



## Ubisoft

Locations: France (HQ)  
Industries: Media and Entertainment

### RISK LEVEL:



Medium Risk

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#### DESCRIPTION:

Ubisoft is Medium Risk. The company 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, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (3).*

**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 publish a nondiscrimination policy (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 the company 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. High Risk**

*Ubisoft was a Silver Tier corporate sponsor of the Trevor Project, an organization that advocates for controversial sex and gender ideology, including "gender transition" drugs and surgeries for minors, through legislation, litigation, advertising, and PR campaigns. The organization also hosts online chatrooms that allow adults to communicate with minors as young as 13 about sexually explicit topics. Adults in these chatrooms have encouraged minors to adopt transgender identities and withhold this information from their parents (1)(2)(3)(4)(5). Ubisoft pledged \$100,000 to the Black Lives Matter movement and related causes, including the BLM organization itself (6)(7). Otherwise, there are no publicly known cases of the company using its corporate funds to advance ideological causes, organizations, or policies (8).*

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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 engage in lobbying at this time (1)(2)(3).*

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