



Teads

Subsidiaries: Outbrain Inc., Zemanata Inc., video intelligence Ltd.
Locations: New York (HQ)
Industries: Software and Services, Technology Hardware and Equipment

RISK LEVEL:



Lower Risk

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DESCRIPTION:

Teads Holding Co. is Lower Risk. The company does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, the company does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects 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

Teads Holding Co. was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilify" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (1)(2)(3). Teads Holding Co. integrates DEI into its supply chain. From its Vendor Code of Conduct: "The Teads Group believes that diversity is a social and economic imperative and looks to vendors to share this commitment in their operations" (4). From its Diversity, Equity & Inclusion Policy: "We will actively seek out and collaborate with partners that uphold the same values as us regarding diversity, equality, and inclusion. This applies to publishers, advertisers, and vendors we work with or seek to work with, as well as any other partners in different areas of the business" (5). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (6).

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

Teads Holding Co. 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

Teads Holding Co. offers DEI training to its employees" (1). The company protects its employees against viewpoint discrimination (2).

Corporate Governance and Public Policy

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

Teads Holding Co. supports DEI within its business practices, employing a DEI Officer from October 2020 to July 2021 while the company was still known as Outbrain (1)(2). The company supports DEI within its business practices. From its Global Anti-Discrimination and Prevention of Harassment Policy: "Our commitment to diversity, equity, and inclusion applies to all individuals involved in our operations, including but not limited to employees, contractors, interns, job applicants and vendors" (3). Teads (pre-acquisition) was a member of Don't Ban Equality, which advocates against any abortion restrictions because they are "bad for business." However, it withdrew its membership after 2019 (4).

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

Teads Holding Co. has not used corporate funds to advance ideological causes, organizations, or policies (1).

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

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

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