



## Olo, Inc.

Subsidiaries: Omnivore Technologies, Inc., Wisely, LLC  
Locations: New York (HQ)  
Industries: Software and Services

### RISK LEVEL:



**Medium Risk**

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#### DESCRIPTION:

Olo is Medium Risk. The company often 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. 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. Medium Risk**

*Olo, Inc. integrates ESG into its business practices. From its 2023 ESG Report: "We introduced a new vendor intake survey which asks about sustainability and social impact information and programs," and "60% of our spend is on cloud providers who have a net zero plan" (1). From its ESG webpage: "Our ESG Team and our Board's Nominating and Corporate Governance Committee, who receives quarterly ESG updates, formally oversees Olo's ESG activities, programs, and public disclosures," (2). The company has a history of divisive corporate policies and practices. However, in 2024, the company removed ESG language and policies from its Community Impact & Culture Report. To date, the company has not publicly addressed these changes, leaving shareholders without clarity regarding the company's reasoning or future direction (3). However, it has not canceled customers, suppliers, or vendors based on political views or religious beliefs (4).*

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

*Olo uses Bright Funds as its charitable giving platform. Bright Funds requires that organizations abide by its nondiscrimination policy, including on the basis of sexual orientation, thereby excluding some religious charities (1)(2).*

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

*Olo requires its employees to take DEI training and offers unconscious bias training (1)(2). The company appears to prioritize diversity over merit in its recruitment, hiring, promotions, leadership composition, supply chain, and mentorship program. From its 2023 Proxy Statement: "To recruit a diverse workforce, we focused on the following initiatives in 2022: Proactively sourcing diverse talent.*

Forming strategic partnerships to diversify our candidate pool... [and] Celebrating and increasing awareness of different cultures with programming that highlights various demographics and intersectionality," (3). From its 2023 Annual Report: "Olo currently has 42.5% women and 18.8% underrepresented ethnicities who make up our team... Part of how we've achieved results is by hiring and retaining underrepresented talent, focusing on career advancement and upward mobility..." (4). From its Corporate Governance Guidelines: "The Board recognizes the importance of diversity within the Board... In conducting its assessment, the Board considers diversity (including diversity of gender, ethnic background and country of origin)... to maintain a balance of knowledge, experience, and capability on the Board," (5). From its 2023 ESG Report: "In line with our commitment to supplier diversity, we partnered with qb. Consulting, a small, women-owned strategy and communications firm, to develop this report. We collaborated with FRINGE22 Studio, a BIPOC-owned design and creative strategy studio with a passion for social impact, for the report's design," (6). From its 2024 Proxy Statement: "... in 2022, we launched Olo Ties, a pilot mentorship program created to address mentorship needs for women and people of color," (7). Olo appears to prioritize diversity over merit in its business structure through the establishment of gender and racial targets for its workforce composition. The company sought a composition of 42% women and 18% underrepresented ethnicities by 2024 (8). The company has a history of divisive corporate policies and practices. However, in 2025, the company removed DEI language and policies from its Proxy Statements and Annual Reports. To date, the company has not publicly addressed these changes, leaving shareholders without clarity regarding the company's reasoning or future direction (9)(10). Olo does not provide viewpoint protections for its employees (11)(12).

## Corporate Governance and Public Policy

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

Olo opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (1)(2). 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" (3). Olo supports DEI within its business practices, hosting a DEI Committee (4). The company supports DEI within its business practices. From its 2024 Proxy Statement: "We are committed to maintaining a healthy, safe, and inclusive workplace for our employees and are taking steps to increase diversity and equity across our workforce. A diverse and motivated workforce is essential to our success, innovation, and competitive advantage," (5). It supports ESG within its business practices. From its 2024 Proxy Statement: "We

are eager to advance ESG through sustainability, social impact, and diversity, equity, inclusion, and belonging ("DEIB"), enforced by strong corporate governance and ethics" (6). The company has a history of divisive corporate policies and practices. However, in 2025, the company removed DEI and ESG language and policies from its Proxy Statement. To date, the company has not publicly addressed these changes, leaving shareholders without clarity regarding the company's reasoning or future direction (7).

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

Olo funded The Trevor Project, Everytown for Gun Safety, and the ACLU (1). The company's Olo Pride ERG hosted a LGBTQ pride parade and multiple ideological events, which likely used corporate funds (2). Otherwise, there are no publicly known cases of Olo using corporate funds to advance ideological causes, organizations, or policies (3).

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

Olo does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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