

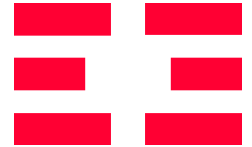


Yelp

Locations: California (HQ)

Industries: Commercial and Professional Services, Media and Entertainment

RISK LEVEL:



High Risk

DESCRIPTION:

Yelp is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Yelp embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. High Risk

Yelp allegedly fired an employee for not being accessible during religious observance on Easter weekend (1). The employee received an email just before midnight on Good Friday and had not seen the email or responded; this incident escalated until the employee was asked by his boss to respond to the request on Easter Sunday and eventually terminated for not complying. Yelp received a score of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (2)(3). Yelp has stated it will turn away business "from offensive clients" who engage in "racially-charged or other abusive language" (4).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Yelp's HRC 2023-2024 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Yelp's HRC 2023-2024 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Yelp requires its employees to take unconscious bias training and host regular DEI workshops (3). Yelp does not provide viewpoint protections for its employees (4).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

Yelp's HRC 2023-2024 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Yelp opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (3). In 2015, Yelp's CEO spoke out against a religious freedom bill in Indiana (4). In 2020, Yelp launched a user-submitted "Business Accused of Racist Behavior Alert" feature that enables users to flag establishments with accusations of racial motivation (5). Yelp's CEO Jeremy Stoppelman is a signatory to CEOs For Gun Safety (6). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (7)(8). Yelp opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (9). The company is a member of the "Don't Ban Equality" business coalition, which advocates against any abortion restrictions because they are "bad for business" (10). The company signed an amicus brief in opposition to the 2016 North Carolina bathroom bill HB2, which required people to use the bathroom of their biological sex (11). Yelp signed an open letter in support of the Equality Act (12). Yelp supports DEI within its business practices, employing a DEI Executive Committee (13). Yelp is committed to net zero emissions by 2030 (14).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Yelp provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4). The company's HRC 2023-2024 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (5)(6). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. The company stated, "Business leaders must step up to support the health and safety of their employees by speaking out against the wave of abortion bans that will be triggered as a result of this decision and call on Congress to codify Roe into law," (7). Yelp pledged \$2 million to the Black Lives Matter movement and related causes (8)(9). The company also signed the Fifteen Percent Pledge and "committed to dedicate 15% of their shelf space to Black-owned brands" (10)(11). Otherwise, there are no publicly known cases of Yelp using corporate funds to advance ideological causes, organizations, or policies (12).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. High Risk

Yelp's HRC 2023-2024 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Yelp donated to the Equality PAC but has not lobbied for ideological purposes (3)(4)(5).

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