



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



**World
Benchmarking
Alliance**

Rights On the Line: Are Human Rights the Price of Progress for Big Tech?

Investor Briefing on the 2025 Ranking Digital Rights Index: Big Tech Edition

13 May 2025

Speakers



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2025 Ranking Digital Rights Index Big Tech Edition

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13 May, 2025
Investor Alliance for Human Rights

Digital Transformation



Digital **rights are a critical gateway to digital **inclusion**.**



We hold companies accountable for developing and using digital technology in ways that are inclusive, equitable, and rights-based, within and across societies.

The **Digital Inclusion Benchmark** advances corporate accountability on **digital inclusion** by assessing 200 of the most powerful tech companies.

Ranking Digital Rights advances transparency and accountability on **digital rights** among the world's most powerful technology and telecommunications companies.

- **Seven iterations** to date (2015, 2017, 2018, 2019, 2020, 2022, 2025)
- **14 digital platforms** & **12 telecommunications operators**
43 digital services **35** telecom services
- **Indicators** grounded in international human rights frameworks
- **Measurement areas**
 - Governance
 - Freedom of expression and access to information
 - Privacy





Microsoft
Amazon

Facebook
Alphabet
Apple
X

AT&T

América
Móvil

Telenor

Vodafone

Orange
Telefónica

Deutsche
Telekom

Yandex
VK

Etisalat
Ooredoo

Bharti
Airtel

Axiata

MTN

Baidu
Alibaba
Tencent

Kakao
Samsung

ByteDance
(TikTok)

Measurement areas

GOVERNANCE

- Human rights policy commitment
- Governance and management oversight
- Training and whistleblower protection
- Human rights due diligence
- Stakeholder engagement
- Remedy processes

FREEDOM OF EXPRESSION

- Access to terms / rules
- Transparency about how policies are enforced
- Government and private demands to **restrict content or access to service**
- Identity policies
- Network management and shutdowns

PRIVACY

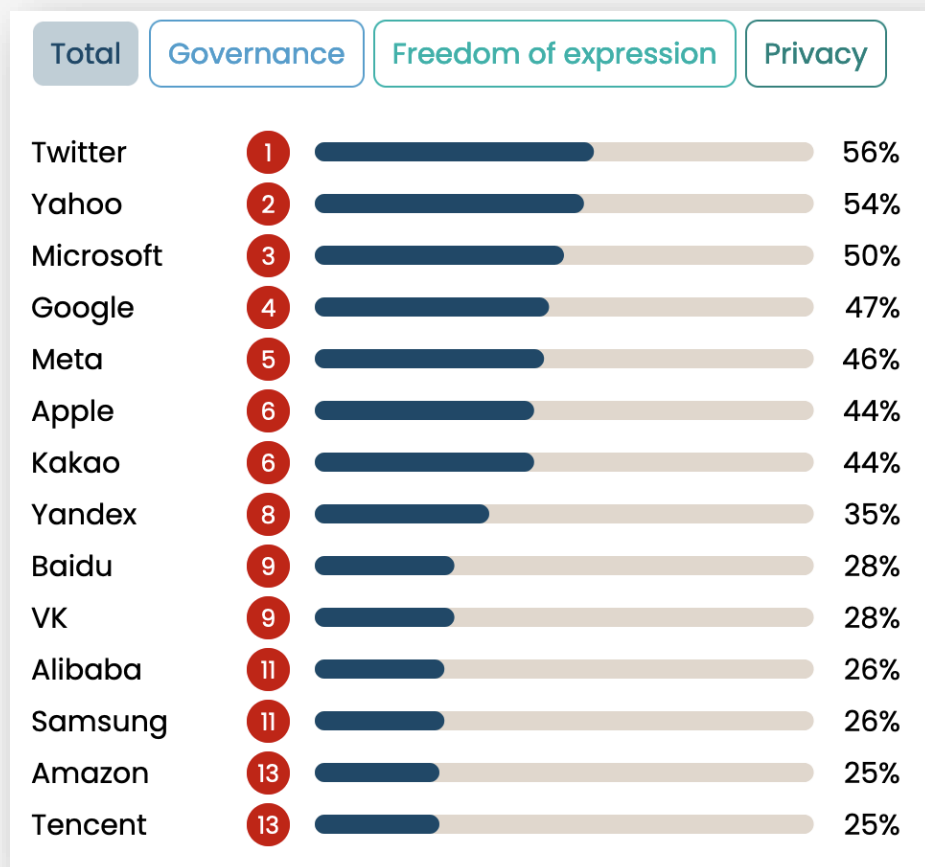
- Access to privacy policies
- Collection and handling of user information
- Government and private demands for **user data**
- Security

Policies on algorithms (use, development) and advertising (content, targeting)

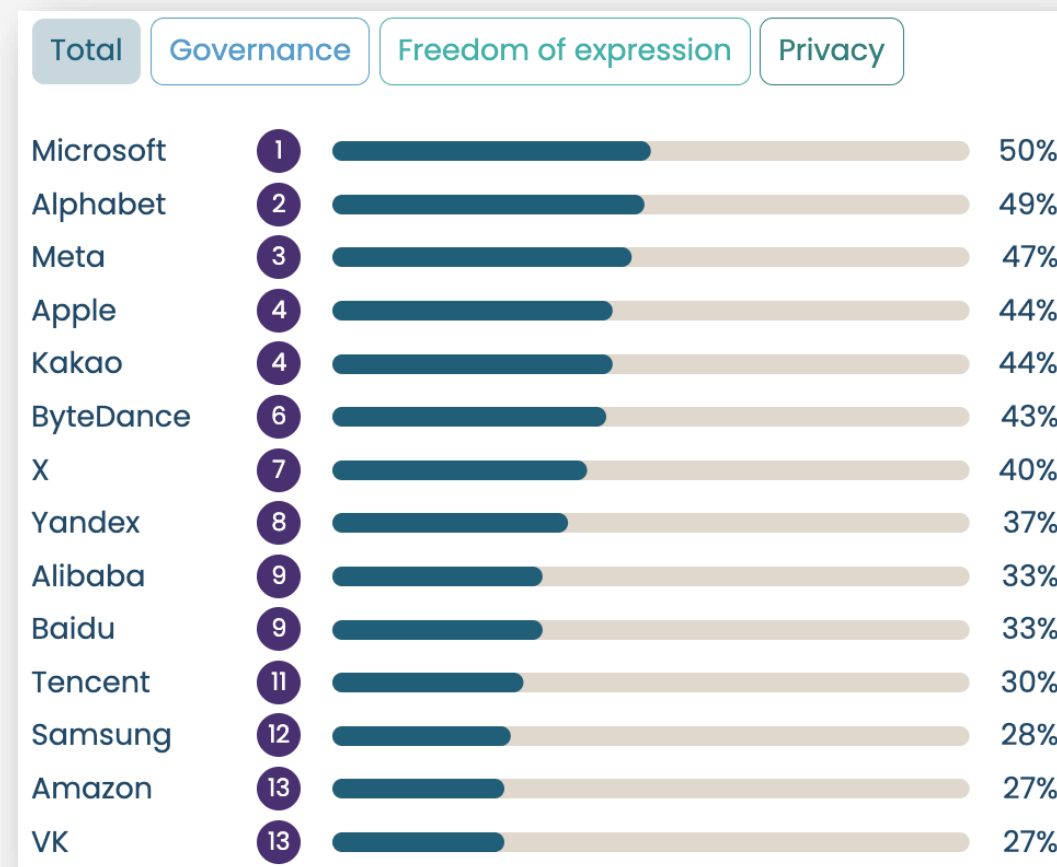
2025 RDR Index: Big Tech Edition

What's the overall landscape after 3 years?

2022 scores



2025 scores



US tech giants are moving slow and not fixing things



Ranking
Digital
Rights



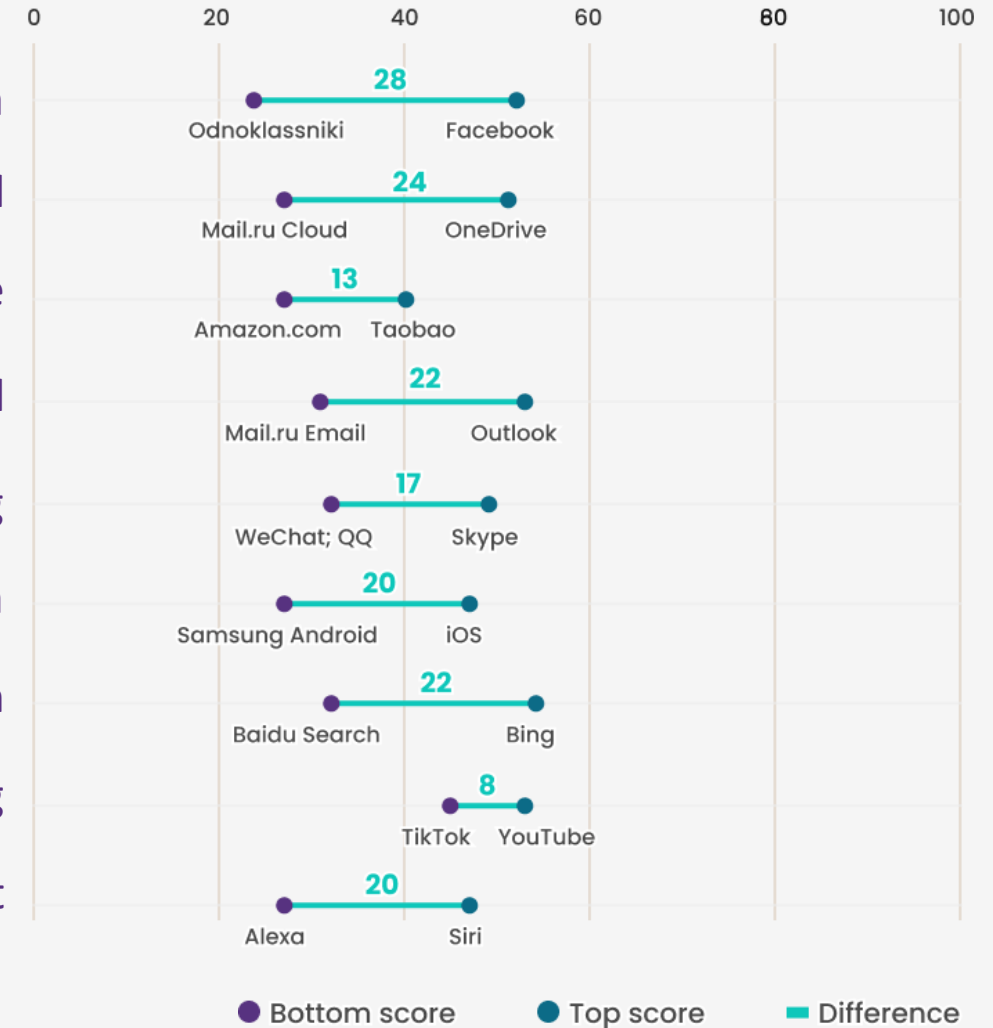
World
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➔ U.S.-based platforms maintain the lead over Chinese, South Korean, and Russian counterparts... but there's not much to brag about.

➔ Critical governance processes, from **whistleblower protections** to **human rights due diligence**.

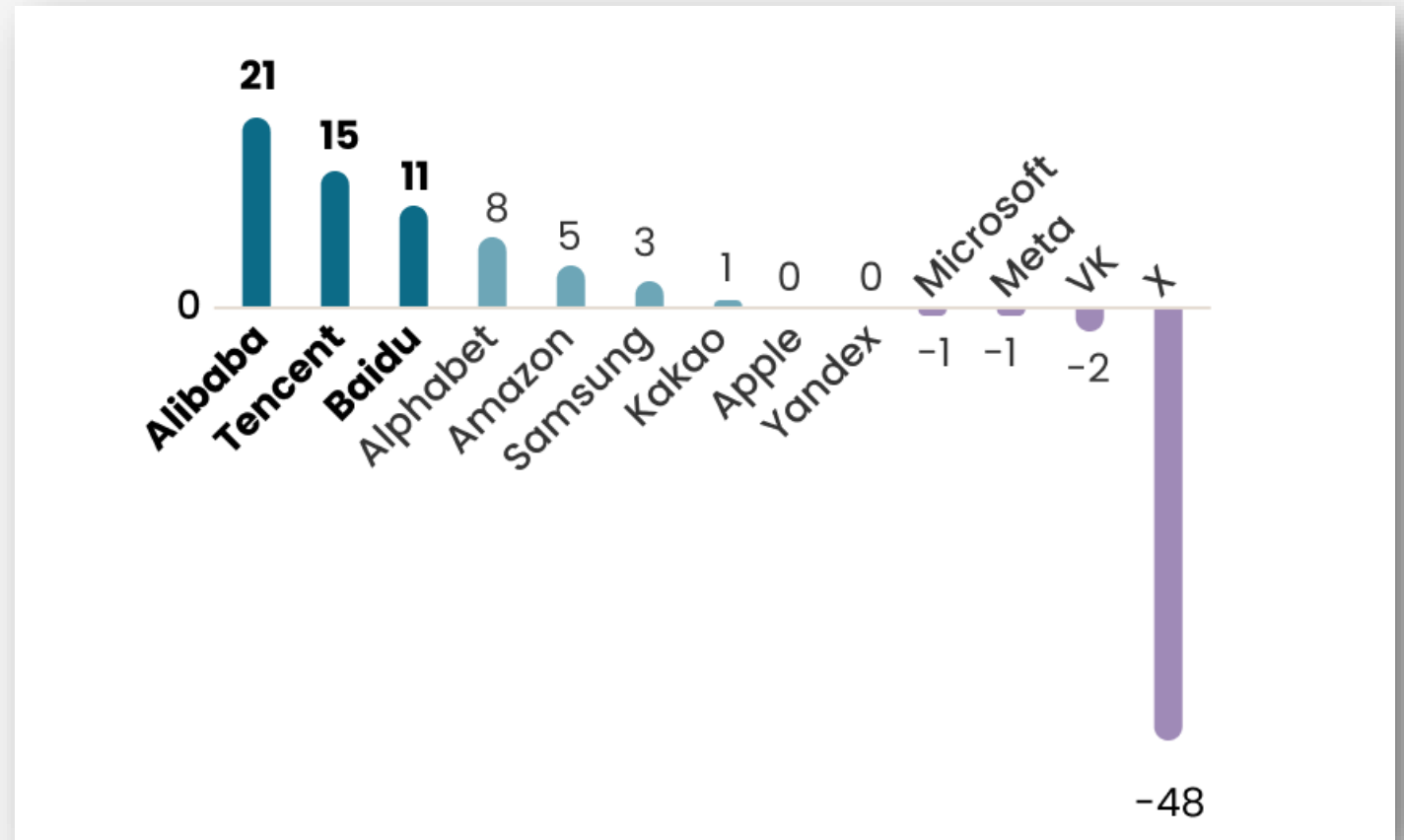
➔ Their disclosed **privacy** and security protections were also among the strongest.

Social media
Cloud
E-Commerce
Email
Messaging
Mobile ecosystem
Search
Video & photo sharing
Virtual assistant



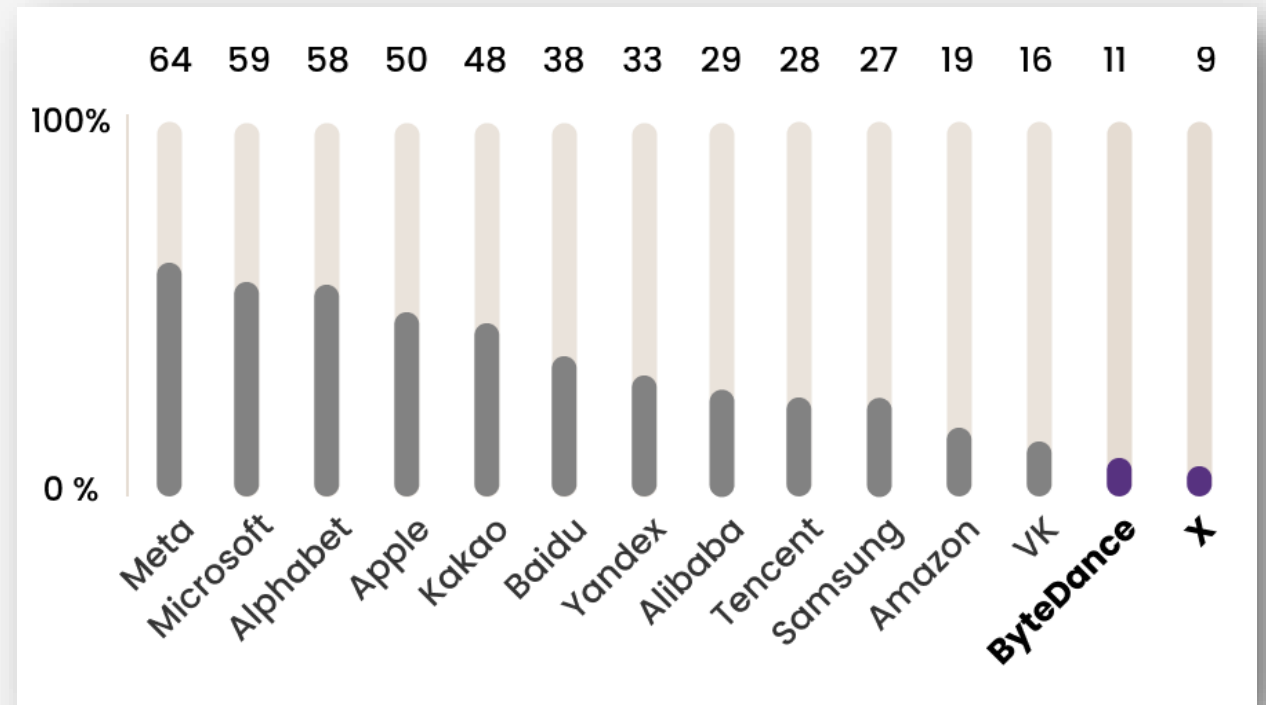
Chinese giants are racing to improve transparency

- ➔ First-time **human rights commitment** by **Alibaba** and **Tencent**.
- ➔ Conducted regular **human rights impact assessments** to identify how government regulations and policies affect freedom of expression and information as well as privacy.
- ➔ Top-down mechanisms: **Management** and **oversight** over the effects of their policies and practices.
- ➔ Their progress this year was largely a **catch-up** from a historically low baseline rather than a leap ahead.



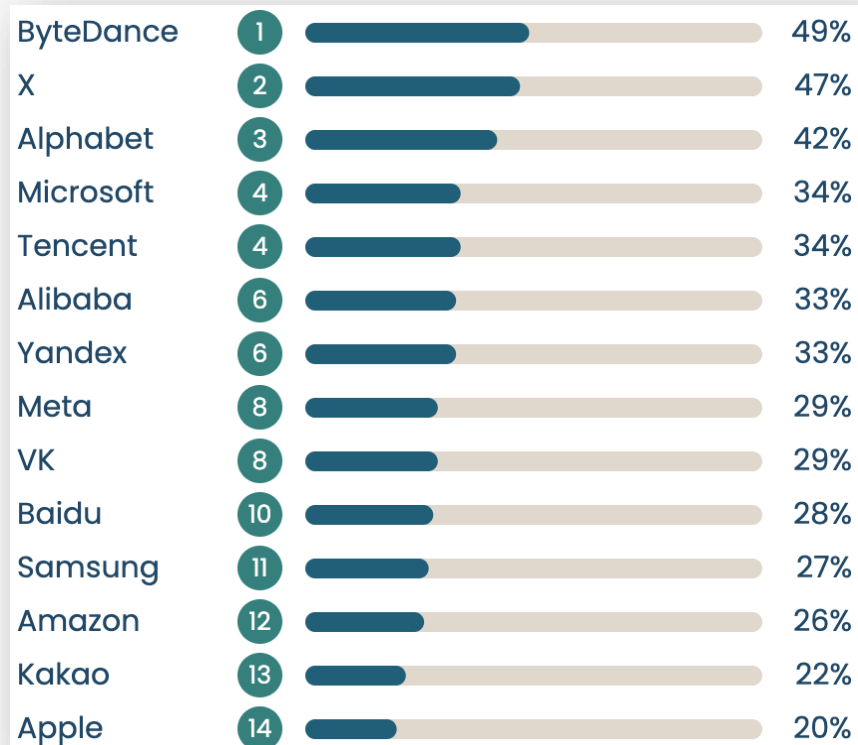
Private platforms are falling short on governance

- ➔ **Comparable transparency** to other U.S.-based platforms on policies and practices protecting **freedom of expression** and **privacy**.
- ➔ **Shortcomings on governance** processes raise serious concerns about:
 - Accountability
 - Oversight
 - Decision-making on content moderation
 - Data security
 - Societal impacts of their algorithms



There's no opting out of algorithmic business models

Targeted advertising

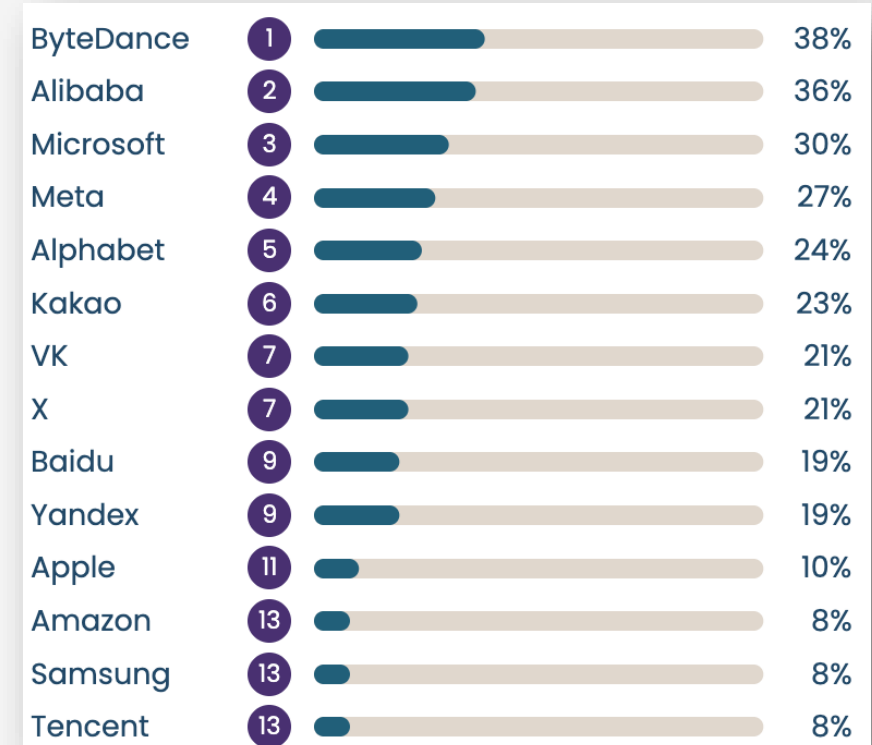


The gears behind Big Tech's business model machine remain opaque.



Most companies did not disclose whether they provide users with options to control how their information is used to develop algorithms.

Algorithmic transparency



The scores for this Lens are an average of the following indicators: G4(c); F1(b); F2(b); F1(c); F2(c); F3(b); F3(c); F4(c); P3(a); P3(b); P4; P5; P7; P8, elements 5 and 6; and P9.

The scores for this Lens are an average of the following indicators: G1, element 3; G4(d); F1(d); F2(d); F3(a), element 4; F3(c), element 4; F12; F13; P1(b); P2(b); and P7, elements 7 and 8.



Company scores by indicator

We conduct our research using human rights-based indicators organized under three top-level categories: governance, freedom of expression and information, and privacy.

G: Governance

G1. Policy commitment

G2. Governance and management oversight

G3. Internal implementation

G4. Human rights due diligence

G4a. Impact assessment: Governments and regulations

P: Privacy

P1. Access to policies affecting users' privacy

PIa. Access to privacy policies

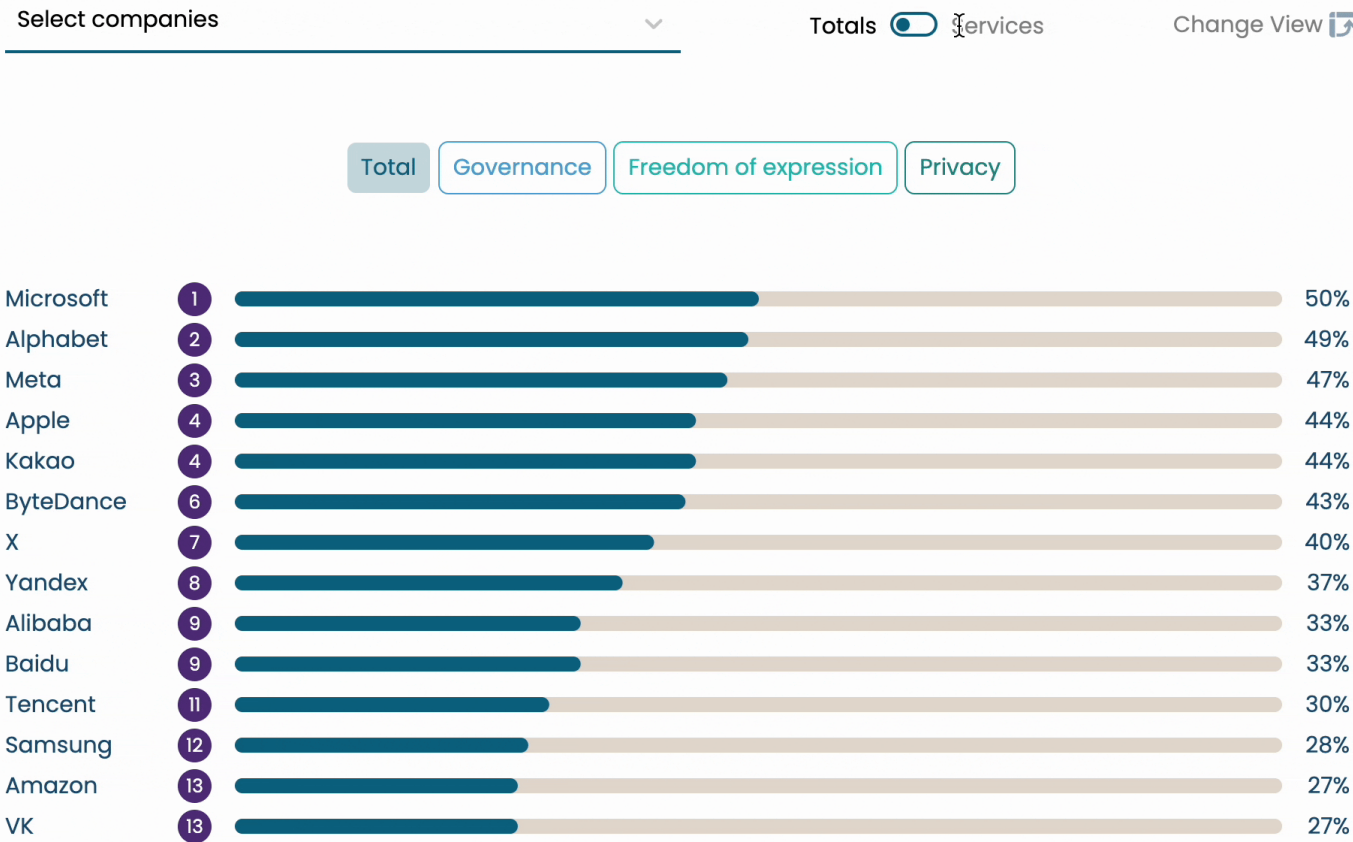
PIb. Access to algorithmic system development policies

P2. Notification of changes

P2a. Changes to privacy policies

2025 company and 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.



Data Explorer

Thank you!



The screenshot shows the homepage of the 2025 RDR Index: Big Tech Edition website. The header is teal with a menu icon, the title "2025 RDR Index: Big Tech Edition", and the World Benchmarking Alliance logo. The main content area has a dark purple background with a grid of screens displaying various data and a laptop in the foreground. The title "2025 RDR Index: Big Tech Edition" is prominently displayed, followed by a subtitle: "Assessing the transparency of 14 of the world's most powerful tech giants and 43 of their platforms on critical issues affecting people's rights to free expression and privacy." Below this is a button that says "Read the Executive Summary" with a right-pointing arrow. The bottom section is white and features the headline "It's time to reboot the system." on the left, a navigation bar with "Total", "Governance", "Freedom of expression", and "Privacy" in the center, and the heading "Explore the data" on the right. Below the navigation bar is a horizontal bar chart showing scores for five companies: Microsoft (50%), Alphabet (49%), Meta (47%), Apple (44%), and Kakao (44%). The chart uses blue bars for the top three and orange bars for the bottom two. On the far right, there is a partial view of a section titled "Which platforms let you control how your data feeds their algorithms? How do social..."

2025 RDR Index: Big Tech Edition

Assessing the transparency of 14 of the world's most powerful tech giants and 43 of their platforms on critical issues affecting people's rights to free expression and privacy.

[Read the Executive Summary](#)

It's time to reboot the system.

Three years of geopolitical earthquakes

Explore the data

Which platforms let you control how your data feeds their algorithms? How do social

Category	Microsoft	Alphabet	Meta	Apple	Kakao
Total	50%	49%	47%	44%	44%

Questions



Let's Discuss

Additional Resources

- [Citing New Evidence of Backsliding by Tech Companies, Investors Reiterate Call for Robust Safeguards to Protect Users' Digital Rights](#), Investor Alliance for Human Rights
- [Three years on, U.S. tech giants are moving slow and not fixing things](#), Jan Rydzak, World Benchmarking Alliance
- [Private platforms are falling short on transparent governance](#), Jie Zhang, OpenMic
- [User data fuels Big Tech's algorithms, and there's no opting out](#), Samantha Ndiwalana, World Benchmarking Alliance
- [Why Chinese tech giants are racing to improve transparency](#), Jie Zhang, OpenMic

THANK YOU FOR ATTENDING!

To learn more about the Investor Alliance's coordinated Digital Rights and AI Accountability collective investor engagement, please refer to our [Tech and Human Rights webpage](#). If you would like to participate in this engagement initiative, please complete this [form](#).