



# Yelp SASB Report 2021

December 2021 | [yelp-ir.com](https://www.yelp-ir.com)

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## Introduction

# Yelp Making an Impact

At Yelp, we provide a one-stop local platform for consumers to discover, connect, and transact with local businesses of all sizes. As an organization with diverse employees, users, and customers, Yelp is committed to bringing trusted information into the marketplace and creating a positive impact on the local communities we serve.

We focus our environmental, social, and governance (“ESG”) efforts on five key areas where we believe our business can make the greatest impact:

### Consumer Advocacy

Serving as a trusted source for consumers by prioritizing useful and reliable information

### Diversity & Inclusion

Fostering a healthy and inclusive workplace for our employees

### Public Policy

Shaping our industry for good

### Local Economy

Better connecting consumers and local businesses to support a vibrant local economy

### Community

Making a positive impact on the local communities we serve

This report outlines Yelp’s commitment to operating in a responsible and sustainable manner that is aligned with our mission and values, while delivering long-term value to shareholders. The information in this report is organized according to the sustainability topics identified in the Sustainability Accounting Standards Board Standards (SASB Standards) for the Internet, Media & Services industry to enhance comparability.

Although the SASB Standards are tailored to our industry, certain topics are not applicable to Yelp or involve information that we consider sensitive or competitive in nature; accordingly, this report does not cover all topics in the SASB Standards. For more information, visit [sasb.org](https://sasb.org). To learn more about Yelp, visit our [ESG Investors page](#).

# Environmental

We regularly examine opportunities to lower Yelp's carbon footprint. We seek to engage with vendors who actively work to reduce their own environmental impact by operating data centers with efficiency and working to minimize impacts to surrounding ecosystems.

In the first half of 2021, we announced our plans to permanently operate on a distributed basis with many employees remaining primarily remote, a strategy that we believe is best for the Company's long-term interests. We believe that operating with a distributed workforce, with significantly fewer employees regularly coming into our offices, has substantially reduced the carbon footprint related to employee commutes from pre-COVID-19 levels.

Additionally, as we assess our ongoing office space needs, we seek spaces in LEED<sup>1</sup>-certified buildings and pursue WELL<sup>2</sup> certification for our office environments. Our most recent example is the relocation of our San Francisco office space to the first LEED Platinum building development in the city.

## Environmental Footprint of Hardware Infrastructure

<b>Metric:</b> <b>(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable</b>	<b>Code:</b> <b>TC-IM-130a.1</b>
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As an internet advertising platform, Yelp is not a carbon-intensive business. While we have not yet quantified the full environmental footprint of our operations, we outsource the vast majority of our hardware infrastructure to Amazon Web Services ("AWS"). Please refer to [Amazon's sustainability website](#) to learn how Amazon is working to reduce the environmental impact of its data centers.

<b>Metric:</b> <b>(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress</b>	<b>Code:</b> <b>TC-IM-130a.2</b>
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As an internet advertising platform, Yelp is not a carbon-intensive business. While we have not yet quantified the full environmental footprint of our operations, we outsource the vast majority of our hardware infrastructure to AWS. Please refer to [Amazon's water stewardship disclosure](#) to learn how Amazon is working to reduce the environmental impact of sourcing water for the operations of its data centers.

1. Leadership in Energy and Environmental Design ("LEED") is a green building certification program used worldwide

2. WELL Building Standard is a performance-based system for measuring, certifying, and monitoring features of the built environment that impact human health and wellbeing. WELL is managed and administered by the International WELL Building Institute.

<b>Metric:</b> <b>Discussion of the integration of environmental considerations into strategic planning for data center needs</b>	<b>Code:</b> <b>TC-IM-130a.3</b>
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The vast majority of our platform is currently hosted by AWS, which allows us to scale our infrastructure dynamically. The decision to use AWS was based on our internal evaluation, including the environmental impact of the hardware infrastructure hosting solution.

AWS has outlined numerous environmental impact reduction initiatives in the current [Amazon Sustainability 2020 Report](#), including a robust water stewardship program that seeks to mitigate the impact of water sourcing for use in cooling data centers. AWS has championed the goal of utilizing 100% renewable energy to power all of the company's operations as early as 2025.

# Social

At Yelp, we take great pride in our company culture and consider it to be one of our competitive strengths. Our culture is critical to our success, and it continues to help drive our business forward as a pivotal part of our everyday operations. It allows us to attract and retain a talented group of employees, create an energetic work environment, and continue to innovate in a highly competitive market.

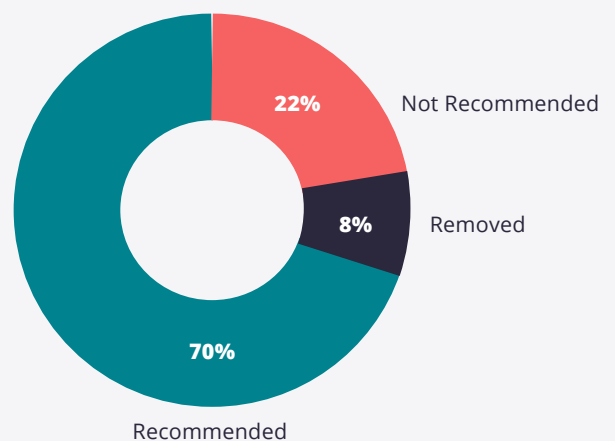
We deeply value our community of employees who sustain our culture through their dedication to our mission of connecting people with great local businesses. Every day we see Yelp employees living our values of authenticity, tenacity, creativity, collegiality, and prioritizing consumer trust. We are committed to providing them with a great work experience by creating an equitable and inclusive environment because we believe that happy employees are successful employees. We have long focused on building a diverse team of innovators and problem solvers who can bring their most authentic selves to work, which we believe positions our employees to relate to and solve the diverse needs of consumers and businesses.

As a community-driven review platform, our culture extends beyond our offices and into the local communities where people use Yelp. In addition to fostering and supporting local communities of users, we endeavor to have a positive impact on these diverse communities by using our platform to raise awareness, promote economic opportunity for those in need, and support organizations that serve local communities.

Consumer trust is a top priority at Yelp, and we take significant measures to maintain the integrity and quality of the content on our platform while leveling the playing field for hard-working business owners who rightfully earn their great reputations. Fake reviews and deceptive behavior are common across the web, which is why we've prioritized combating fraudulent conduct since 2005. As outlined in our [Trust & Safety Report](#), our recommendation software analyzes hundreds of signals in an effort to recommend the most reliable and useful reviews, while mitigating misinformation at scale. Through our [Consumer Alerts Program](#), originally introduced in 2012, we actively warn consumers when we find evidence of extreme attempts to manipulate a business' ratings and reviews, as well as other egregious conduct that may harm consumers and unfairly put other businesses at a disadvantage.

## Cumulative Review Distribution

As of December 31, 2020



## Data Privacy, Advertising Standards & Freedom of Expression

<b>Metric:</b> <b>Description of policies and practices relating to behavioral advertising and user privacy</b>	<b>Code:</b> <b>TC-IM-220a.1</b>
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At Yelp, user privacy begins with transparency. In order for our users to make informed decisions about what services to use and what data to share, they have to know what data is being collected, how it is being used, and where and with whom it is being shared. That is why we work hard to inform our users about our privacy practices — to empower them to make meaningful decisions around their data.

Our [Privacy Policy](#) details how we use and protect information we collect on Yelp, including our use of third-party cookies and our adherence to the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising. We regularly evaluate our data practices and policies to identify improvements and transparently communicate any resulting changes to our users.

Beyond our Privacy Policy, Yelp provides users with options to control how their data is being used or shared. For example, users have the option to limit what data is visible to business owners about their interactions with a business page, and to choose whether or not to share contact information with restaurants for marketing purposes when they make a reservation through Yelp. Users can also determine whether and how much location data to share with Yelp.

For more information, please visit our blog post, [How Yelp Prioritizes Data Transparency](#), which provides additional context regarding our commitment to user privacy and transparency.

<b>Metric:</b> <b>Number of users whose information is used for secondary purposes</b>	<b>Code:</b> <b>TC-IM-220a.2</b>
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We do not calculate or report such a metric. As outlined in our [Privacy Policy](#) and blog post, [How Yelp Prioritizes Data Transparency](#), Yelp undertakes an extensive review before any user data is disclosed to third parties, not only to ensure that such a disclosure would not be considered a sale of data under California law, but also to honor our own commitment to transparency with our users. Yelp does not sell user data as defined by California law.

<b>Metric:</b> <b>Total amount of monetary losses as a result of legal proceedings associated with user privacy</b>	<b>Code:</b> <b>TC-IM-220a.3</b>
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➤ \$0 in 2020

<b>Metric:</b> <b>(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure</b>	<b>Code:</b> <b>TC-IM-220a.4</b>
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- 1** 39 requests from government or law enforcement agencies
- 2** 632 user accounts whose information was requested in 2020
- 3** 44% of requests resulted in disclosure in 2020\*

When Yelp receives a request for personal information about its users, we do not simply turn over the requested information. As an initial matter, we do not turn over a user's personal information without a valid subpoena, warrant, or other legal request. We then analyze each individual request to determine whether it is a legitimate request and procedurally valid. In our blog post, [How Yelp Stands Up for User Privacy](#), we detail our rigorous approach to requests for user information and industry leading efforts to fight for our users.

\*We ultimately disclosed information relating to 110 user accounts, representing 17% of the accounts that were the subject of requests in 2020

<b>Metric:</b> <b>List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring</b>	<b>Code:</b> <b>TC-IM-220a.5</b>
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- None

<b>Metric:</b> <b>Number of government requests to remove content, percentage compliance with requests</b>	<b>Code:</b> <b>TC-IM-220a.6</b>
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- 0 in 2020; not applicable ("N/A")

## Data Security

<b>Metric:</b> <b>(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected</b>	<b>Code:</b> <b>TC-IM-230a.1</b>
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- 1** 0 known data breaches in 2020
- 2** N/A
- 3** N/A



<b>Metric:</b> <b>Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards</b>	<b>Code:</b> <b>TC-IM-230a.2</b>
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Because we receive, store, and process personal information and other user data, we are subject to numerous domestic and foreign privacy, data protection, and data security laws and regulations restricting the collection, storing, use, processing, and disclosure of personal information and other user data. The laws in many jurisdictions also require companies to implement specific security controls to protect certain types of information.

We use various safeguards to protect the personal information submitted to us, both during transmission and after we receive it. However, no method of transmission or electronic storage is completely secure, so we utilize third-party firms to audit and test certain aspects of our data security program on a recurring basis. For example, our practices and systems for managing and protecting credit card data are audited by a third party annually for Payment Card Industry (PCI) compliance. We also utilize an external firm to perform penetration testing to verify that our practices and systems provide adequate safeguards against external access.

For additional information on Yelp's approach to identifying and addressing data security risks, including the use of third-party cybersecurity standards, please view our [Privacy Policy](#) and [Annual Report on Form 10-K](#).

## Employee Recruitment, Inclusion & Performance

<b>Metric:</b> <b>Percentage of employees that are foreign nationals</b>	<b>Code:</b> <b>TC-IM-330a.1</b>
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- 8% of Yelp's employees are considered foreign nationals in the countries where they work, including employees working on a visa in the United States, Canada, United Kingdom, Germany, and Belgium

<b>Metric:</b> <b>Employee engagement as a percentage</b>	<b>Code:</b> <b>TC-IM-330a.2</b>
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To ensure that we are maintaining our vibrant culture and addressing any areas of employee concern, we conduct an annual employee engagement survey to inform our plans, policies, and programs. As highlighted in the Human Capital Management section of our [Annual Report on Form 10-K](#), this survey covers a wide range of topics including: compensation and benefits, management, work-life balance, feedback and recognition, inclusion and belonging, and learning and development opportunities.

In 2020, we also conducted a management effectiveness survey to gauge employees' confidence in the Company and its leaders, as well as a survey on issues related to the pandemic and remote work such as health and well-being, communication, flexibility, and a potential return to the office. We implemented a number of initiatives in response to the results of the surveys, including expanding our wellness offerings,

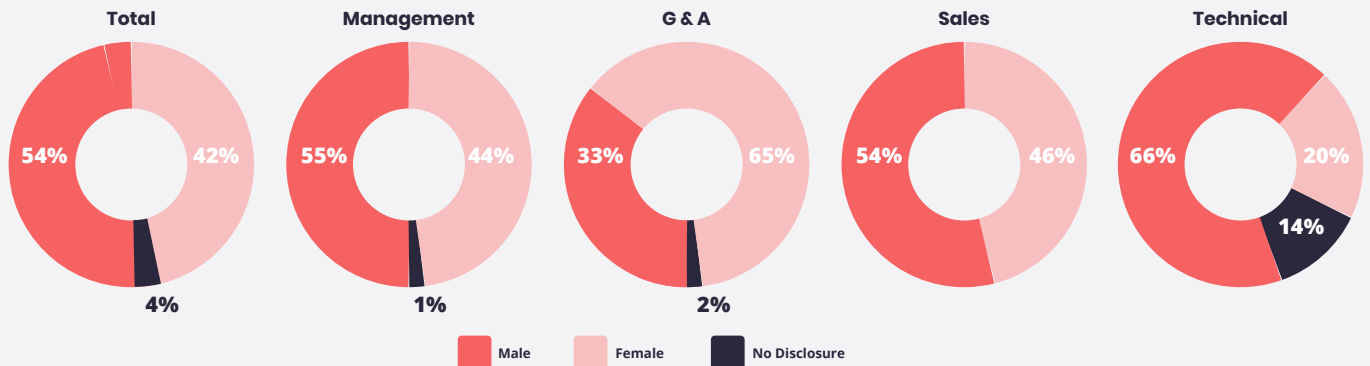
tailoring manager training sessions to include leading effectively in a remote work environment, and offering reimbursements for home office equipment.

While the information that we collected from our employee engagement survey in 2020 lead to impactful changes to our corporate culture and practices, we have not shared the results externally.

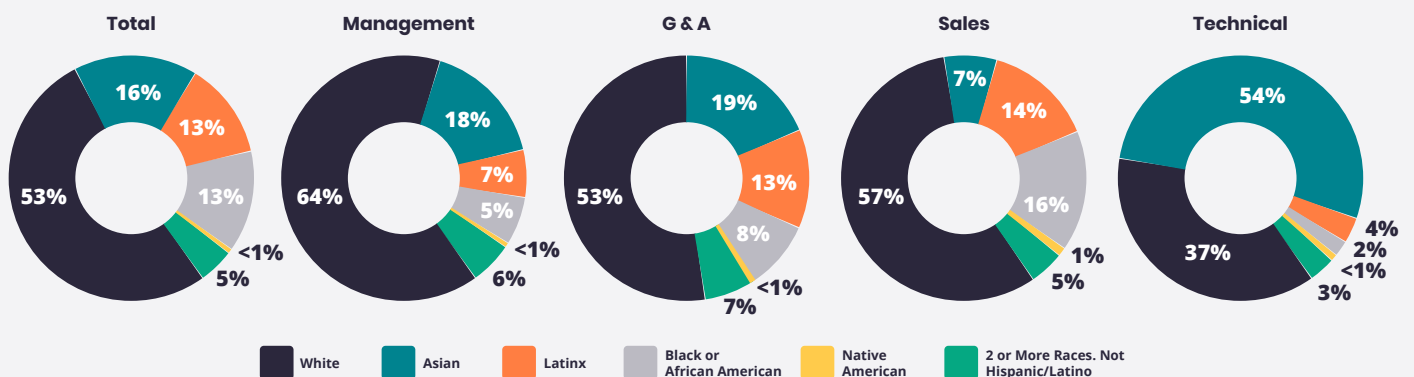
<b>Metric:</b> <b>Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees</b>	<b>Code:</b> <b>TC-IM-330a.3</b>
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We have long focused our diversity, inclusion, and belonging efforts inside of Yelp, putting our energy into diverse hiring, equitable promotion practices, and operationalizing inclusion. Details of the gender and racial/ethnic representation at Yelp are available in our annual [Yelp Diversity Report](#). Gender and racial/ethnic representation metrics include all Yelp employees in all countries in which we operate, excluding contractors and interns. The information below is representative of individuals employed during the twelve-month period from September 2020 to August 2021 and based on EEO-1 reporting requirements.

## Gender Diversity



## Ethnic Diversity



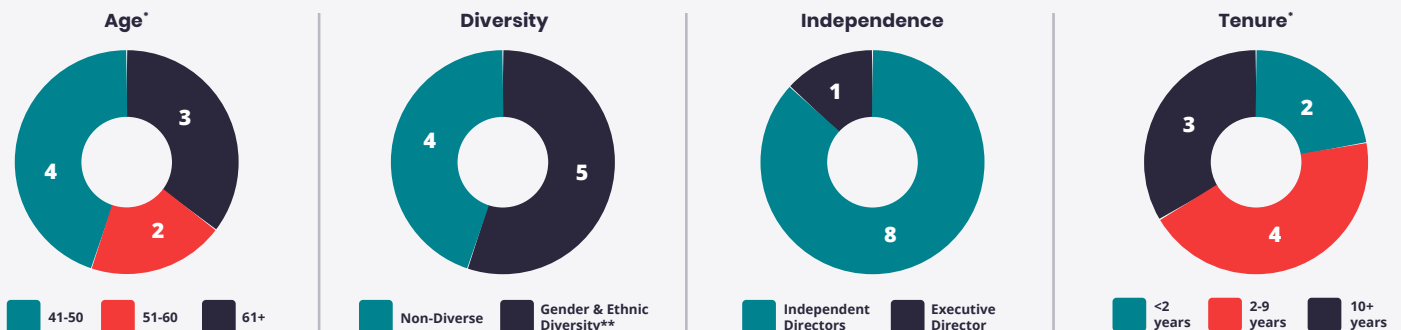
Diversity data is based on self-reported information from our employees. Management is defined as all people managers.

# Governance

At Yelp, we recognize that pursuing our mission, preserving our culture, and executing our strategic initiatives go hand in hand with a commitment to corporate governance practices that promote long-term shareholder value creation. As such, we continue to evaluate and enhance our leadership structure, Board composition, and corporate governance practices.

Our Board members offer invaluable insights as we work to unlock even more value for consumers and local businesses. In the interest of continuing to enhance the expertise and diversity of our Board, we have added five new directors since the beginning of 2019, in part through the expansion of our Board from eight to nine members in 2020. A majority of our Board is gender or ethnically diverse.

## Board Characteristics



\* As of August 31, 2021, \*\* 3 Women directors • 1 Asian director • 1 Black director

For additional information and to learn more about corporate governance at Yelp, please visit the following pages on our investor relations [website](#):

- › [Yelp Board Composition](#)
- › [Yelp Governance Documents](#)
- › [Yelp Board of Directors](#)

## Intellectual Property Protection & Competitive Behavior

### Metric:

**Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations**

### Code:

**TC-IM-520a.1**

- › \$0 in 2020

# Activity Metrics

<b>Metric:</b> Entity-defined measure of user activity	<b>Code:</b> TC-IM-000.A
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31.1

million

App Unique  
Devices\*

43.7

million

Desktop Unique  
Visitors\*

52.8

million

Mobile Web  
Unique Visitors\*

224.2

million

Cumulative  
Reviews\*

\* Definitions for each of our entity-defined measurements of user activity are available in our most recent Annual Report on Form 10-K.

<b>Metric:</b> (1) Data processing capacity, (2) percentage outsourced	<b>Code:</b> TC-IM-000.B
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Due to the nature of our business and because our data processing is completely outsourced, we are unable to provide an estimate of our processing capacity.

<b>Metric:</b> (1) Amount of data storage, (2) percentage outsourced	<b>Code:</b> TC-IM-000.C
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Due to the nature of our business and because our data storage is completely outsourced, we are unable to provide an estimate of our data storage capacity.

