



LiveRamp (Acxiom)

Locations: California (HQ)

Industries: Data Security

RISK LEVEL:



Lower Risk

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DESCRIPTION:

LiveRamp, formerly known as Acxiom, 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, LiveRamp 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. Lower Risk

LiveRamp 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

LiveRamp 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. High Risk

LiveRamp has a Diversity, Inclusion, and Belonging Council (1). The company hosted an anti-racism workshop that described the technology sector as "an industry dominated by white and male" (2). It protects its employees against viewpoint discrimination (3).

Corporate Governance and Public Policy

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

Acxiom opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (1). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (2). The company opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (3). Its CEO, Scott Howe, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (4)(5).

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

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

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