

We're a UK-based cloud hosting company. Around 70 of us host the web for 40,000+ customers - big businesses, small businesses, freelancers, charities, side projects and the values-driven people building them.

Justice, equity, diversity and inclusion are part of our business. They show up in how we recruit, hire and promote. They also show up where we haven't looked closely yet: our infrastructure, our suppliers, our team's experience and the customers we do our best work with.

This is about asking the right questions across the business. The ones we know to ask. And the ones we don't yet.

We're still building an inclusive workplace. It's ongoing work.

Our affinity groups exist because people asked for them. There's more to build beyond them. There are dimensions of identity and experience that need more from us.

We'll invest in the team. We'll build the structures that aren't there yet. We'll make sure people whose backgrounds have been less welcomed in tech can speak up, lead and stay. Where we don't yet know what to do, we'll find out.

For our customers, this work shows up in our pricing. No hidden costs. No surprise renewals. No contracts designed to lock you in. A service you stay with because you trust us and leave when you need to.

We don't hold all the power in our industry. We own what we can change: how we hire, how we serve, how we use the influence we have.

Justice, equity, diversity and inclusion are four words that often get blurred. Here's what they mean to us:

Justice. Looking at what's structurally unfair in tech - who gets hired, who builds, who gets to be online. Then doing something about it.

Equity. Meeting people where they are. Different people need different things to thrive.

Diversity. Making sure who works at Krystal and who we serve, reflects the world.

Inclusion. What happens after the door opens. Whether people can speak up, lead and stay.

All four matter. And we're working to hold them together - even when it gets uncomfortable.

We have a JEDI Action Plan we update every year. It names what we're doing, what we're funding and what we haven't figured out yet. Each year, we share publicly what we did, what we missed and what changed.

If we're falling short, tell us. impact@krystal.io

This commitment was approved by Krystal's executive team in May 2026 and applies across our operations, our customers and our community. Accountability for delivering on this commitment sits with the executive team, who review progress annually alongside the JEDI Action Plan.