



## Ubisoft

Locations: France (HQ)  
Industries: Media and Entertainment

### RISK LEVEL:



Medium Risk

#### DESCRIPTION:

Ubisoft often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Ubisoft occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. 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. Medium Risk**

*Ubisoft partnered with the Anti-Defamation League and the British Police with a goal to ban "hate speech" and "toxicity" in its multiplayer games (1)(2). However, Ubisoft has not canceled customers, suppliers, or vendors based on political views or religious beliefs.*

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

*Ubisoft does not appear to discriminate against charitable organizations based on views or beliefs (1)(2).*

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

*Ubisoft does not provide viewpoint protections for its employees (1).*

### Corporate Governance and Public Policy

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

*Ubisoft started the Fair Play Program, a training course that identifies "personal triggers" (1). Ubisoft partnered with GLAAD, an LGBTQ group, to enhance LGBTQ depictions in Assassin's Creed (2). Otherwise, there are no publicly known cases of Ubisoft using*

its reputation to advance ideological causes or policies (3).

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

Ubisoft pledged \$100,000 to the Black Lives Matter movement and related causes, including the BLM organization itself (1)(2). Otherwise, there are no publicly known cases of Ubisoft using its corporate funds to advance ideological causes, organizations, or policies (3).

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**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A**

Ubisoft does not operate a PAC or report on its lobbying at this time (1)(2)(3).

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