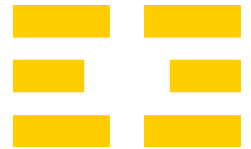



Ubisoft

Locations: France (HQ)

Industries: Media and Entertainment

RISK LEVEL:

Medium Risk
DESCRIPTION:

Ubisoft partners with the Anti-Defamation League and the British Police to track and punish "hate speech" and "toxicity" in its multiplayer environments, without clearly defining the terms. Ubisoft does not provide protections for employees against viewpoint discrimination. Ubisoft has partnered with GLAAD for the purposes of LGBTQ representation, and the company made a donation to Black Lives Matter (BLM) in 2020. However, Ubisoft does not appear to discriminate against charitable organizations based on views or beliefs. For these reasons, Ubisoft receives a Medium Risk rating.

Corporate Weaponization

Has denied service to 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).

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 discrimination based on political affiliation/views and/or religion. **High Risk**

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

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations 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).

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).

Uses corporate political 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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