



INVESTOR ALLIANCE
FOR HUMAN RIGHTS

RESPECTING DIGITAL RIGHTS

Using The 2020 RDR Index
To Hold Companies Accountable

Thursday, February 25, 2021

Panelists



Rebecca MacKinnon

Founding Director,
Ranking Digital Rights



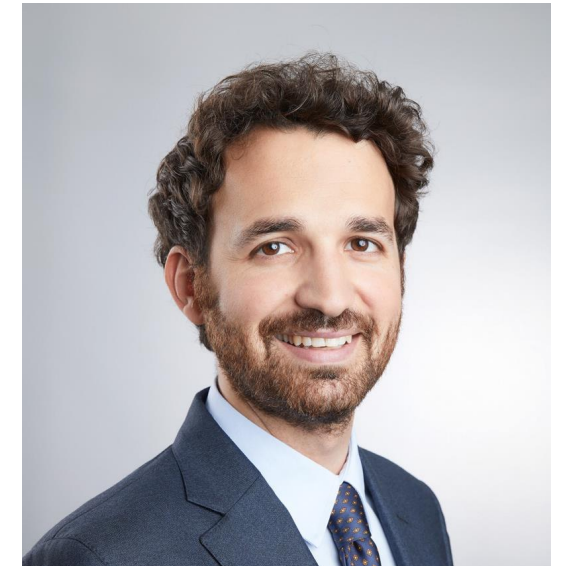
Dr. Jan Rydzak

Company Engagement Lead
and Research Analyst,
Ranking Digital Rights



Lauren Compere

Director of Shareowner
Engagement,
Boston Common
Asset Management



Dr. Carlo Manuel Drauth

Head of Responsible Business
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RANKING DIGITAL RIGHTS

2020 RDR Corporate Accountability Index

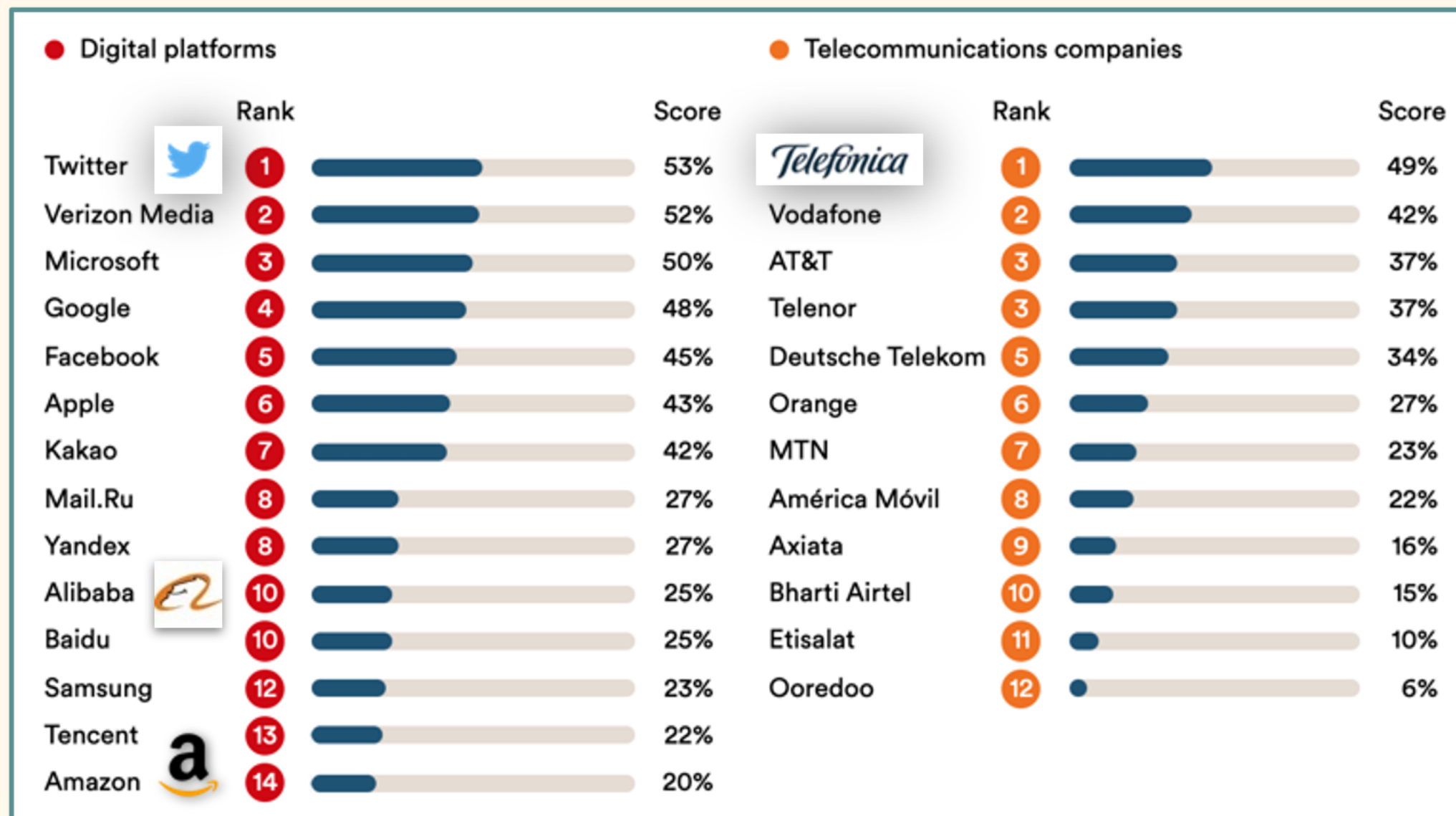
**Presentation to the Investor
Alliance for Human Rights**

25 February, 2021



14 digital platforms and **12 telcos** were ranked on disclosed policies and practices affecting users' digital rights: freedom of expression and privacy
58 indicators include new indicators on targeted advertising & algorithms

The 2020 RDR Index Ranking: Overall scores



Freedom of Expression & Information

The company demonstrates respect for the right to freedom of expression and information, as articulated by the UDHR, ICCPR and other international human rights instruments.

- *Access to policies & transparency about how they are enforced*
- *Transparency about how the company responds to government and private demands to restrict content or access to service*
- *Identity policies*
- *Network management and shutdowns*

Privacy

Disclosed policies and practices demonstrate how the company works to avoid contributing to violations of users' privacy, except where such actions are lawful, proportionate, and justified.

- *Collection and handling of user information*
- *Government and private demands*
- *Security*

Governance

Evidence that the company has robust governance processes in place to ensure that it meets commitments to respect human rights to freedom of expression, information, and privacy.

Commitment vs. implementation

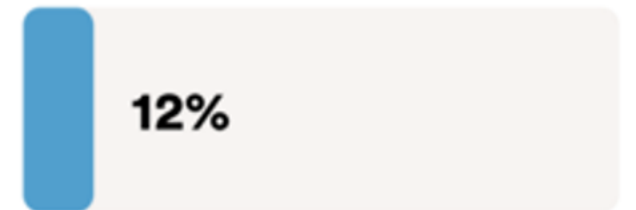
Commitment



Remedy



Due diligence



2020 RDR Index governance category scores

● Digital platforms



	Rank	Score
Microsoft	1	65%
Verizon Media	2	64%
Facebook	3	62%
Google	4	54%
Apple	5	49%
Twitter	6	47%
Kakao	7	42%
Samsung	8	29%
Yandex	9	24%
Mail.Ru	10	23%
Baidu	11	11%
Alibaba	12	7%
Amazon	13	6%
Tencent	14	4%

● Telecommunications companies

	Rank	Score
Telefónica	1	82%
Vodafone	2	68%
Orange	3	65%
Telenor	4	64%
AT&T	5	57%
América Móvil	6	51%
MTN	7	50%
Deutsche Telekom	8	42%
Bharti Airtel	9	30%
Axiata	10	22%
Etisalat	11	13%
Ooredoo	12	4%

G2. Governance and management oversight

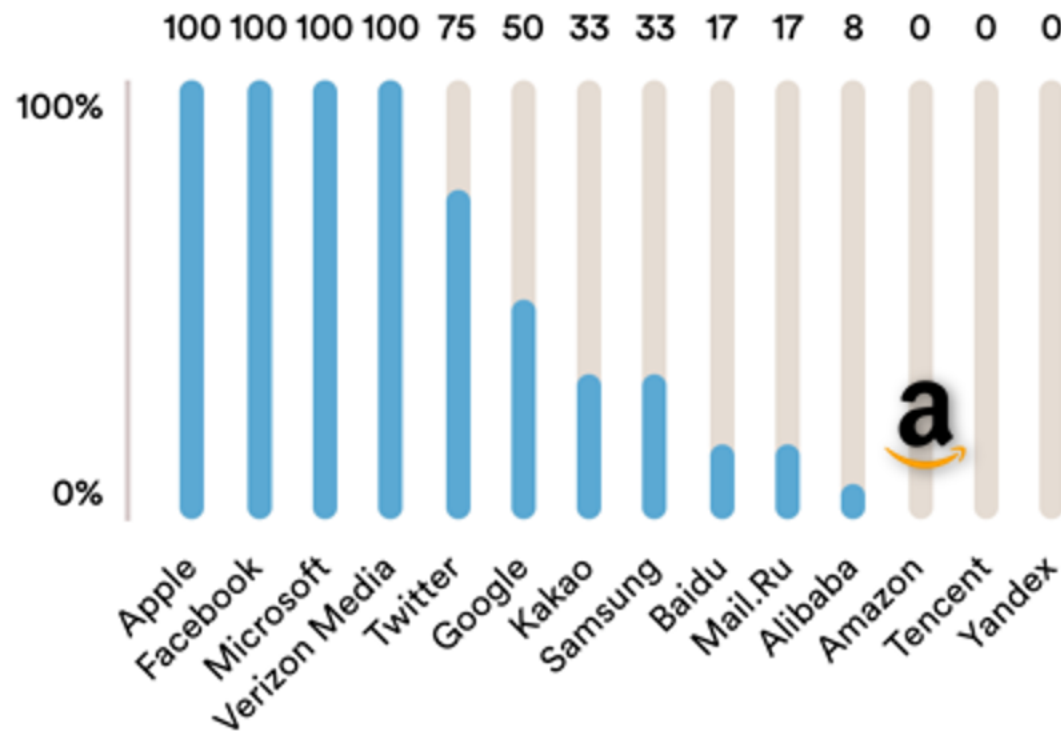


The company's **senior leadership** should exercise **oversight** over how its policies and practices affect freedom of expression and information, and privacy.

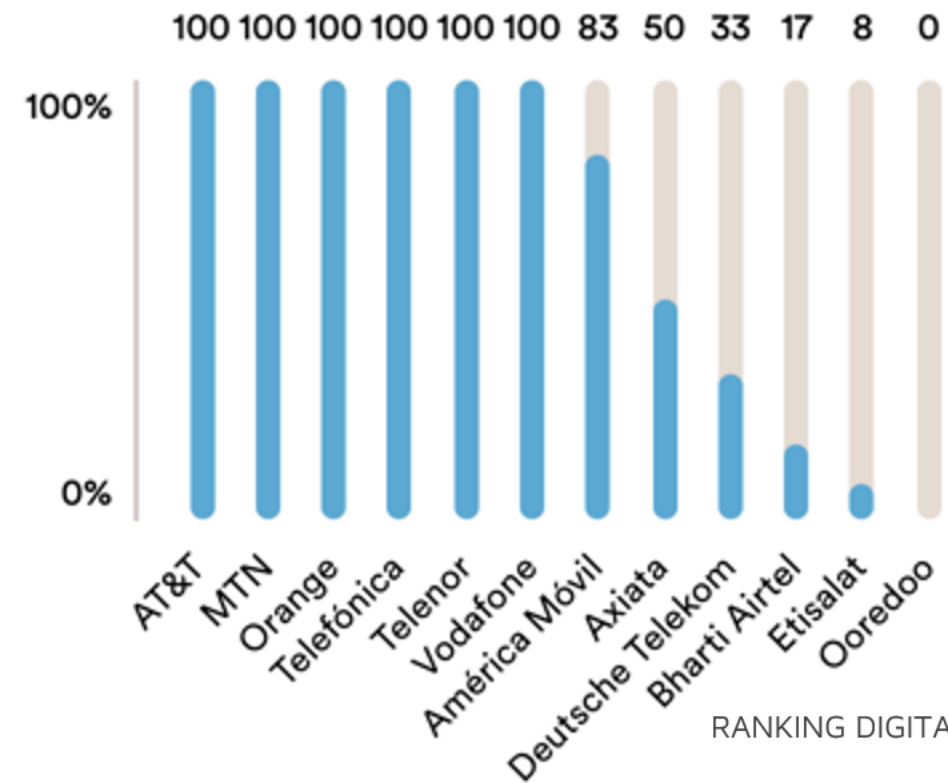
Elements >

Research guidance >

● Digital platforms



● Telecommunications companies



G4a. Impact assessment: Governments and regulations

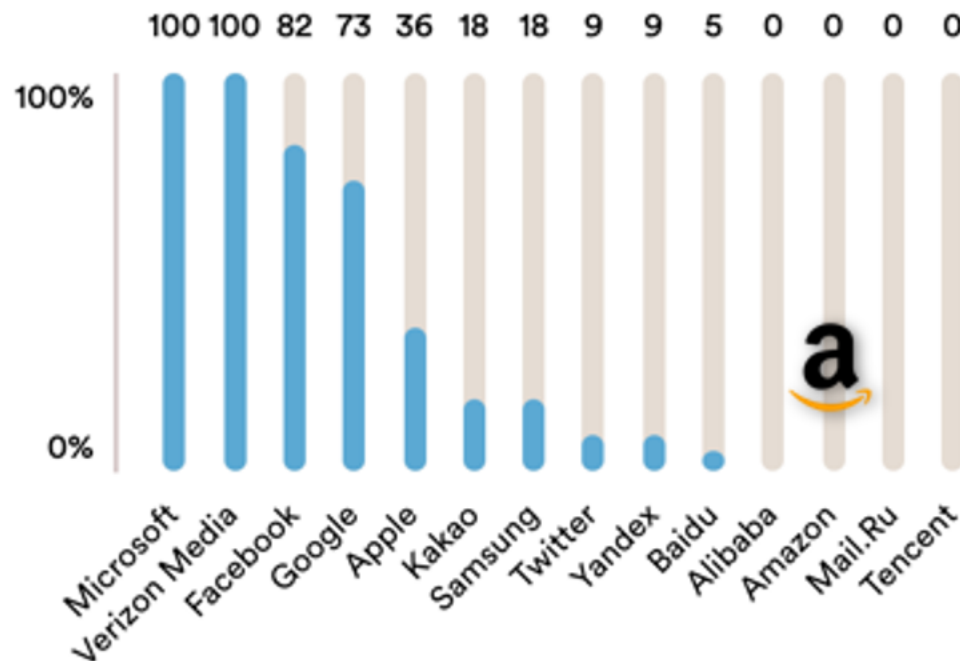


Companies should conduct regular, comprehensive, and credible due diligence, through robust **human rights impact assessments**, to identify how government regulations and policies affect freedom of expression and information and privacy, and to mitigate any risks posed by those impacts in the jurisdictions in which it operates.

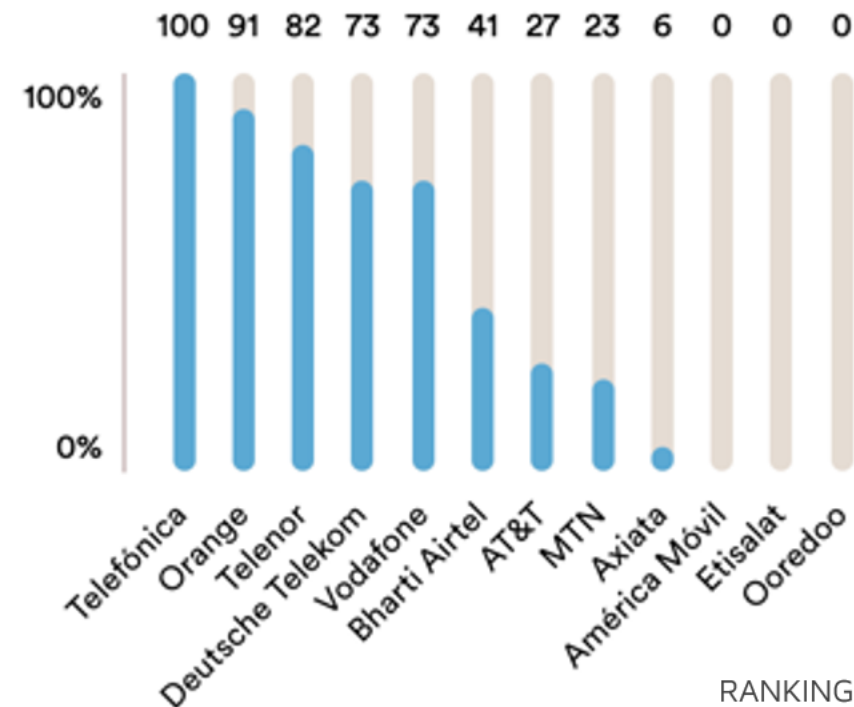
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● Digital platforms



● Telecommunications companies



G4b. Impact assessment: Processes for policy enforcement

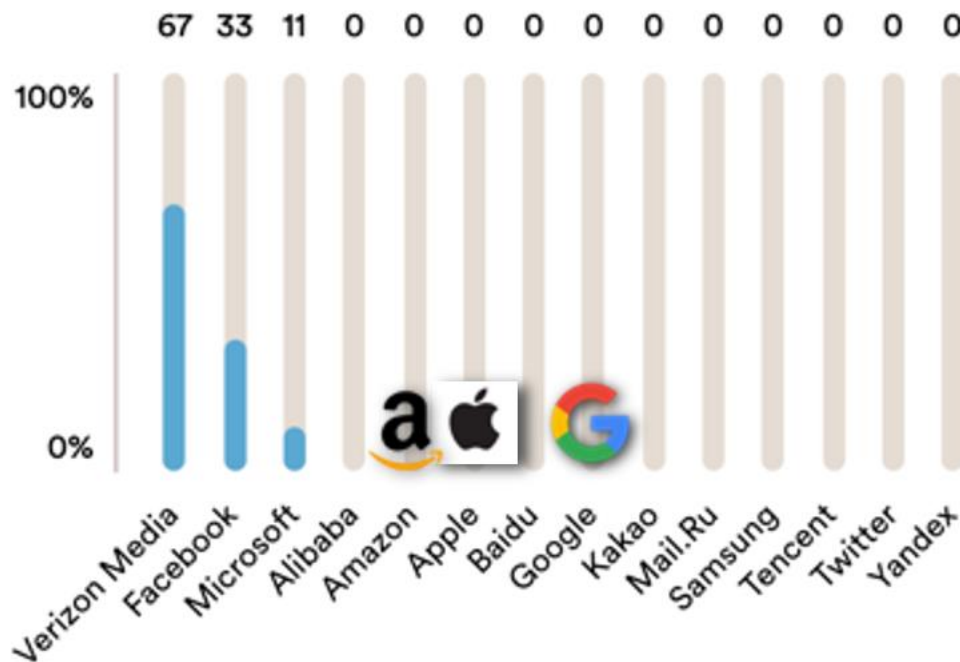


The company should conduct regular, comprehensive, and credible due diligence, such as through robust **human rights impact assessments**, to identify how its processes for policy enforcement affect users' fundamental rights to freedom of expression and information, to privacy, and to non-discrimination, and to mitigate any risks posed by those impacts.

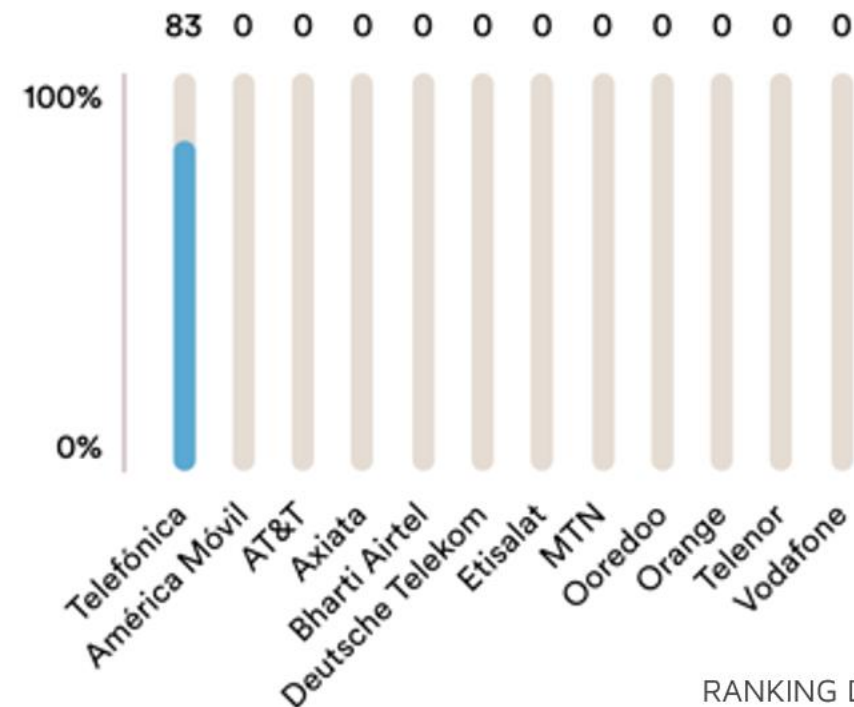
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Research guidance >

● Digital platforms



● Telecommunications companies



G4d. Impact assessment: Algorithmic systems

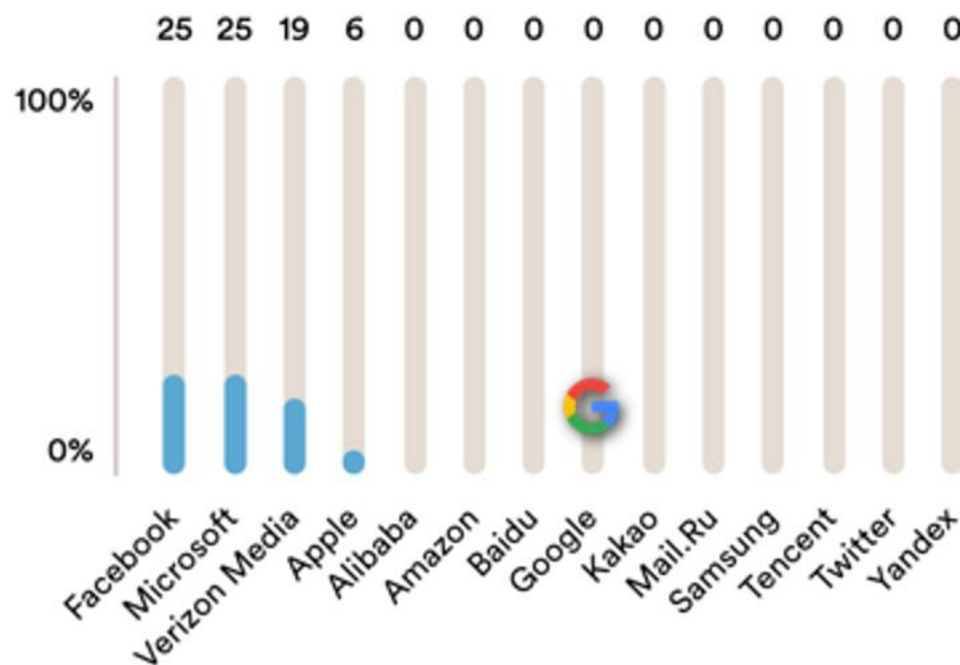


The company should conduct regular, comprehensive, and credible due diligence, such as through robust **human rights impact assessments**, to identify how all aspects of its policies and practices related to the development and use of **algorithmic systems** affect users' fundamental rights to freedom of expression and information, to privacy, and to **non-discrimination**, and to mitigate any risks posed by those impacts.

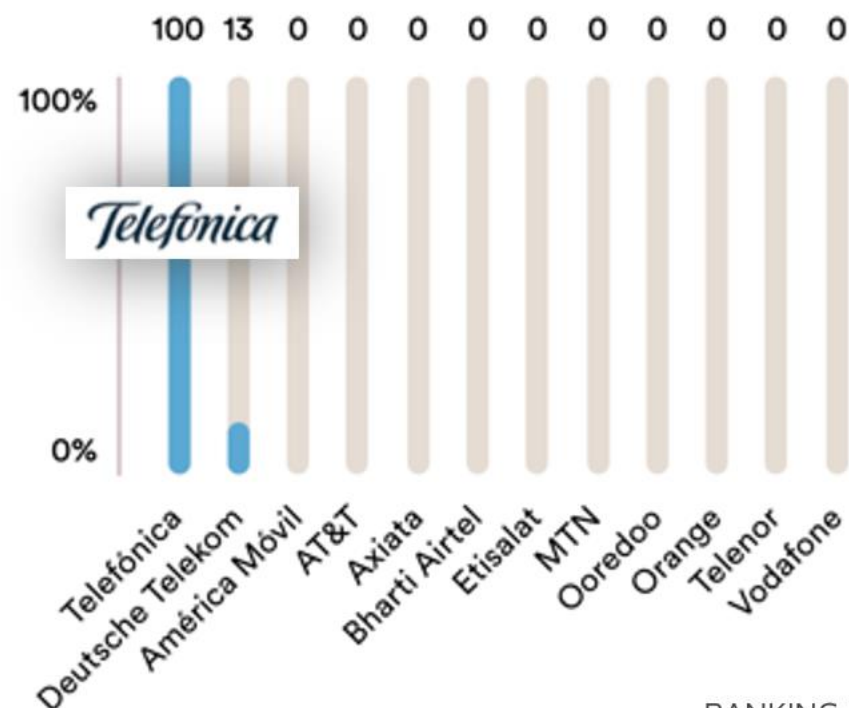
Elements >

Research guidance >

● Digital platforms



● Telecommunications companies



G4c. Impact assessment: Targeted advertising

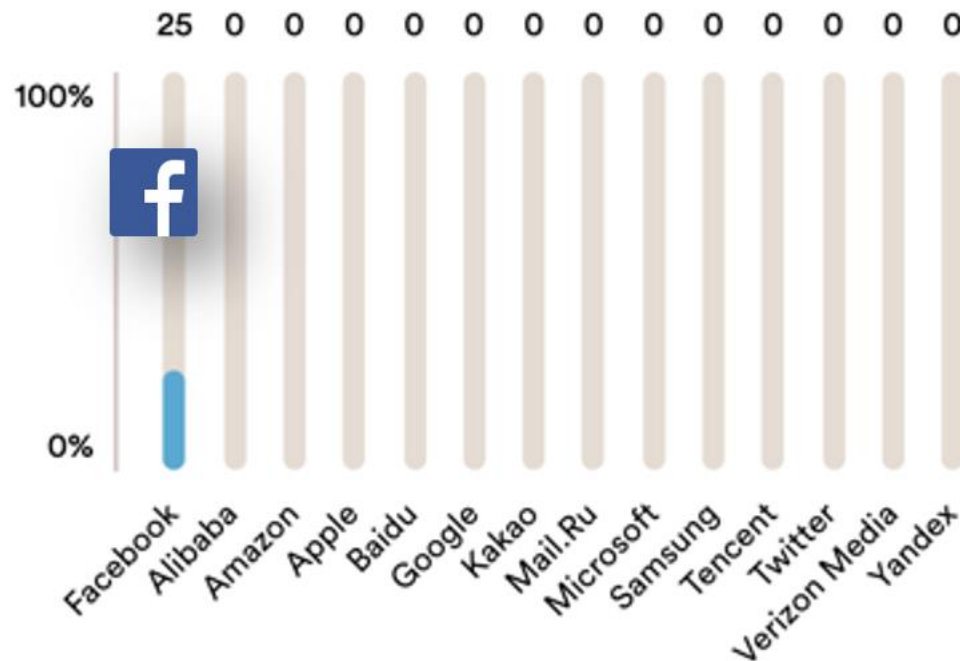


The company should conduct regular, comprehensive, and credible due diligence, such as through robust **human rights impact assessments**, to identify how all aspects of its targeted advertising policies and practices affect users' fundamental rights to freedom of expression and information, to privacy, and to non-discrimination, and to mitigate any risks posed by those impacts.

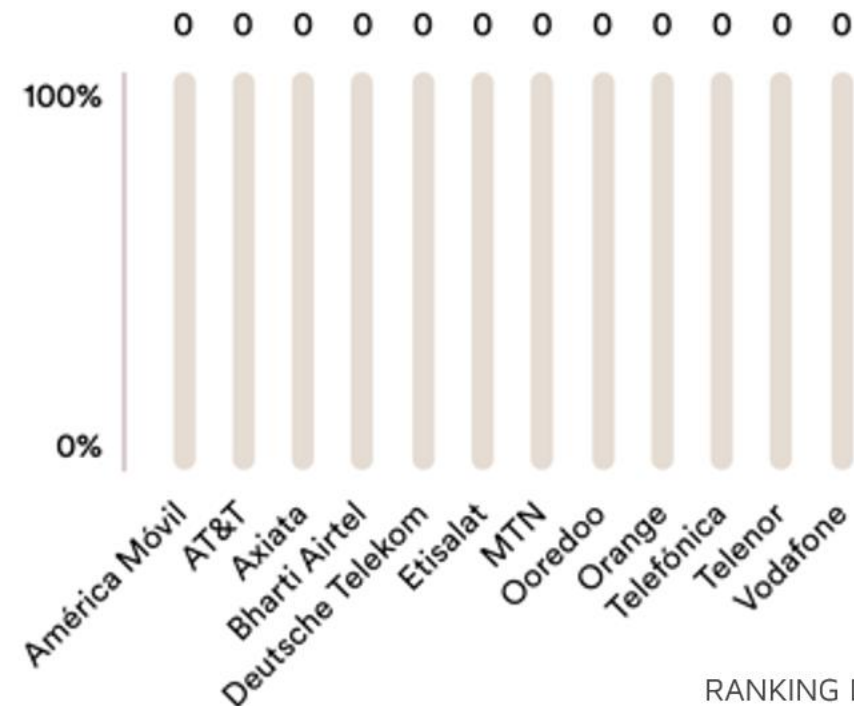
Elements >

Research guidance >

● Digital platforms



● Telecommunications companies



2020: Pandemic & infodemic



2020 Takeaways

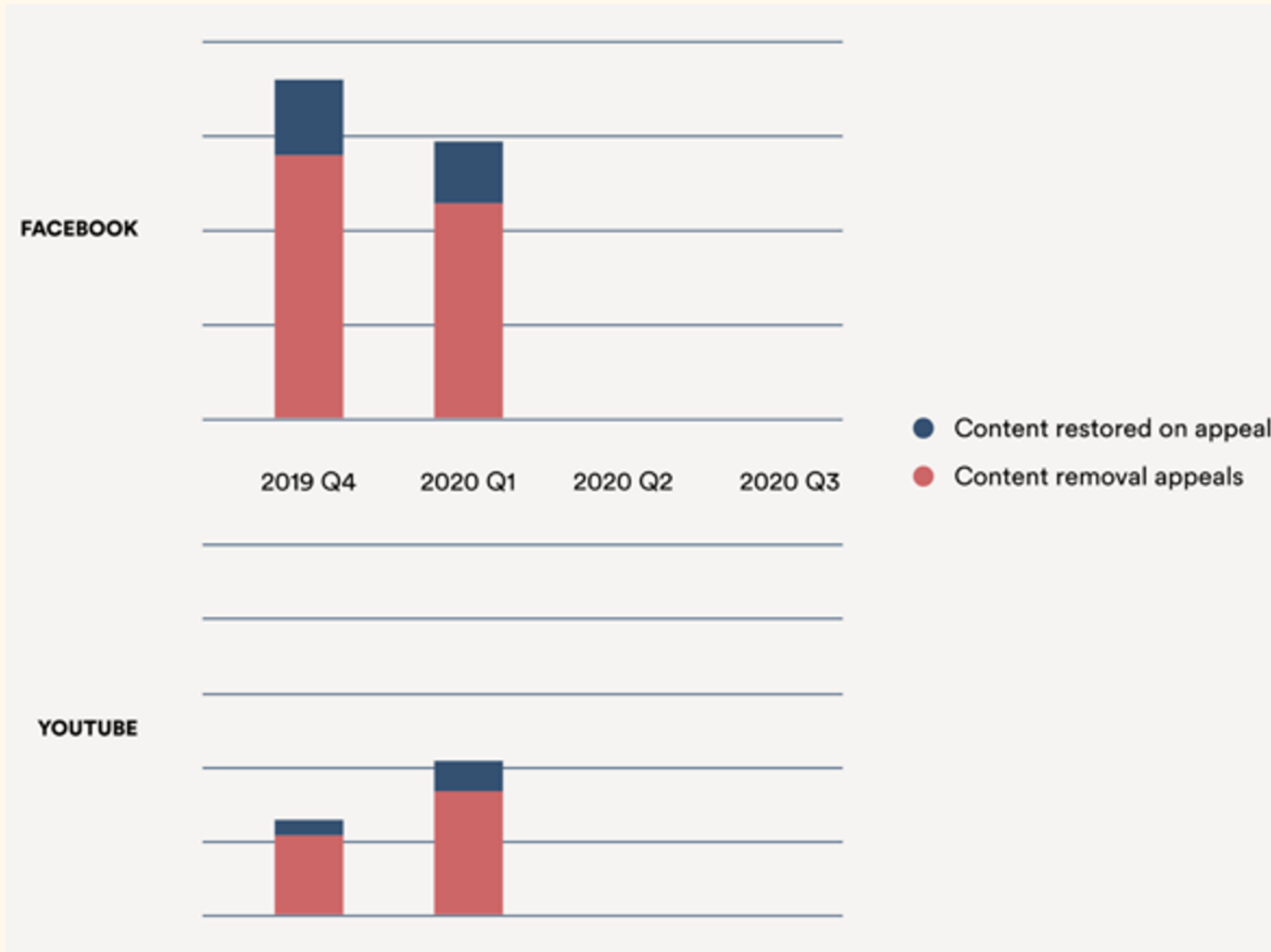
Moderation in crisis: Algorithmic enforcement surged during the pandemic, throwing weak remedy mechanisms into sharp relief.

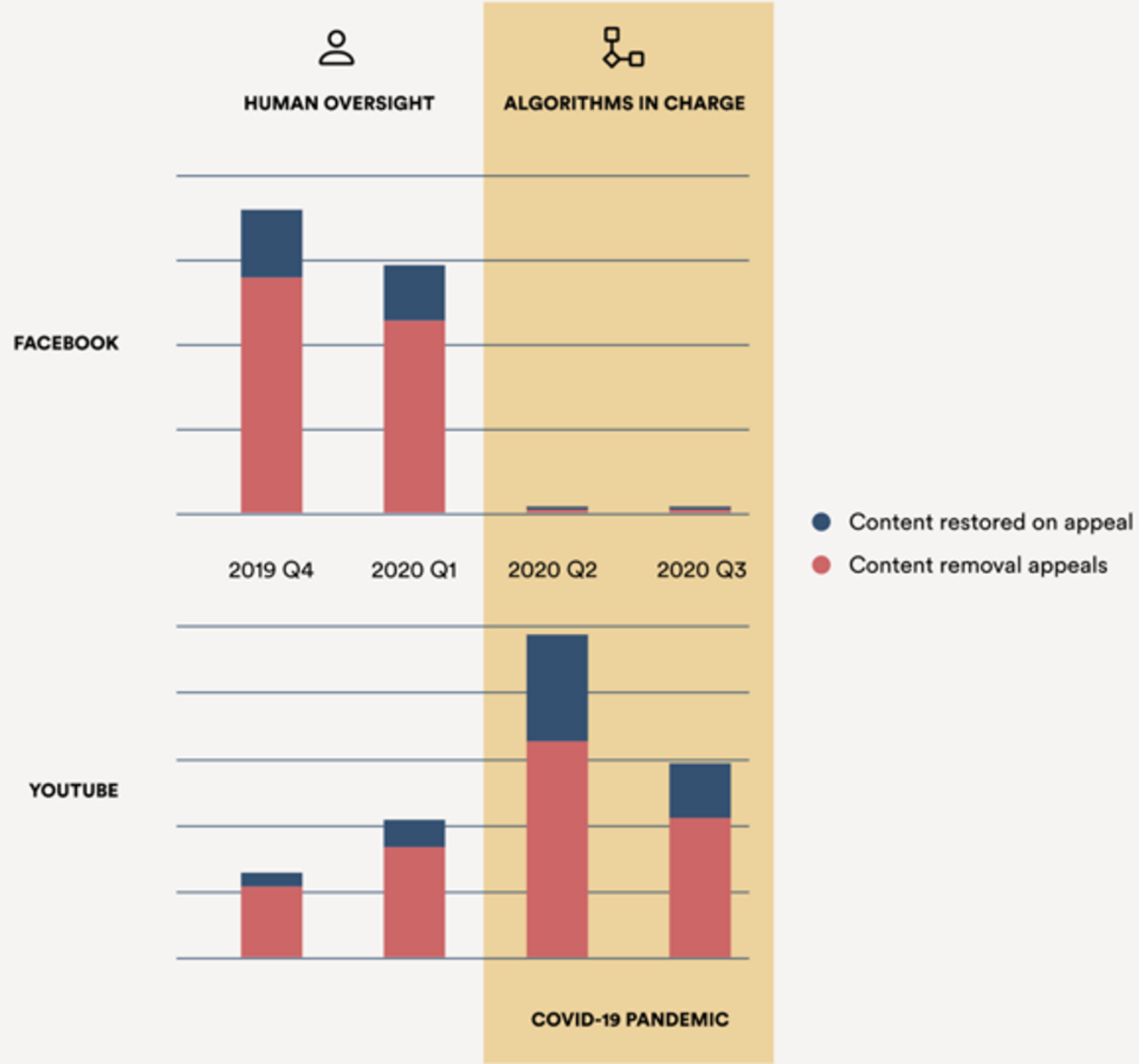
Network shutdowns: Companies have improved over the years but continue to disclose very little.

Access without control: Slow improvement on granting users access to the information collected about them contrasts with very weak control options.

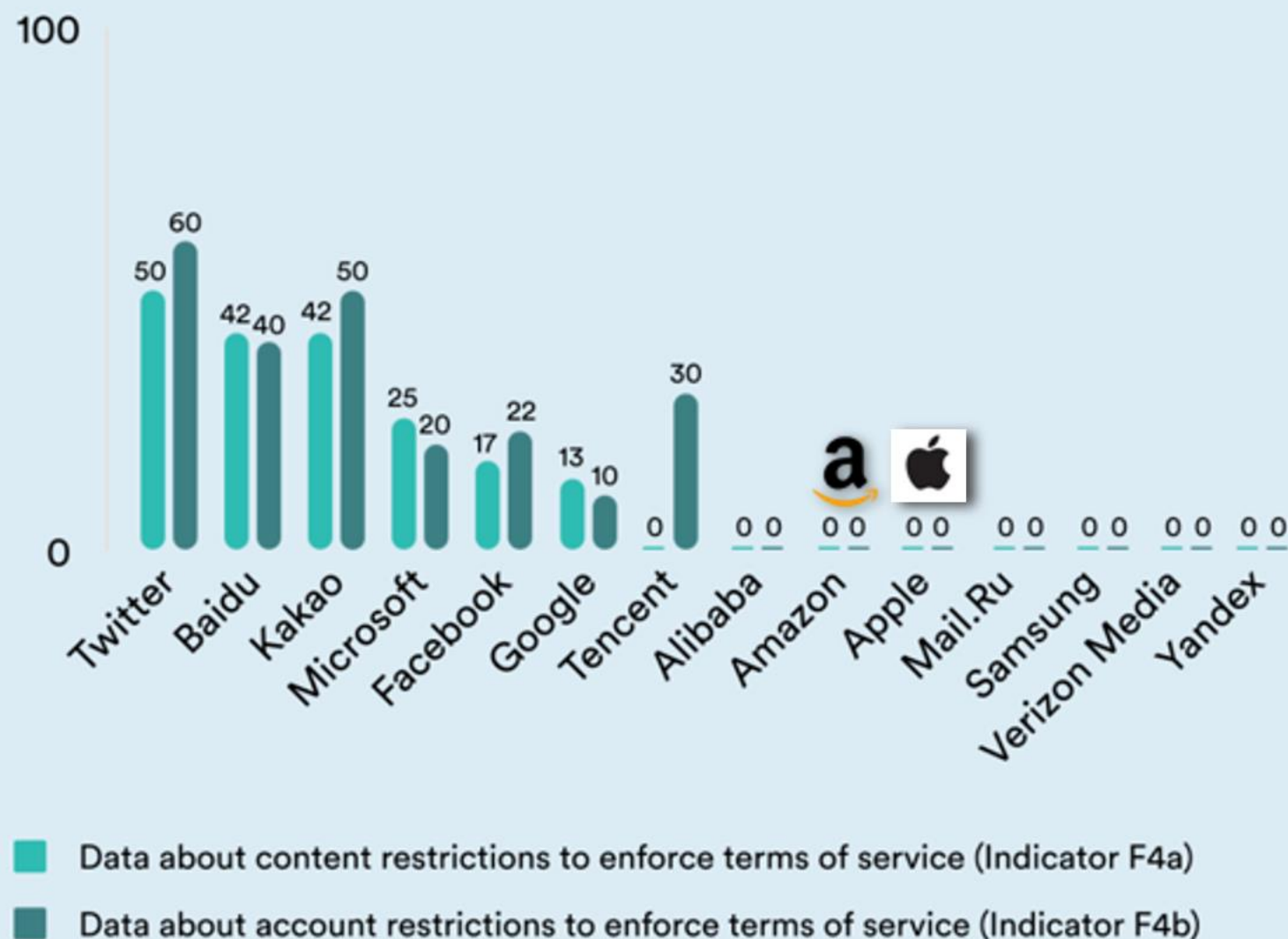
Amazon scrapes the bottom: Amazon came dead last overall and placed at the bottom or tied for last place on 32 indicators.

Remedy in crisis

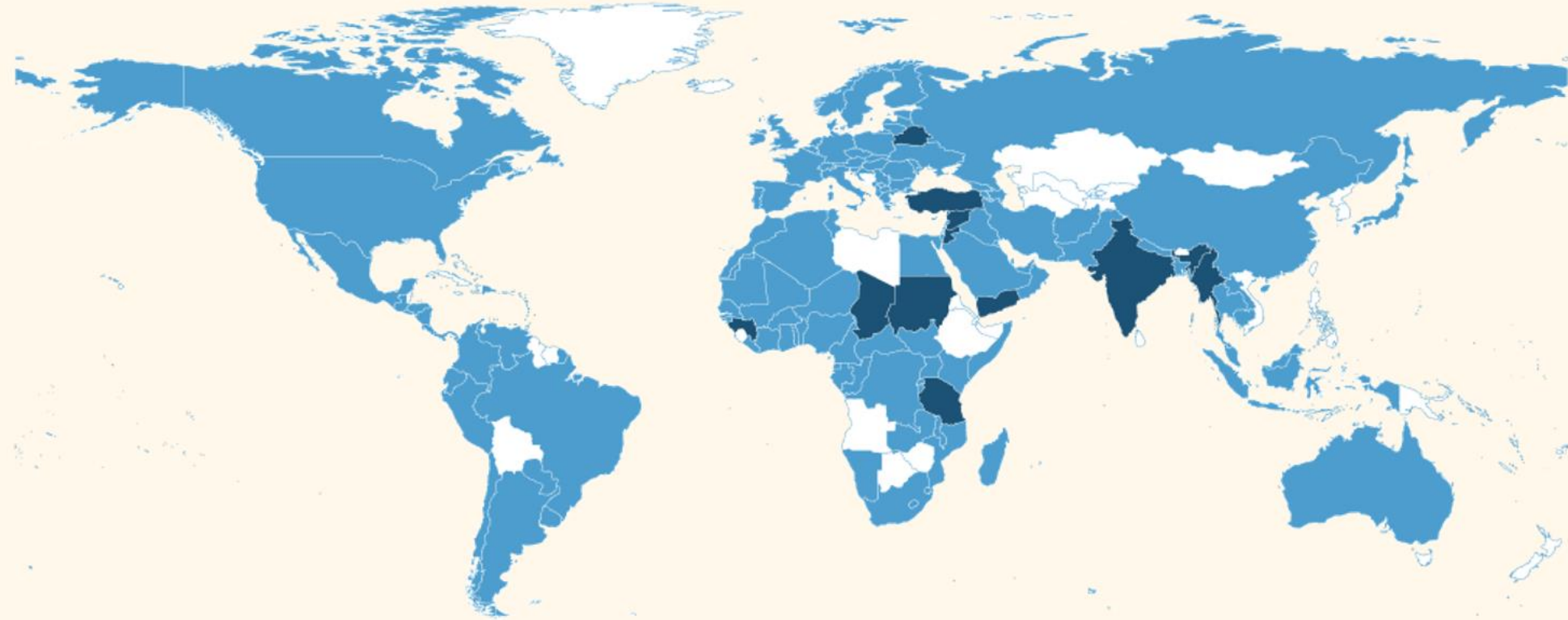




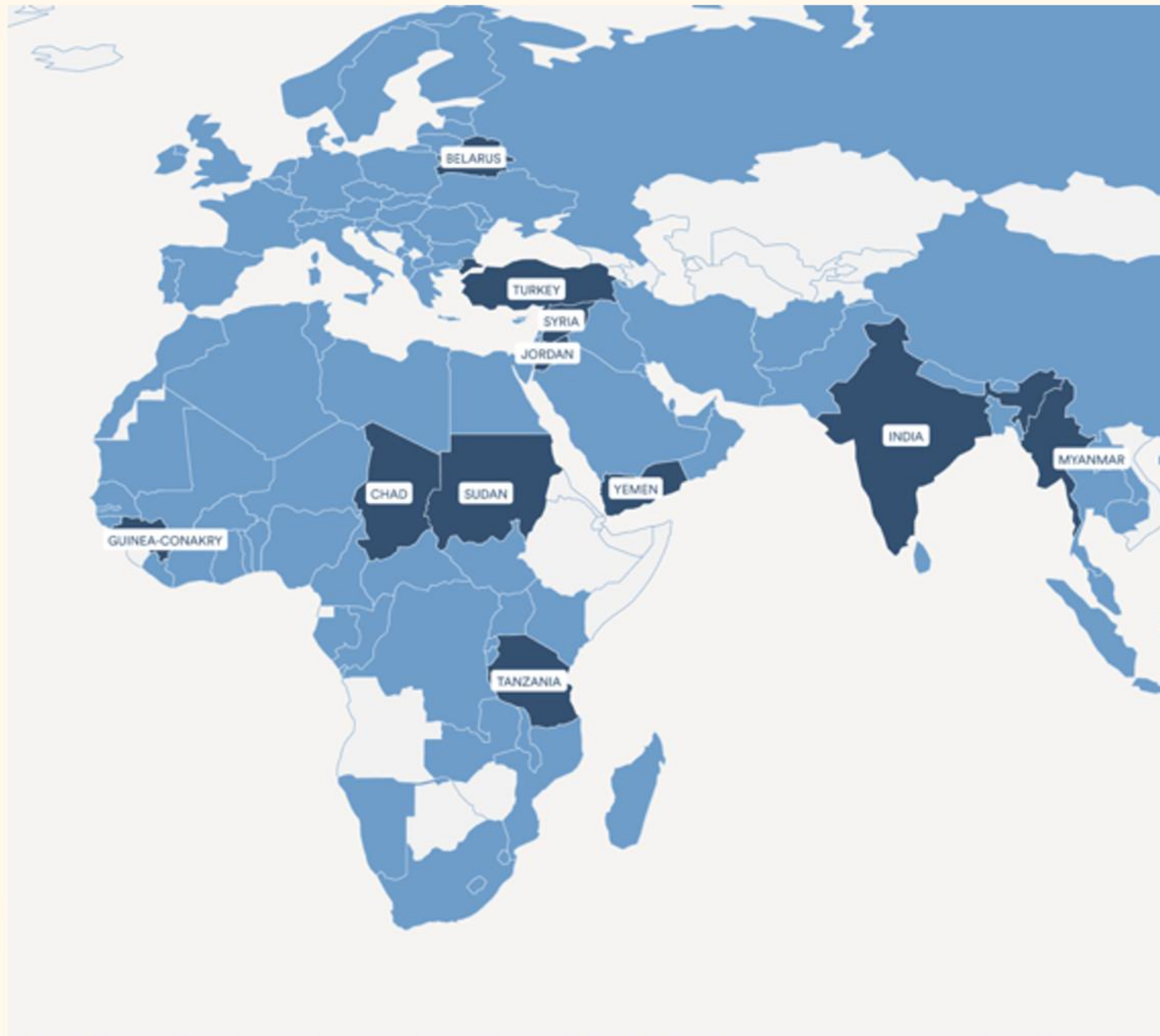
How transparent are companies about restrictions on content and accounts?



Where did telcos carry out government-ordered network shutdowns in 2020?



- Reach of RDR-ranked telcos
- Network shutdowns



F10. Network shutdown (telecommunications companies)

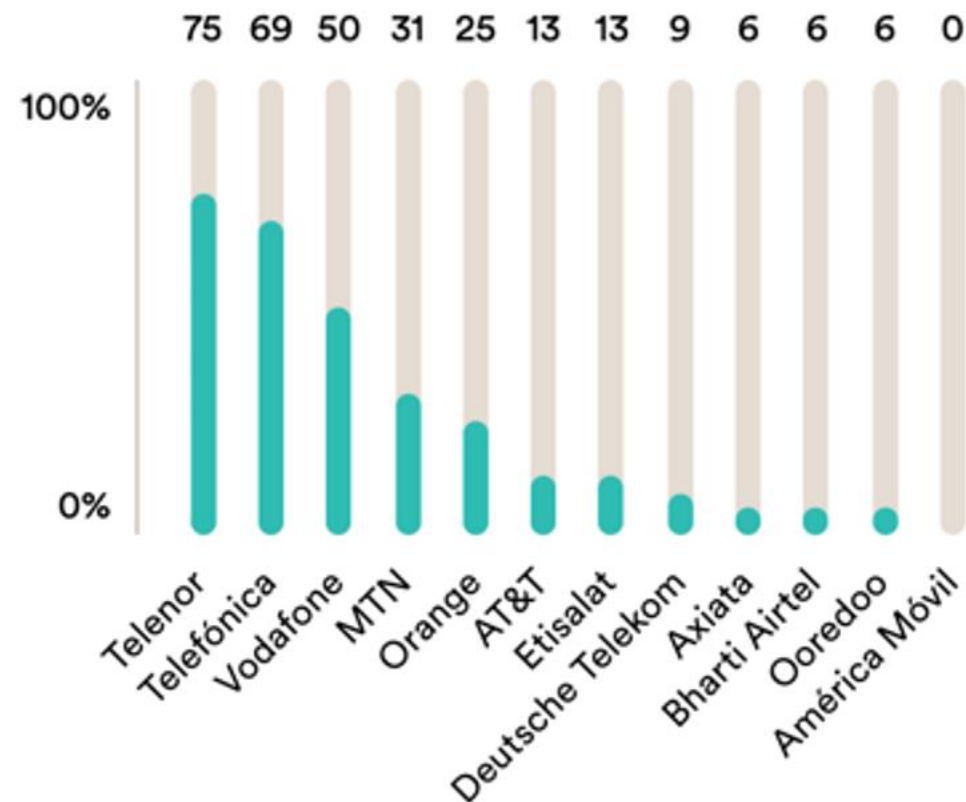


The company should **clearly disclose** the circumstances under which it may **shut down or restrict access to the network** or to specific **protocols**, services, or **applications** on the network.

Elements >

Research guidance >

● Telecommunications companies



P7. Users' control over their own user information

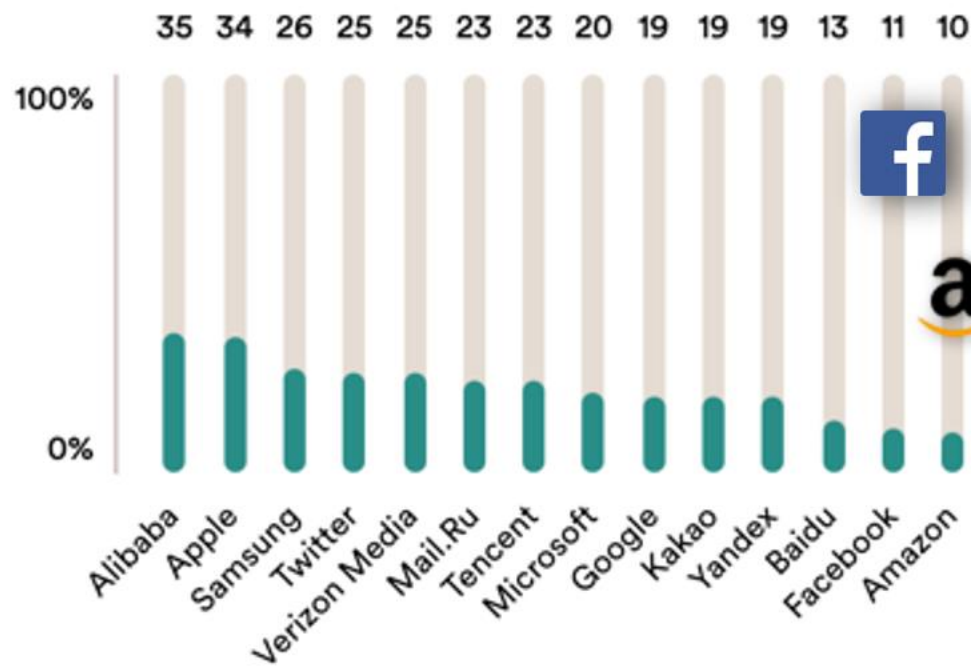


The company should **clearly disclose** to **users** what **options they have to control** the company's **collection**, **inference**, **retention** and use of their **user information**.

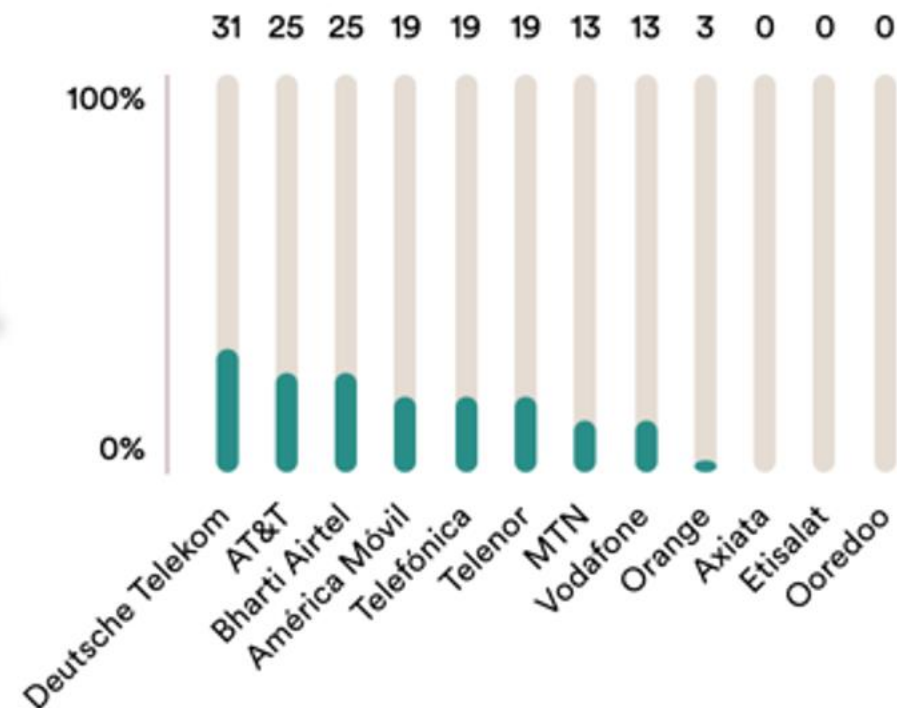
Elements >

Research guidance >

● Digital platforms



● Telecommunications companies



P13. Security oversight

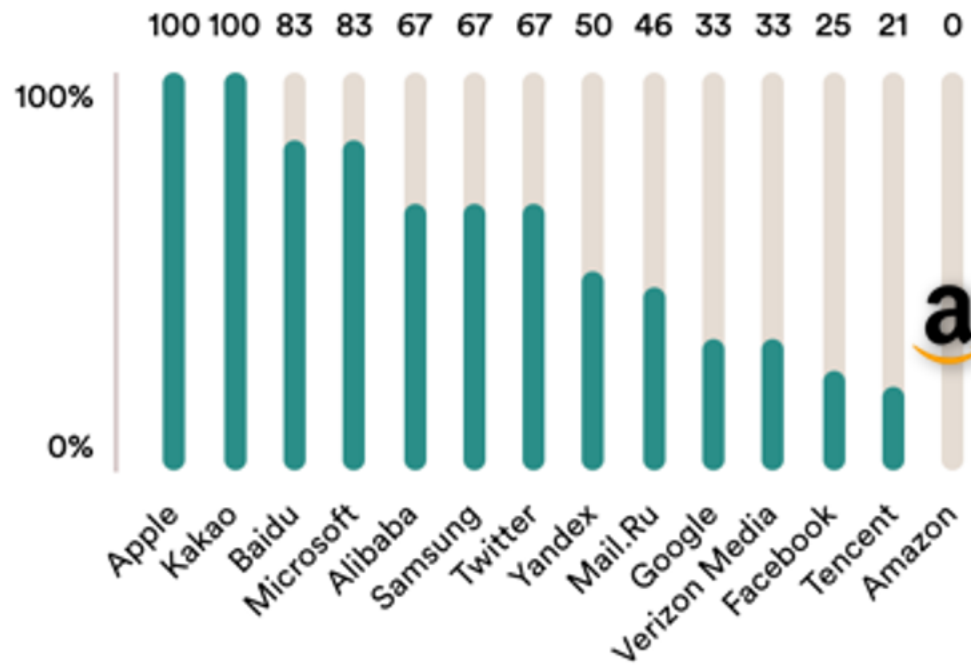


The company should **clearly disclose** information about its institutional processes to ensure the security of its products and services.

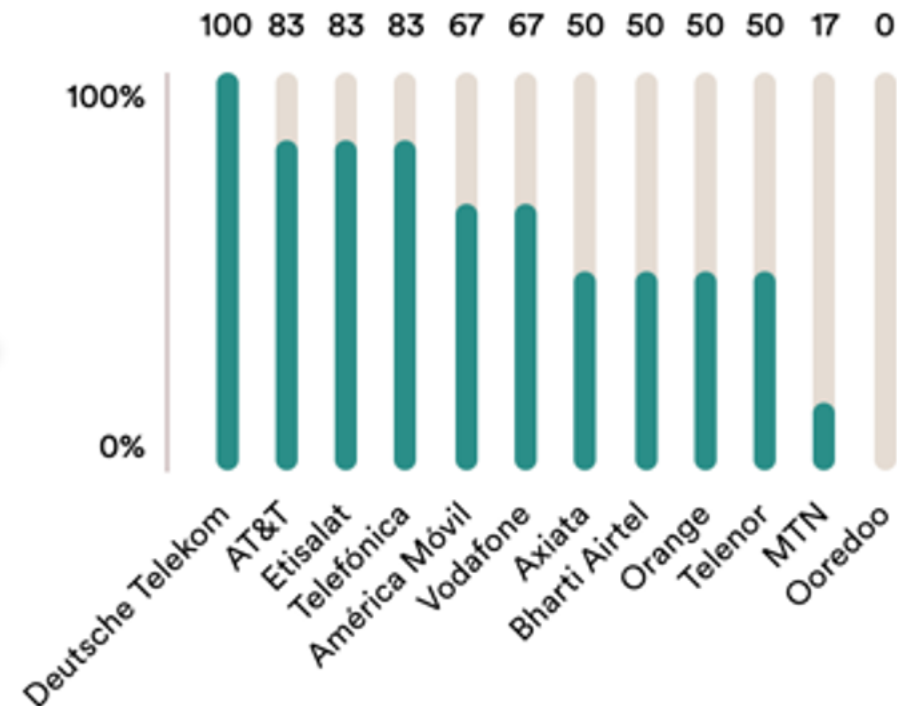
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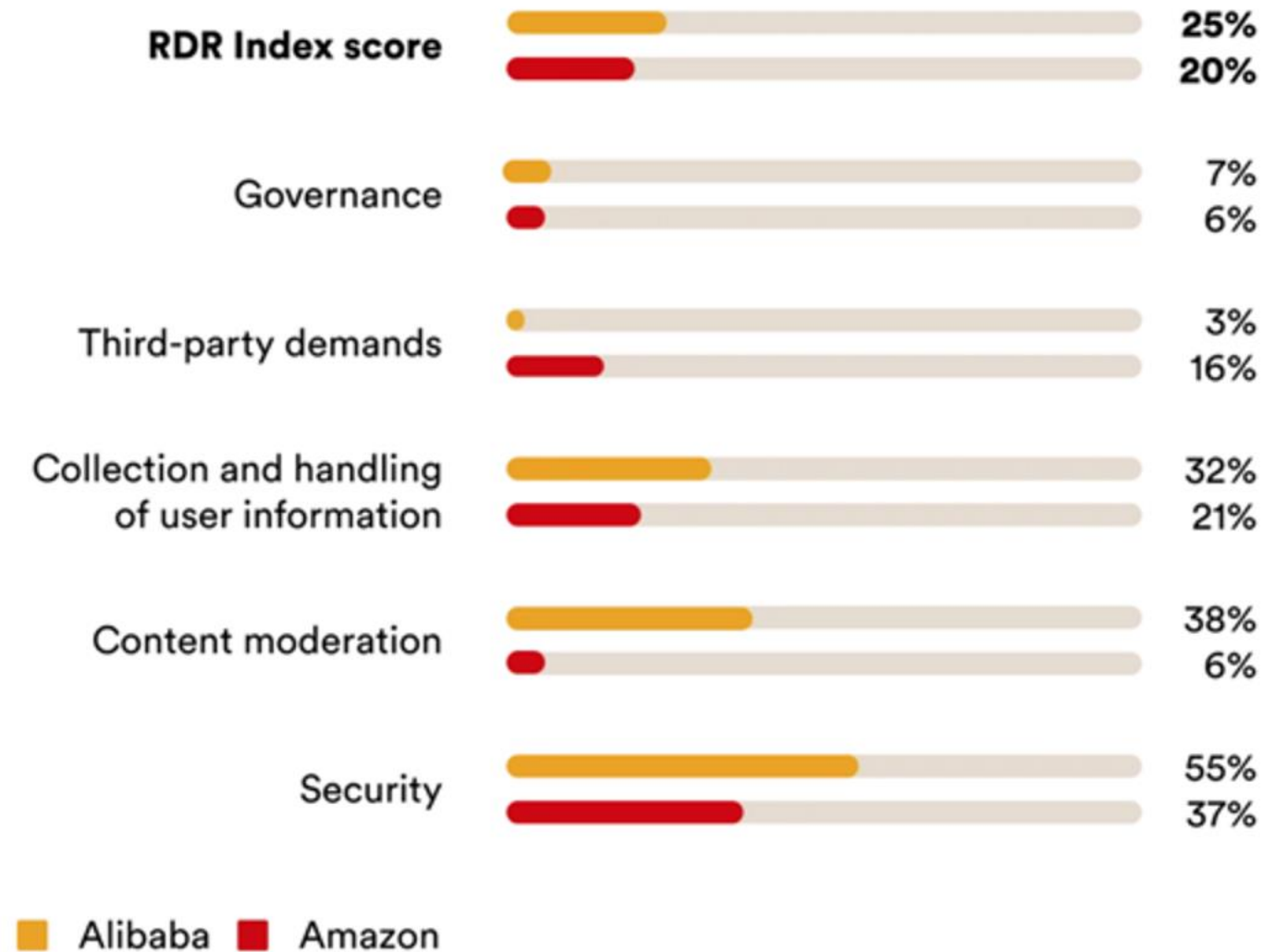
● Digital platforms



● Telecommunications companies



How did Amazon and Alibaba compare?



2020 Freedom of expression scores

● Digital platforms

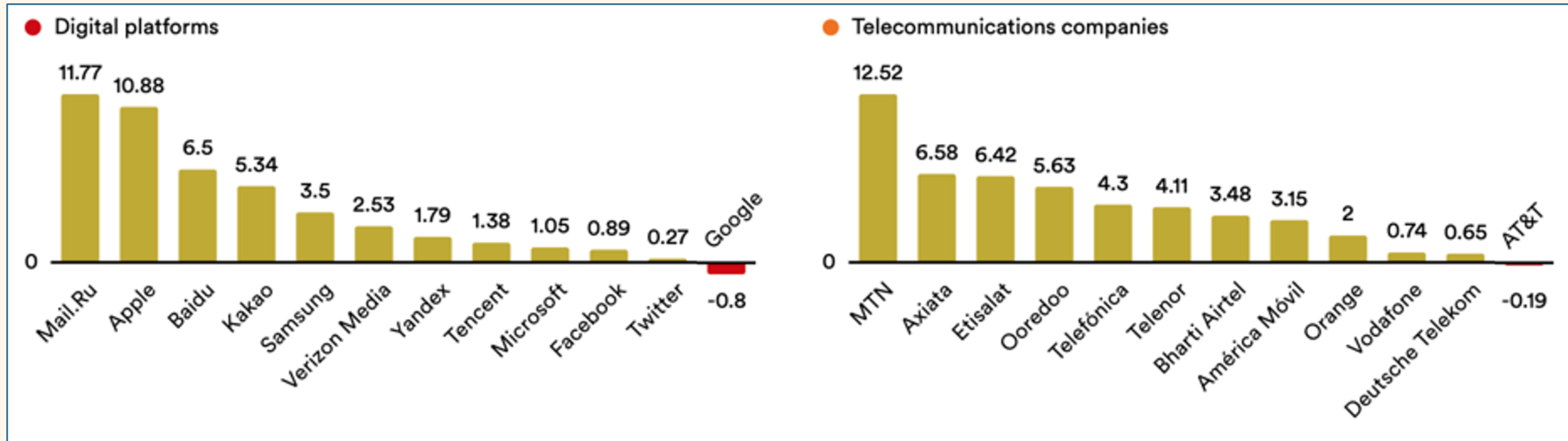


2020 Privacy scores

● Digital platforms



2020 RDR Index year-on-year score improvements



Recommendations for Companies

(See <https://rankingdigitalrights.org/index2020/recommendations>)

Governance:

Commit to and implement **robust human rights governance** that includes freedom of expression and privacy. Account for and mitigate harms from algorithms and targeted advertising.

Transparency:

Disclose comprehensive information about **how platforms and services shape and target content**; and how data is accessed, used, and shared.

User control:

Give users meaningful control about **how their data is collected, used, and shared**, including information that is inferred about them. Give users options to control recommendation and prioritization of content.

Key questions for investors to ask

- **Oversight:** Does the board oversee risks related to user security, privacy, and freedom of expression and information? Does it have necessary expertise?
- **Due diligence:** Does management have processes to identify the full range of digital rights risks that are material to its business, or which may become material in the future, including risks associated with the deployment of algorithms and machine learning?
- **Business model:** Does the company evaluate and disclose risks to users' human rights that may result from its business model, particularly with regard to targeted advertising?

The 2020 RDR Corporate Accountability Index: **rankingdigitalrights.org/index2020**

Twitter: @rankingrights

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Resources



- [2020 Ranking Digital Rights Corporate Accountability Index](#)
 - The index evaluated 26 of the world's most powerful digital platforms and telecommunications companies on their publicly disclosed commitments and policies affecting privacy and freedom of expression and information.
- ['Millions of people's data is at risk' — Amazon insiders sound alarm over security](#)
 - As Dr. Rydzak mentioned in his presentation, a new article came out this week that the company's efforts to protect the information it collects are inadequate, according to insiders who warn the company's security shortfalls expose users' information to potential breaches, theft and exploitation.
- [Responsible Business at Telefónica](#)
 - You can learn more about the responsible business practices that the company speaker spoke on during the webinar.



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