



Zeta Global Holdings Corporation

Subsidiaries: Zeta Global, LiveIntent, Inc., ArcaMax Publishing, Inc., UnsubCentral, Inc., Kinetic Data, Inc., Vital Digital Group, Inc., Disqus, Inc.
Locations: New York (HQ)
Industries: Software and Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

Zeta Global Holdings 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. The company 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. Lower Risk

Zeta has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

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

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

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

Zeta 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

The company supports DEI within its business practices. From its article "Zeta Has Been Certified™ by Great Place To Work®!": "Diversity, Equity, and Inclusion (DEI) aren't just buzzy phrases we toss around—they're ingrained in our culture" (1). Otherwise, the company has not supported ideological causes or policies (2).

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

Zeta provides a benefits package for employees that covers travel/lodging costs for an abortion (1)(2). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (3).

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

Zeta has not used its PAC donations for ideological purposes and does not report on its lobbying at this time (1)(2)(3).

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