



Criteo

Locations: France (HQ)

Industries: CRM & Project Management, Email Marketing

RISK LEVEL:



Medium Risk

DESCRIPTION:

Criteo scored a 70 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Criteo increases the risk of dividing employees, alienating customers and harming shareholders. It also uses sex and gender ideology criteria in employee recruitment and vendor selection. Criteo uses its corporate funds to support controversial sex and gender ideologies and organizations. The company provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. Criteo has expanded its ESG goals to fight climate change and offers unconscious bias training for all employees. However, Criteo protects its employees against viewpoint discrimination. For these reasons, Criteo receives a Medium Risk rating.

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

Criteo received a score of 70 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruit's employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). However, Criteo has not publicly terminated business relationships or fired employees due to religious beliefs or political views.

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

Criteo's HRC 2023-2024 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).

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

In 2020, Criteo started unconscious bias training for 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. High Risk

Criteo signed onto an LGBTQIA+ charter with the French non-profit L'Autre Cercle, to advance its DEI practices (1). The company has been dedicated to advancing its ESG goals through its DEI practices, including the DEI pledge, its Carbon Disclosure Project, Task Force on Climate-Related Financial Disclosures, and its contribution to the UN's Sustainable Development Goals for 2030 (2). Megan Clarken, Criteo's CEO published a statement against Roe v. Wade being overturned (3). Criteo published a statement in support of the Black Lives Matter movement (4).

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

Criteo provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3). The company's HRC 2023-2024 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (4)(5). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. In June of 2020, Criteo announced that the company would be "providing education, as well as better support for our Black, Indigenous, and People of Color (BIPOC) employees, reducing unconscious bias, and partnering with organizations who are helping to right the wrongs of racial injustice" (6). Criteo donated to The Sidney Borum, Jr. Health Center in support of LGBTQ healthcare (7).

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

Criteo does not operate a PAC at this time but has not lobbied for ideological purposes (1)(2)(3).

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