadcasters may ask you to enter diversity data for online content in Diamond. The BBC may collect data for online content for CBeebies and CBBC from the launch of Diamond, and is expecting to extend this to BBC3 and other online content in due course. Channel 4 issues forms for most short-form programmes. As a general rule for all broadcasters, when Diversity forms are issued for a programme, you should complete them in the usual way.

Does diversity data need to be added separately for re-edited versions of programmes post the initial broadcast?

ITV is the only broadcaster that may ask you to complete new paperwork for re-versioned programmes transmitting on an ITV channel in the UK. While these programmes will require Silvermouse forms to be completed in the usual way, you can copy data from the original version of the programme to the new one, making the process much simpler. Please note that functionality to copy Perceived data will not be available immediately meaning this will need to be resupplied; this enhancement is due shortly after the initial launch of Diamond.



Will Contributors who have selected either to opt out of Diamond or 'Prefer not to Disclose' still receive email reminders to complete their Diversity Self-declaration Forms (DSFs)?

People who have opted out will not receive reminders for one year, as they have opted out for that time period. People who fill in a DSF with 'Prefer not to Disclose' will be counted as having submitted a completed form, so will not receive reminders to complete their DSF.

What happens to archive shows in the future – would it just be the Perceived and Diversity Actual Forms that are submitted, as the main contributors potentially may have taken part in Diamond originally?

People in archive shows are unlikely to know about Diamond, and they should therefore not be included for Perceived or Diversity Actual Forms.

What if someone is a guardian for two children appearing on a programme and only has the one email address; can you therefore only submit Diversity Self-declaration (DSF) information for one of the children?

No. As the children have different names the name/email combination is different for each child. It's one DSF per name/ email address combination, not per email address.

If a contributor has consented to allow their diversity details to be used in Diamond for up to two years, do they get a new email from the system from their last programme automatically, i.e. once it reaches the date of their two-year anniversary?

No. They will receive an email when added to another production.

Will Diamond introduce a different process to the current one, for creating programmes on the system?

No. We've worked to ensure that each broadcaster's current processes stay the same. Therefore, when a programme is created on the system, it will occur in the same way that it does now, specific to each broadcaster.

Why are the Actual and Perceived retention periods different?

As joint data controllers for the diversity data collected in Diamond, the CDN and participating broadcasters have obligations under the Data Protection Act of 1998 (DPA) regarding the use of Personal Data, including specifying fixed retention periods for this data. The Actual data collected by Diamond is information supplied by an individual about their own diversity characteristics, and as such it all counts as Personal Data. We are retaining this data for two years.

Perceived data on people appearing on screen is provided by the broadcasters or production companies making the programme, and is based on how viewers might perceive the characters and people they seen on screen. As Perceived data is not generally Personal Data (although it may be under certain circumstances), we are retaining it for a longer period, of five years.



Will the Diamond forms in Silvermouse be accessible?

When Diamond launches, the Diversity Self-declaration Form (DSF) – which people working on a production, both on-screen and off-screen, will be asked to complete – has been designed to be accessible to as many users as possible. The Diamond broadcasters have committed to making the other diversity forms accessible in the same way in the months after launch.

Who can I contact at each of the broadcasters about Diamond?

Contact details from the broadcasters are as follows:

Diamond.Diversity@bbc.co.uk

DiamondDiversity@channel4.co.uk

DiamondQueries@itv.com

DiamondSilvermouseUsers@sky.uk

PERCEIVED DIVERSITY DATA

Why are production companies filling out Perceived Forms?

Broadcasters are asking production companies to complete Perceived Forms as part of their contribution to the industry's collective responsibility to increase diversity. Many production companies have completed Perceived data for some broadcasters up to now, and they will now be expected to complete Diamond Perceived Forms, as part of the 'Programme as Completed' process.

Can you give examples of how long the Perceived Forms will take for different genres?

There are various factors, which determine how long a Perceived Form takes to complete. This will vary by type of production, the number of contributors to be recorded and whether the person filling out the Perceived Form knows the programme. You may be able to fill in the Perceived Form at the same time as you are doing other programme paperwork that requires you to view programmes, which will save considerable time.

At the very most, the Perceived Form should take roughly the duration of the programme to complete plus an additional minute per contributor to tick the six diversity characteristic boxes. For reporting to be accurate, the recording of Perceived data needs to be done with care and attention. For users new to Diamond, it is likely to take longer at first, but we expect that production users may find more efficient ways of working over time without compromising the quality of data collection. The broadcasters will maintain an ongoing dialogue with Diamond users, including through a Production Users group.

How many people do I need to complete for the Perceived Form?

As a general rule for all broadcasters, production users should collect all the mandatory roles that apply to their production. They are encouraged to add more roles if this is feasible but are not obliged to do so, and forms won't be rejected if they don't. For ITV commissions, production users who already provide Perceived on-screen diversity data for ITV (using the pre-Diamond system) will be expected to continue to cover all on-screen role types for Perceived, as they did prior to the launch of Diamond. There is even more detail in the Diamond Guidance Notes.



Is consent needed from contributors to collect their Perceived data?

You do not need to collect explicit consent from contributors. But contributors should be notified within the contractual documentation and on release forms that you will be collecting and holding Perceived data on their perceived diversity characteristics. Broadcasters will provide you with wording that can be included in relevant documentation, which includes a link to the Diamond Contributors page on the CDN website containing the Diamond Perceived Privacy Notice.

What does 'Resupply' in Perceived mean? Is it for further iterations of the same characters?

This term refers to whether a production user needs to amend or update the details already supplied. The options selected are no longer viewable once completed: only 'Submitted' is shown. So in order to open up the diversity fields again the user clicks on 'Resupply' to be able to enter the details from scratch again.