



LiveRamp (Acxiom)

Locations: California (HQ)

Industries: Data Security

RISK LEVEL:



Lower Risk

DESCRIPTION:

LiveRamp is a data onboarding company based in San Francisco. LiveRamp was formerly known as Acxiom. LiveRamp does not provide viewpoint protections for its employees but has not publicly terminated business relationships based on views or beliefs. LiveRamp has signed the CEO Action for Diversity and Inclusion pledge, though the company used its corporate funds for ideological purposes. For these reasons, LiveRamp earns a Lower 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. Lower Risk

LiveRamp has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

LiveRamp does not discriminate against charitable organizations based on views or beliefs (1).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. Lower Risk

LiveRamp's Code of Ethics specifies that the company employs individuals "of many nationalities, races, religions, and political persuasions" (1).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

LiveRamp's CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (1). LiveRamp has a Diversity, Inclusion, and Belonging Council (2). The company hosted an anti-racism workshop that described the technology sector as "an industry dominated by white and male" (3). Acxiom opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (4)

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

LiveRamp has not used corporate funds to advance ideological causes, organizations, or policies (1)(2).

Uses corporate political contributions for ideological, non-business purposes. Lower Risk

LiveRamp Inc. has not used its PAC donations or lobbying for ideological purposes (1)(2)(3).

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