Form

State the purpose of providing the information
Clarifying why you’re asking for personal information can make people more comfortable answering.

State a commitment to privacy and nondiscrimination
Before questions about personal information, state that the organization will keep information private and will not discriminate on the basis of the information.

Allow opt-out and write-in options
Whenever possible, allow people the option to not answer questions about their personal information, such as gender or race, and to provide self-descriptions.

Allow for multiple responses
Recognize when people might have multiple answers to questions, such as multiple races and ethnicities.

Use inclusive orders and language
Be aware of how the order of options may signal a hierarchy of values. Avoid the term “Other” as a response option.

Like what you’ve read? See the full guide from the American Chemical Society. www.acs.org/inclusivityguide