



**INVESTOR ALLIANCE
FOR HUMAN RIGHTS**
AN INITIATIVE OF ICCR

Big Tech Scorecard: Data-Driven Investor Engagement with Tech Companies

Thursday, May 5th

Speakers



Jessica Dheere
Director
Ranking Digital Rights



Michela Gregory
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Company & Investor
Engagement Manager
Ranking Digital Rights



Light Years Away: Lessons from the 2022 RDR Big Tech Scorecard

May 5, 2022

Ranking Digital Rights

Jessica Dheere, Director

Jan Rydzak, Company & Investor Engagement Manager

Who are we?



Ranking Digital Rights

evaluates the world's most powerful digital platforms and telcos on their disclosed policies and practices affecting freedom of expression and privacy.



Who are we?



We link companies' poor
transparency to real-life harm.

WIRED IDEAS IDEAS FEB 16, 2022 7:00 AM

The Case of the Creepy Algorithm That 'Predicted' Teen Pregnancy

A government leader in Argentina hailed the AI, which was fed invasive data about girls. The feminist pushback could inform the future of health tech.

On Russia's VK, Anti-War Messages Defy Vladimir Putin's Ukraine Censors

BY **DANYA HAJAJI** ON 3/18/22 AT 12:28 PM EDT



AGE: HANDEL NGAN/POOL/AP VIA GETTY IMAGES

OTHERBOARD
CHERYL WICE

**Facebook Doesn't Know
What It Does With Your
Data, Or Where It Goes:
Leaked Document**



How do we help hold companies to account?

- Our **Big Tech Scorecard (BTS)** ranks 14 of the most powerful digital platforms every **April**
- Our **Telco Giants Scorecard (TGS)** ranks 12 of the largest telecommunications companies every **November**
- 58 indicators (~300 standards)
 - Governance
 - Freedom of Expression & Information
 - Privacy



<https://rankingdigitalrights.org/index2022>

What's new in the 2020 Big Tech Scorecard?

- ❖ More **Highlights** contextualizing each company's results
- ❖ Improved **Data Explorer** can now compare companies by service
- ❖ New metadata such as **stock structure**
- ❖ New views (**Lenses**)
- ❖ New services: **LinkedIn**

Google Assistant



Siri



2022 Company & Service Scores

Select and compare total company and service scores, as well as scores in our three top-level categories: governance, freedom of expression and information, and privacy. Click on "Change View" to see scores by service. Learn more about how we tally our scores on our Methods and Standards page.

Select companies

Totals ☒ Services

Change View

Total Governance Freedom of expression Privacy

Alibaba



Amazon



Apple



Microsoft



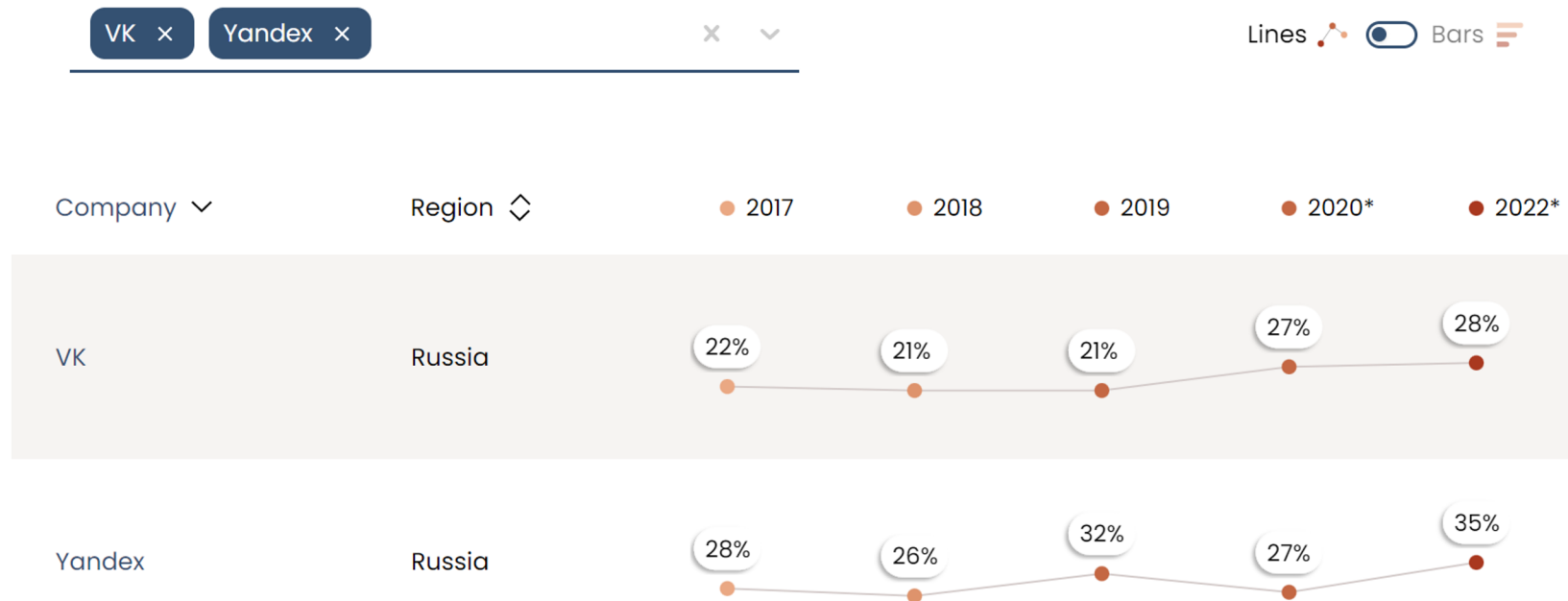
Samsung



What's new in the 2020 Big Tech Scorecard?

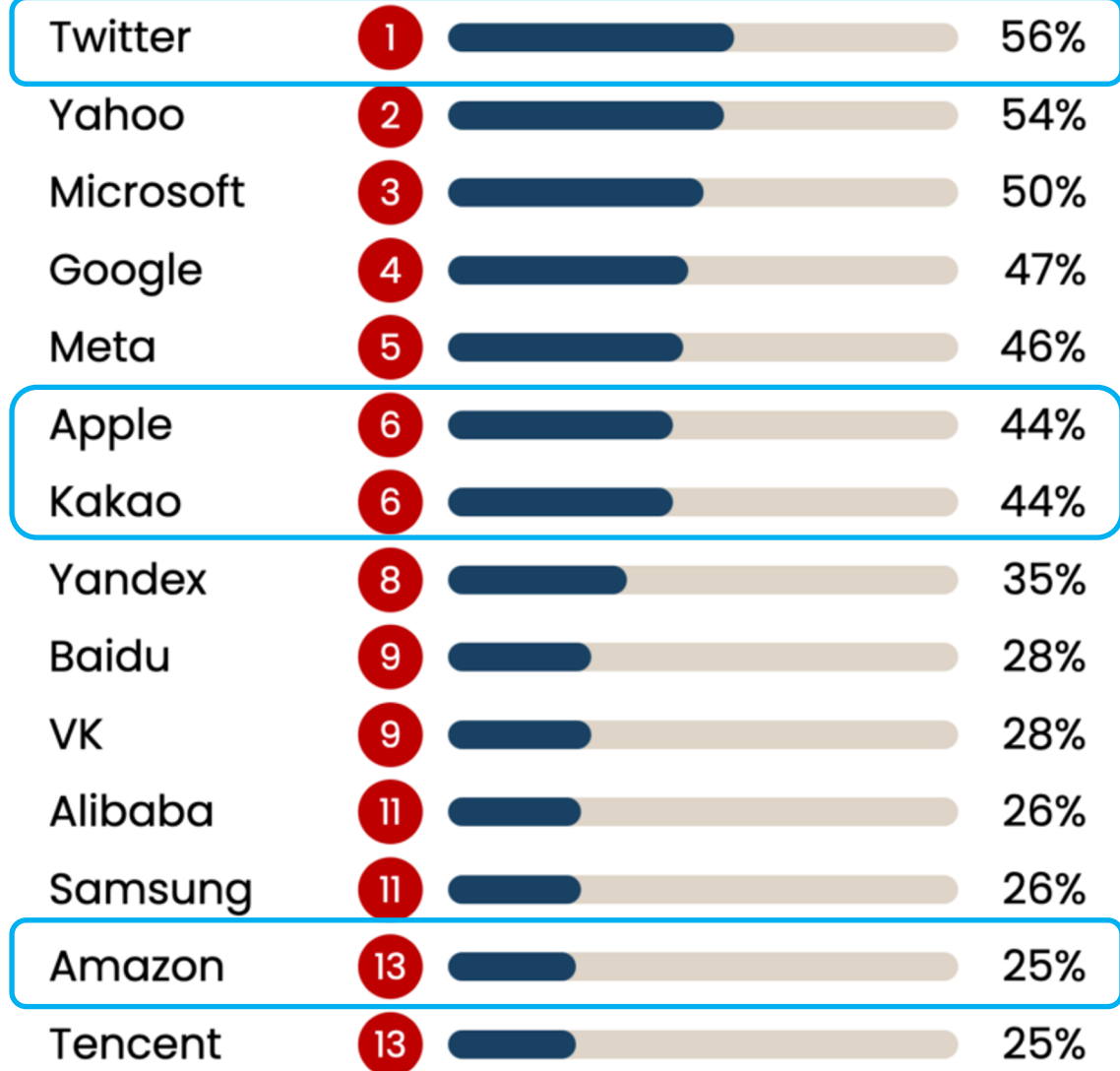
Performance Over Time

Here we show the total scores of companies year-over-year since their inclusion in the ranking. Note that between 2019 and 2020 we expanded our methodology to include standards around targeted advertising and algorithmic systems. The expansion resulted in overall decline in total score for many of the companies in 2020.

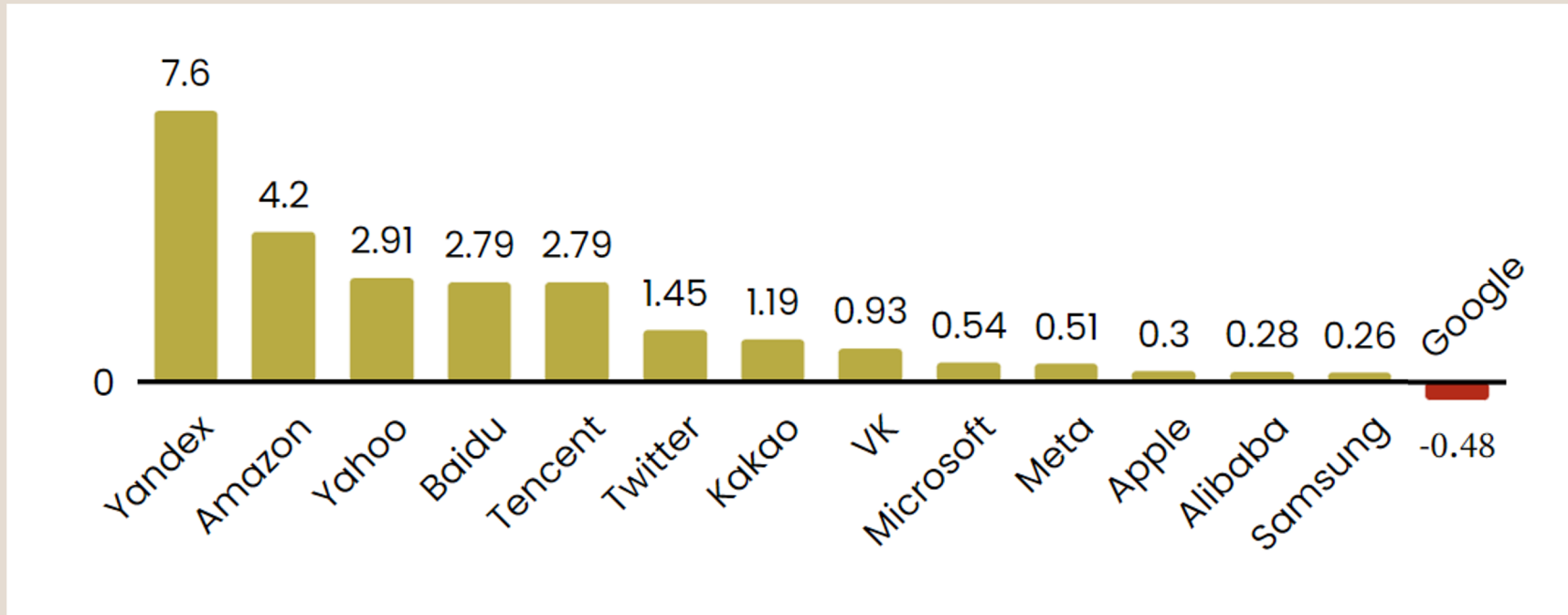


* Most companies' scores dropped between 2019 and 2020 with the inclusion of our new indicators on targeted advertising and algorithmic systems. To learn more, please visit our [Methodology development archive](#).

Big Tech Keeps Failing Us



How much change did we see?



- ❖ Together, the 14 Big Tech companies have improved by **2.2%**
- ❖ **Largest improvements:** board governance (8 companies), training and whistleblower protections, and security
- ❖ **Google** is the only company to decline—for the second year in a row

The Amazon paradox

Amazon improved on more indicators than any other company but still ended up at the bottom. **Why?**

- ❖ No information about **censorship demands**—a clear anomaly among U.S. platforms
- ❖ Scant transparency on how it enforces its **own policies**
- ❖ Poor disclosures about **Alexa** resemble those of Alibaba more than U.S. competitors

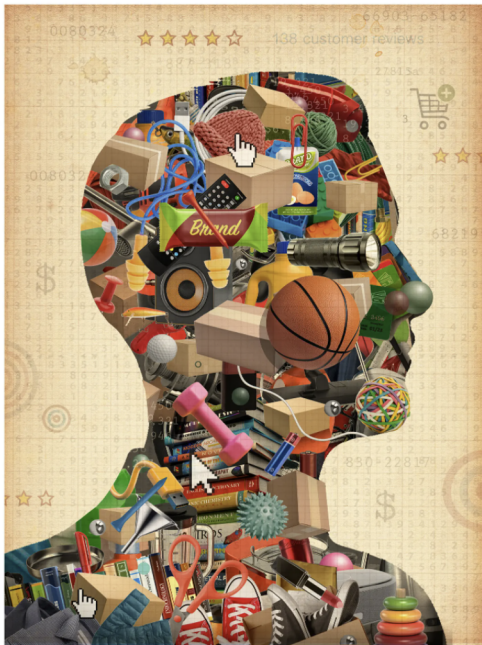


The Amazon paradox

The New York Times

Amazon Knows What You Buy. And It's Building a Big Ad Business From It.

Give this article



SMART HOME TECH AMAZON

Researchers find Amazon uses Alexa voice data to target you with ads

18

Amazon and third parties use data from smart speakers to sell you stuff, says report

By Jennifer Pattison Tuohy | @jp2e | Apr 28, 2022, 4:40pm EDT

TECH AMAZON



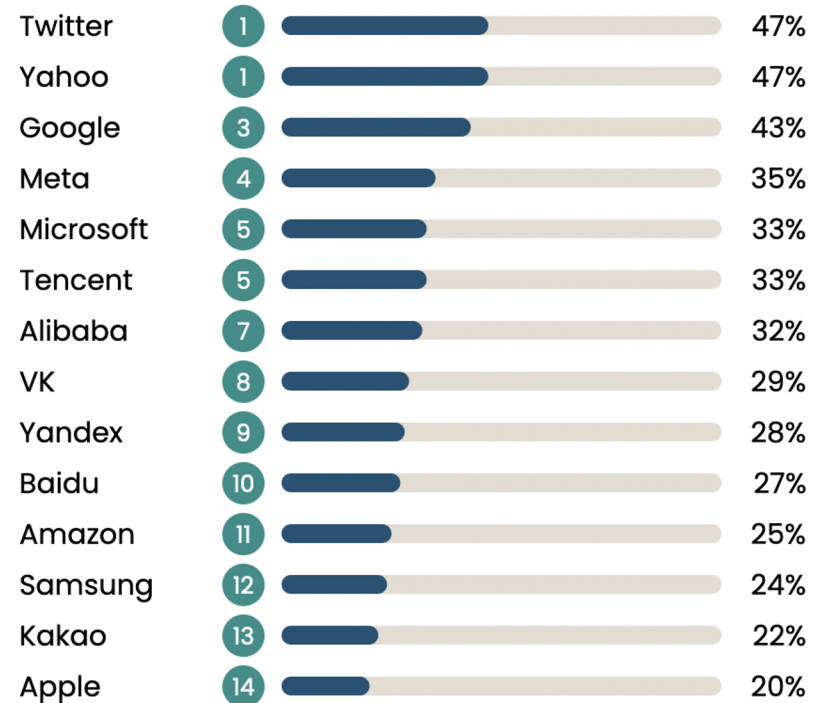
Amazon says it's permanently banned 600 Chinese brands for review fraud

These Chinese companies knew what they were doing, a spokesperson says

By Sean Hollister | @StarFire2258 | Sep 17, 2021, 7:11pm EDT

Ad nauseam? Findings on targeted ads

Targeted advertising



**We can't govern the internet
without governing online
advertising. Here's how to do it.**

By Nathalie Maréchal

[Return to the Scorecard](#)

We've been saying it for a while, but it bears repeating: the social ills that we associate with digital platforms—hate speech, disinformation, election interference, and more—are fundamentally connected to the surveillance advertising business model that fuels companies like Alphabet, Meta, and Twitter. We are thrilled to see that more

Engaging with companies

- ❖ Findings identify policy shortcomings *and* catalyze internal calls for change
- ❖ Company participation in the research process is at its highest point to date
- ❖ Nearly all 14 Big Tech platforms provided feedback on their preliminary results
- ❖ The exceptions: Alibaba, Baidu, Tencent—and Google

Corporate governance Featured

Why Won't Chinese Companies Talk to Us? It's Complicated.

By Jie Zhang



Share Article



Alibaba group Headquarters

Chinese companies may want to engage with civil society. But in the era of Xi Jinping, it's not that simple.

How does RDR work with investors?

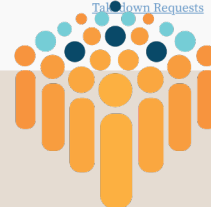
1. Provide insight from **research findings**
2. Work with **IAHR**
3. Embed human rights into **standard-setting processes**
4. **Syndicate** our data
5. Collaborate on **shareholder resolutions** that focus on digital rights

Notable Shareholder Resolution

This table lists digital rights-related shareholder resolutions proposed from 2019 onward covered by the RDR Index, along with the applicable RDR Index indicators. Read the S for our latest insights on what shareholders should look for when evaluating how the companies are addressing their digital rights risks.

Show 6 entries

Year	Company	Title	Summary
2021	Alphabet Inc. GOOG	Shareholder Proposal Regarding Nomination of Human Rights and/or Civil Rights Expert to Board	Shareholders request that Alphabet's nominating an corporate governance committee nominate at least one candidate for the board who is recognized for the level of human and/or civil rights expertise and experience.
2021	Alphabet Inc. GOOG	Shareholder Proposal Regarding Report on Take-Down Requests	Shareholders request that board of directors issue a assessing the feasibility of publicly disclosing the number and nature of government issued content removal requests.



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Law & regulation Targeted advertising

Meta shareholders push for better governance of human rights risks ahead of May AGM

By Jan Rydzak

Twitter LinkedIn Email Print

Share Article



**VALUE
REPORTING
FOUNDATION**
**SASB
STANDARDS**

ng one

Resolutions supported this year

Meta:

Human rights impact assessment of targeted advertising system



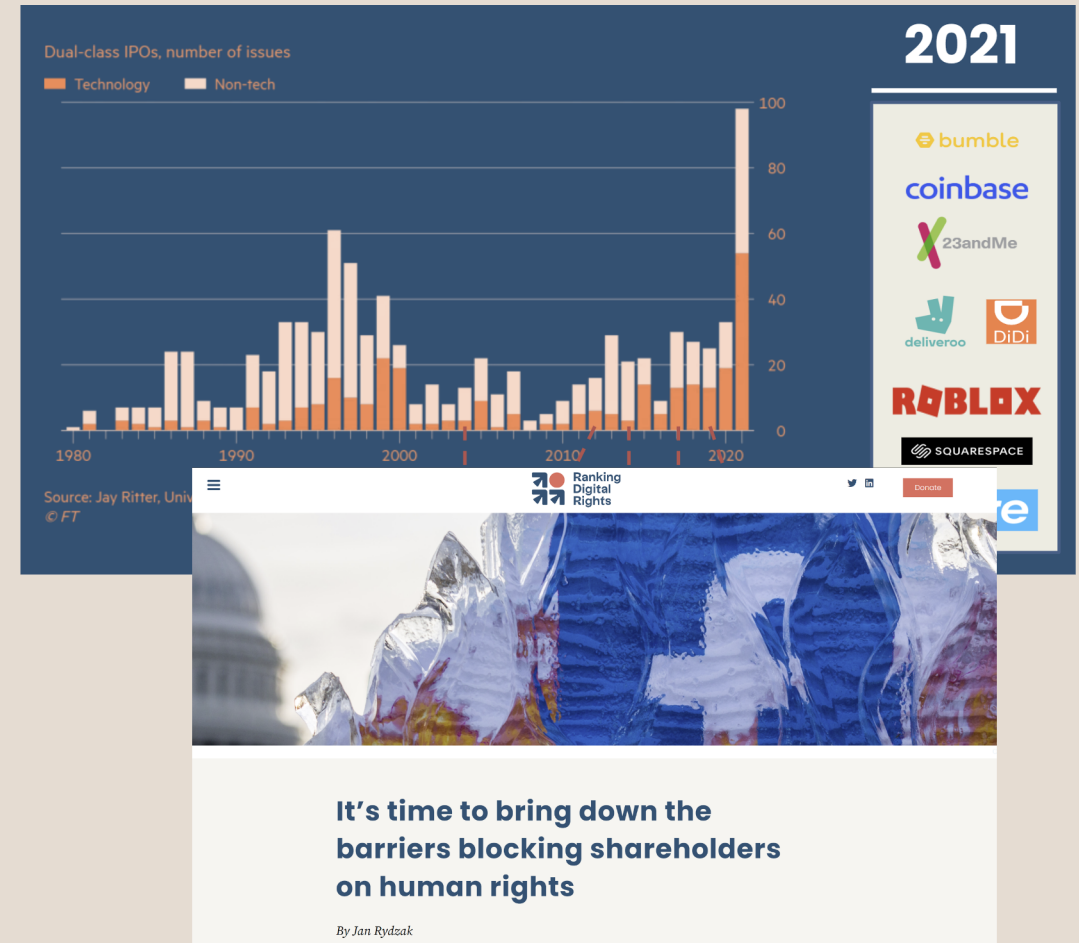
Alphabet:

Human rights impact assessment of FLoC



Dual-class share structures harm human rights

- ❖ Explosion of multi-class tech IPOs creates risk of **severe human rights impacts**
- ❖ Laws that embrace these structures are **mushrooming globally**
- ❖ We believe multi-class share structures should be **eliminated**, with interim steps to curb their harms
- ❖ We are **rallying support around letters** to exert pressure on SEC and Congress

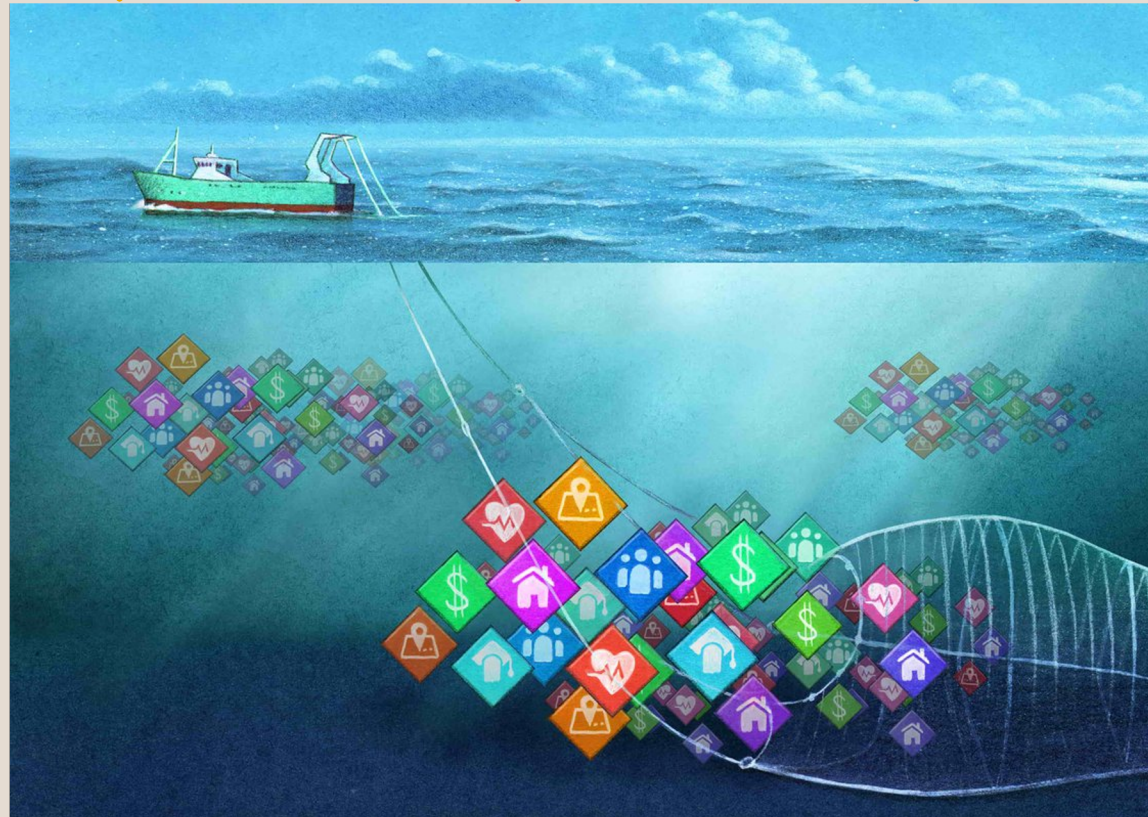


Where do we go from here?

**Ban dual-
class
shares**

**Focus on
ad tech**

**Include
the world**



**Poor
governance
trickles
down**



Thank you!

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Questions?



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- Join our collective investor engagement with [ICT companies](#) addressing users' rights to privacy and freedom of expression
- [Sign up](#) to our [Investor Statement on Corporate Accountability for Digital Rights](#)
- Join our monthly ICT and human rights working group calls
- Refer to investor tools - [ICT Salient Issue Briefings](#)
- Vote your proxies this 2022 season
- Please contact Anita Dorett at adorett@iccr.org or Meagan Barrera at mbarrera@iccr.org for further information



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Thank You!



Investor Alliance for Human Rights

A collective action platform connecting institutional investors with tools and strategies to promote corporate respect for human rights.

Join Us

Sign up to become a member: <https://bit.ly/2IOYDA9>

For more information, contact: adorett@iccr.org