



Upholding Ethics & Privacy

Ethics and privacy play a critical role in establishing a strong foundation for positive social impact. In this time of rapid innovation, big data, an evolving regulatory environment and increasing expectations from our customers, team members and communities, we are committed to continuing to lead in ethics and privacy. Our constant push to higher ethics and privacy standards will be a guidepost for our Progress Made Real work.

- We continue our enduring commitment to transparency
- We ignite and inspire passion for integrity in all our employees
- We drive a high standard of responsibility in our direct partner ecosystem

Additional Goals

- Each year through 2030, 100% of our employees will demonstrate their commitment to our values
- By 2030, 100% of the partners we do business with will demonstrate their commitment to our values

MOONSHOT GOAL

By 2030, we will fully automate our data control processes, making it easier for our customers to control their personal data



Publish an enhanced privacy statement



Leverage leading-edge technology for greater transparency and customer-preference management



Invest in our advanced privacy governance and risk-management technology



Do business with third parties that share our level of dedication to privacy