

2025

Yelp in Review



yelp 

A Letter from our CEO

Welcome to *Yelp in Review* — our annual reflection on the progress we've made toward building a better future. As we mark over two decades of connecting people with great local businesses, we remain grounded in our mission and guided by our values. This year's report highlights the steps we've taken to reduce our environmental impact, strengthen our workplace culture, and deliver meaningful value to the communities we serve.

Our platform continues to be a trusted resource for millions of consumers making everyday spending decisions. In 2024, we introduced more than 80 new features and updates designed to enhance discovery, streamline connections with service professionals, and support business growth. From AI-powered tools like Yelp Assistant and Review Insights to expanded accessibility features and business attributes, we're focused on building a platform that reflects the needs of the businesses and consumers we serve.

We also continued to invest in the integrity of our content and the safety of our community. By leveraging advancements in large language models, we've improved our ability to detect and remove misleading or inappropriate content — helping Yelp remain a place where everyone feels informed and respected.

Our commitment to connection extends beyond our platform and into our workplace. As a fully remote company, we've embraced flexibility while continuing to foster a strong sense of community. In 2024, we expanded our leadership development programs, hosted in-person team gatherings, and launched our first-ever Week of Service — bringing employees together to give back to the communities that have shaped our journey.

At the same time, we've deepened our focus on environmental responsibility. In 2024, the solar power facilities funded by our first virtual power purchase agreement came online. We expect our share of the solar power produced by these facilities between 2025 and 2029 to offset more than 100% of our North American electricity emissions over the same time period, including those from both our offices and remote employees. We also made our first investments in high-quality carbon removal projects and launched a Sustainable Living Lab learning series to help employees reduce their individual carbon footprints.

While we're proud of the progress we've made, we recognize that the path to net zero by 2031 requires continued action, innovation, and collaboration. We're actively working with our partners to better understand the environmental impact of emerging technologies like artificial intelligence and exploring new ways to reduce emissions across our operations and supply chain.

Thank you for being part of our journey. Together, we're contributing to meaningful progress across our work and communities.



Jeremy Stoppelman

Co-Founder and Chief Executive Officer, Yelp



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About Yelp

Yelp Inc. was founded in 2004 as a community-driven platform that connects people with great local businesses. As a one-stop local platform, Yelp's high-quality, trusted content gives consumers the confidence to make informed choices about everyday services and experiences.

Reflecting our values, Yelp has long been committed to being a positive force in the world. Our commitment to transparency in reporting on our company, culture, and the causes we support is an extension of these values. As we've grown, our platform has allowed us to advocate for consumer privacy, free and fair competition on the internet, and free speech. We help businesses on our platform demonstrate their commitment to sustainability, inclusivity, and diversity, and help values-minded consumers find impact-driven local businesses.

Learn more at yelp.com.

Our Values

Our mission today is the same as the day we started: To connect people with great local businesses. We also strive to be a place where each of our employees has the opportunity to grow and succeed, and where their contributions are fairly valued, celebrated, and rewarded. Our distinct set of values is the backbone of our company culture. These values help us show up in the best way for our stakeholders, including our employees, consumers, business owners, investors, and local communities.

Our core values are key to our success as a business and as an employer.

Our Values

Authenticity

Tell the truth. Be straightforward. Over-communicate. No need to spin things.

Be Unboring

Never settle for standard. Creativity over conformity. Be your remarkable self.

Be Tenacious

Battle smart and fight 'til the end. Live for the underdog moments. Turn mistakes into opportunities to learn.

Play Well With Others

Treat others with respect. Value diversity in viewpoints. Bring a positive attitude to the table.

Protect the Source

Community and consumers come first. If we don't maintain consumer trust, we won't have anything to offer local businesses.

By the Numbers in 2024*

5,100+

Yelp employees live in

6 countries

worldwide, including 49 U.S. states and the District of Columbia



76 million

unique visitors on desktop and mobile**

\$1.41 billion

in revenue in 2024

7.7 million

active claimed local business locations***

308 million

cumulative reviews****

80+

features and updates released

Business Milestones

Each year we work to better support the businesses and consumers we serve as well as our employees, who work on behalf of our broader community.

● April 2024

Yelp introduced more than 15 new features and updates, including Yelp Assistant, a conversational AI tool to help consumers discover and hire services professionals. We also introduced Yelp Fusion AI API, which allows third-party platforms to create natural language search experiences powered by Yelp content, and further enhancements to Yelp Guest Manager.

● June 2024

Yelp launched searchable [accessibility attributes](#) to help consumers better connect with local businesses that prioritize their needs and preferences, AI-powered alternative text for photos, and an [accessibility resource hub](#) for business owners.

● July 2024

Yelp released [Request a Quote for Brands](#) to help multi-location services businesses generate and manage high-intent leads, as well as a suite of features to help advertisers reach their audiences on and off Yelp through new and expanded ad formats and measurement tools.

* As of December 31, 2024, unless otherwise indicated.

** Comscore Media Metrix® monthly average for 2024.

*** Active means businesses that are open, associated with an active business owner account, and have claimed status.

**** Cumulative reviews include those that are recommended, not recommended, and removed from Yelp's platform.

● **August 2024**

Yelp filed an [antitrust lawsuit against Google](#) in federal court in San Francisco to address Google's anticompetitive behavior in the local search and local search advertising markets. We are seeking a remedy that levels the playing field and provides a fair and open internet for all.

● **October 2024**

Yelp celebrated [two decades of connecting people](#) with great local businesses and is proud to continue supporting the hardworking businesses that serve our communities.

● **November 2024**

Yelp [acquired RepairPal](#), an auto services platform that connects consumers with certified, trustworthy mechanics throughout the United States.

● **December 2024**

Yelp's [end-of-year product release](#) included more than 20 new features and updates designed to enhance the Yelp experience for both consumers and business owners, including new AI-powered Review Insights, enhancements to business discovery, and AI-enhanced ad optimization for business owners.

● **February 2025**

Yelp announced its [2024 financial results](#), which included record net revenue of \$1.41 billion and strong profitability.

Priorities and Impact

Stakeholder Insight Informs Yelp's ESG Strategy

We value stakeholder input and regularly engaged with key stakeholders throughout 2024 to shape our Environmental, Social, and Governance (ESG) strategy.

Based on this engagement, our material* issues remained unchanged in 2024:

**Providing Value
to Businesses
and Consumers**

**Diversity,
Inclusion, and
Belonging**

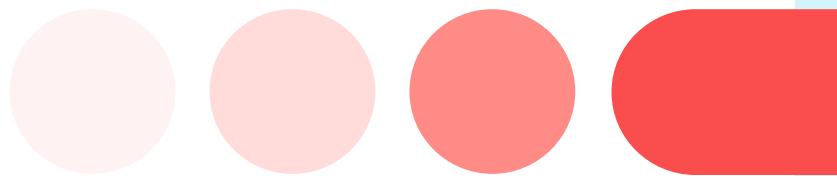
**Employee
Experience**

**Content Trust
and Safety**

**Data Privacy and
Security**

Carbon Footprint

We plan to revisit our materiality assessment in 2025 to identify and prioritize ESG issues in alignment with market trends, stakeholder expectations, and business risks and opportunities.



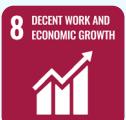
* Material issues are priority issues where Yelp has a unique ability to drive significant impact. It does not refer to materiality as defined under federal securities laws.

United Nations Sustainable Development Goals

Throughout this report, we've noted where our actions and impact align with the United Nations Sustainable Development Goals, a collaborative global effort to protect our planet and address the many inequalities that exist in our world.

While every goal is important, throughout this report we identify the goals toward which Yelp can make meaningful progress in our organization.

Employee Experience



3.7 - Reproductive rights
8.5 - Equal pay

Diversity, Inclusion, and Belonging



5.5 - Equal opportunities in leadership
8.10 - Financial institution access for all
10.3 - Equal opportunity and pay equity, discriminatory laws

Yelp Foundation



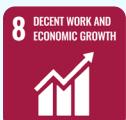
4.6 - Literacy
16.10 - Access to information

Content Trust and Safety



16.10 - Access to information

Providing Value to Businesses and Consumers



8.9 - Support local culture and products

Carbon Footprint



7.2 - Increase renewable energy
12.5 - Reduce, reuse, recycle

Governance and Reporting: Corporate Governance



16.7 - Equitable decision-making at all levels

Fostering Community

Employee Experience

Yelp puts the success and well-being of our employees at the heart of everything we do.

[View section >>](#)

Diversity, Inclusion, and Belonging

Our culture of diversity, inclusion, and belonging is what sets Yelp apart. Our consumers and business owners are diverse, and by having a diverse workforce, we believe we create better products and experiences for them.

[View section >>](#)

Yelp Foundation

The Yelp Foundation's mission is to support charitable organizations and activities addressing the needs of local communities.

[View section >>](#)

Employee Experience

The success and well-being of our employees is at the heart of our success as a business. We're committed to building and nurturing a culture that's informed by deep listening and intentional action.

Our Global Employee Value Proposition, the pillars of which are set forth below, reflects our values and approach to work. It was refreshed in 2023 following a series of employee listening sessions across the organization.

The Pillars of Our Employee Value Proposition

Shared purpose

We connect to our purpose and drive our mission forward.

Flexibility and autonomy

We shape a culture of work designed for life.

Holistic well-being

We take a person-first approach to well-being.

Personal growth

You chart the course; we'll guide you there.

Deeper connections

We seek moments that connect us, and embrace life's experiences.

Culture of Innovation

Yelp remains committed to fostering a culture that enables employees to balance productivity and career growth alongside the things that are important to them outside of work.

In 2024, Yelp employees resided in 49 U.S. states and the District of Columbia as well as in Belgium, Canada, Germany, Ireland, and the United Kingdom. Our geographically diverse workforce allows us to better represent and advocate for the varied needs of businesses, communities, and consumers, and to broaden our candidate pool and hire the best talent, regardless of location.

Yelp's strong product velocity — with more than 80 features and updates launched in 2024 alone — is the result of our intentional approach to creating an innovative workplace.

Working at Yelp

Our five-star benefits allow individuals to show up to work as their full professional selves. From our professional development reimbursement to our monthly wellness benefit, we support our employees in shaping a work-life balance that works for them.

Highlights include:

- Comprehensive health, vision, and dental benefits
- Paid time off, including wellness days and floating holidays
- On-demand virtual career coaching to enhance employees' professional lives
- Monthly wellness reimbursement that can be used for things like eco-friendly items, acupuncture, massage, workout equipment, and nutrition counseling
- Work from home (WFH) reimbursements to create a comfortable, productive, and eco-friendly home office
- Virtual mental health counseling services for Yelp employees and their covered dependents
- Family planning and fertility benefits
- Adoption benefits, backup daycare, and baby bonding leave
- Gender-affirming care
- Support for individuals experiencing menopause
- Retirement planning to help employees invest in their future
- Employee stock purchase plan

As part of Yelp's environmental commitment, we expanded our wellness and WFH reimbursements in 2024 to include a wide range of eco-friendly items, like LED light bulbs, smart thermostats, and green power purchasing, that help reduce employees' impact on the environment. We also launched a six-part Sustainable Living Lab learning series in 2024 that helps educate employees about ways that they can reduce their environmental impact as part of our commitment to environmental stewardship. The environmental training series is made up of short modules that cover everything from Yelp's ESG journey and calculating an individual's carbon footprint to eco-friendly home improvements.

Listening to Our Employees

Feedback helps shape our employee programs at Yelp. In 2023, we held listening sessions and learned that employees were interested in additional coaching and mentoring opportunities from managers and peers. We used this feedback in 2024 to create multiple types of training that allowed employees to learn from fellow Yelpers and strengthen their leadership skills.

We rolled out a “Connected by Conversations” toolkit in 2024 that provided managers with support for six different conversations that happen over the employee lifecycle, including aspects like setting check-ins, conducting performance-related conversations, and discussing promotion opportunities. In 2025, we have enhanced this toolkit with continued perspectives from Yelp leaders across the organization, who will lead sessions for a group of their peers. We also enhanced our leadership development offerings in 2024 to include additional instructor-led sessions as well as micro-training modules to satisfy the need for asynchronous, self-directed learning.



Yelp's Approach to AI in the Workplace

Yelp has long leveraged AI on our platform, and we're excited about the ways that AI can positively transform how we work. In 2024, we launched Chatbench, an enterprise-level generative AI tool based on open-source technology that allows employees to access the latest models from companies like OpenAI and Anthropic, along with a comprehensive usage policy. We also provided training to help our employees combine AI capabilities with their own unique skill sets.

By integrating this tool, we aim to enhance customer support, improve data analysis, and boost operational efficiency. It helps automate routine tasks, allowing employees to focus on the higher-level work that they are uniquely qualified for. It's important to note that our teams view AI as a helpful tool rather than the source of a finished product; our employees' perspectives bring great value and are critical to delivering high-quality results and solutions.



To further promote the adoption of this AI-powered assistant, Yelp leaders actively encourage their teams to experiment with the technology and share use cases that are most effective for their particular areas of expertise.

Embracing AI, the Yelp Way

One of Yelp's core values is "Be Tenacious," and at Yelp, tenacity goes beyond persistence. It's about maintaining a relentless commitment to our work and to each other. Kellie Meisenheimer, a chargeback specialist at Yelp, embodies Yelp's "Be Tenacious" value through her commitment to learning and enhancing Yelp's work with AI.

In 2024, Kellie completed more than 200 hours of AI courses and developed a process for Chatbench to reference terms and policies in milliseconds, enhancing team efficiency. Kellie was invited to join Yelp's Chatbench Elite Squad, a group for top users of the technology — highlighting her exceptional skill and dedication.

Diversity, Inclusion, and Belonging

At Yelp, our commitment to valuing our employees and treating people with respect supports our mission and aligns with our values. We believe that by cultivating an inclusive culture that represents the multi-faceted communities of our Yelp users, we are more equipped to tackle the wide range of business challenges we face as a company. We continue to strive toward creating a culture where every employee feels a sense of belonging and a connection to our mission as we work to connect and serve consumers and local business owners.

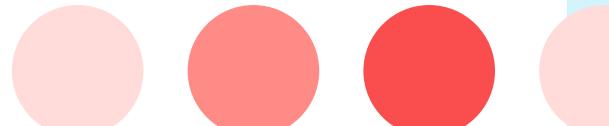
Culture @Yelp



We take pride in the culture we've built at Yelp over the past 20 years. We work to carve out spaces where employees can learn about the experiences of others, practice inclusive behaviors, and champion tangible examples of living our five Yelp values: Authenticity, Be Tenacious, Be Unboring, Play Well With Others, and Protect the Source.

2024 Highlights

Embracing In-Person Engagement

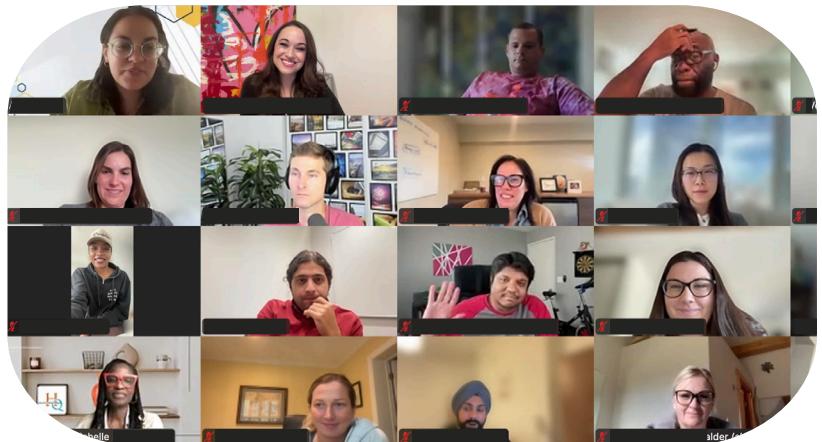


While connections at Yelp thrive regardless of distance, occasional in-person meetings offer valuable opportunities to deepen relationships. Our In Real Life, also known as "IRL," gatherings enable teams to meet once a year, deepening trust, generating new ideas, and overcoming challenges.

In 2024, our Culture team began hosting small group dinners in cities without offices, facilitating connections over shared meals. These strategically planned dinners encouraged interaction among individuals across different departments and tenures. The initial events were a success, with participants forming deeper relationships and organizing their own meetups afterward. We are continuing to host dinners in 2025 and incorporating employee feedback to enhance their impact.

Meaningful Virtual Connections

Our commitment to remote work allows us to cultivate a vibrant employee community enriched by diverse backgrounds, talents, and perspectives. Yelp's Employee Resource Groups (YERGs), which are voluntary, employee-led communities for individuals with shared social identities, characteristics or life experiences as well as their allies, remain central to our community-building efforts. From authentic conversations about lived experiences to supporting business owners in various communities, the events that arise from each YERG's unique mission help amplify the voices that make up our employee community. All of our YERGs are open to all employees.



In 2024, we also launched "Story Slams," where employees shared personal stories about living Yelp's values. The positive feedback was overwhelming, and we plan to continue Story Slams in 2025, providing more employees the opportunity to share their authentic life experiences.

Our approach to culture is dynamic and ever-evolving. We actively incorporate employee feedback and the latest research to ensure our practices remain relevant and effective. This adaptability allows us to meet the changing needs of our team while staying true to our core values.

Inclusive Language

At Yelp, we understand that our intentional communications play a key role in cultivating an inclusive environment because language has an impact on attitudes and behavior. When we use inclusive terminology — word choices that are respectful, accurate, and avoid bias or discriminatory expression — we avoid stereotypes and judgmental messaging, instead fostering respect and celebrating differences.

Our focus on inclusive communications begins with our recruitment efforts, where we strive to attract a diverse pool of candidates with the inclusive language we use in our job descriptions. We continue to use inclusive language across all our employee communications, from training materials and newsletters to Town Hall presentations. In our ongoing efforts to maintain an informed, connected, and engaged workforce, we craft messaging to resonate across departments, geographies, tenures, and lived experiences.

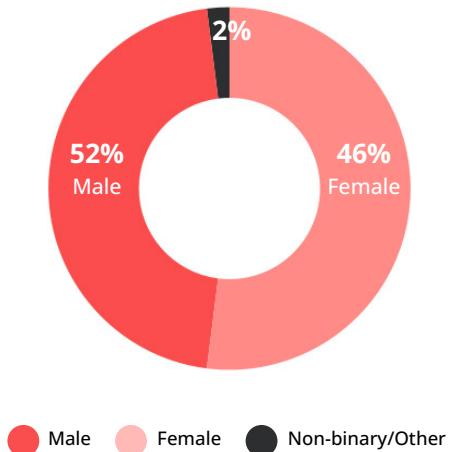
Inclusion Highlights

We believe our inclusion and belonging initiatives result in a stronger community of Yelp employees and build a deeper sense of organizational trust. For example, by the close of 2024, 98% of Yelp employees had voluntarily shared information about their gender, and 96% of U.S.-based employees had voluntarily shared information about their race and/or ethnicity.

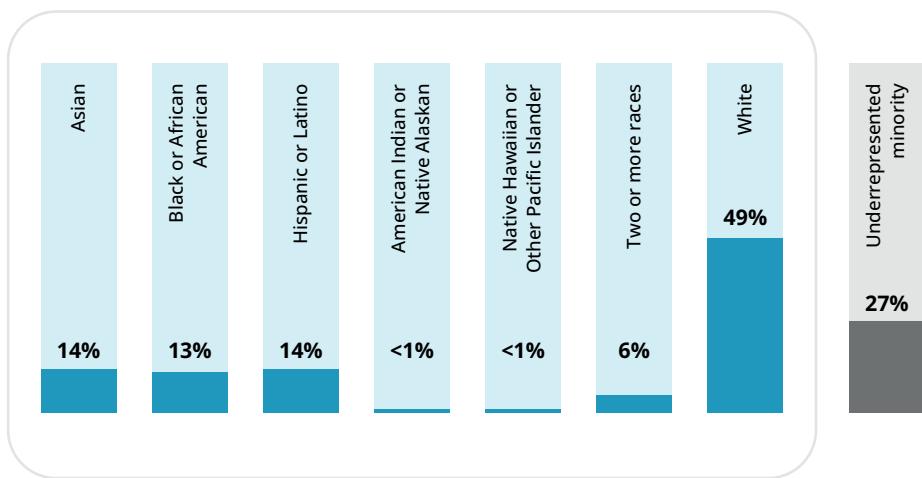
These high response rates indicate that employees trust Yelp to use this data responsibly in service of our commitment to them. We plan to continue asking employees to voluntarily share demographic information about themselves in accordance with applicable laws to help us best support our workforce.

Gender diversity continues to grow at the leadership level. In 2024, approximately 33% of Yelp employees at or above the vice president level self-identified as women, an increase from 29% in 2023.

Gender Diversity*



Racial Diversity*



* Our 2024 racial and ethnic diversity data is based on self-reported information from our employees in the U.S. only. Our 2024 gender data is based on self-reported information from our global employee base. The figures may not add up to 100% due to rounding. Approximately 4% of U.S. employees declined to disclose the race or ethnic groups with which they identify. The underrepresented minority grouping includes Black or African American, Hispanic or Latino, American Indian or Native Alaskan, and Native Hawaiian and other Pacific Islander employees. The non-binary/other category includes individuals who identify as non-binary as well as those who did not disclose their gender.

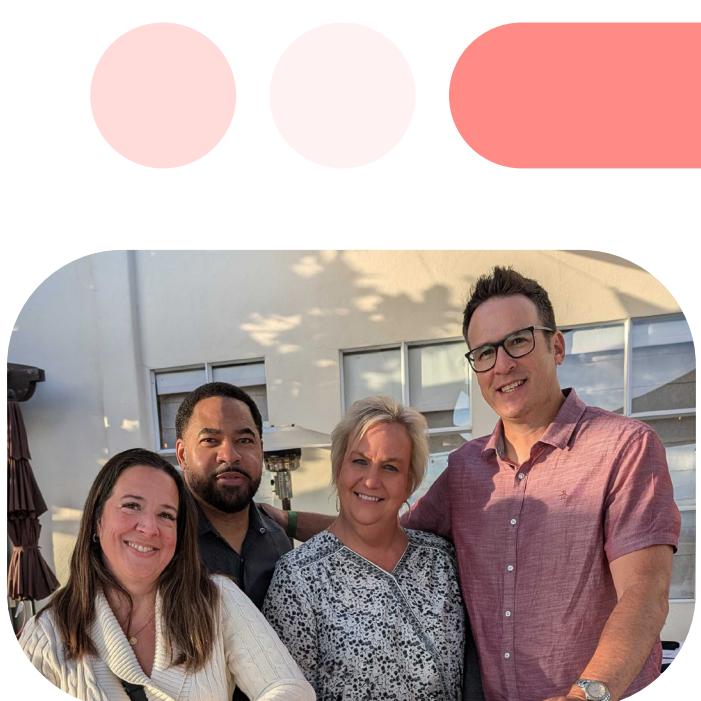
Growing Our Community with RepairPal



In November 2024, Yelp acquired RepairPal, an auto services platform that connects consumers with certified and trustworthy mechanics across the U.S. The Auto Services category is Yelp's second largest Services category, and we believe our acquisition of RepairPal positions us well to enhance our Auto Services offerings on both platforms, furthering our mission to connect consumers with great local businesses.

One of the biggest challenges of an acquisition process is often the integration of two distinct cultures, a concern highlighted in a recent [Ernst & Young](#) study on mergers and acquisitions.

In evaluating RepairPal as an acquisition target, we found that RepairPal's values and culture were well matched with our own, allowing us to feel more confident in our ability to integrate successfully. To support a smooth transition, we focused on welcoming new RepairPal employees and integrating them into our culture by collaborating with senior leaders to understand employee priorities, while emphasizing our values. While there are many components to any acquisition, we believe our values-driven approach supported the successful integration.



Week of Service

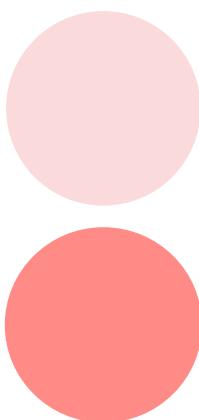


We see philanthropy as a key part of building a vibrant and meaningful culture at Yelp. Our inaugural Week of Service allowed us to intentionally design employee programming that fosters a culture of connection and philanthropy. Week of Service was part of the larger celebration of Yelp's 20th anniversary and was created with the intention of giving back to the communities that have contributed to Yelp's success.



During the week, employees across the globe participated in various volunteer activities with 13 nonprofit organizations in person and at home, from virtually providing real-time feedback to budding entrepreneurs with [SEED SPOT](#) to building prosthetic hands with [Hands of Gratitude](#) in Toronto and San Francisco. We offered numerous remote-friendly and self-serve opportunities, ensuring that all employees, regardless of location, could participate.

Yelp employees from 47 departments across 35 U.S. states spent a total of 643 hours volunteering during our Week of Service. At the end of the week, the Yelp Foundation also donated \$50,000 to participating nonprofit organizations to continue to support them in making an impact.



Yelp Foundation

Yelp Foundation: Empowering Communities Through Philanthropy

Formed in 2011, the Yelp Foundation's (the "Foundation") mission is to support charitable organizations and activities addressing the needs of local communities, including access to information, education, local economic development, and freedom of expression, as well as to promote a culture of philanthropy among employees of Yelp Inc.

As a separate 501(c)(3) nonprofit, the Foundation funds its efforts through the sale of Yelp stock donated by Yelp Inc. in 2011. Since its inception, the Yelp Foundation has been a force for positive change, having donated over \$7 million to a wide array of nonprofit organizations.

Trust-Based Funding

The Foundation's funding strategy is deeply rooted in trust, awarding all grants on an unrestricted basis. This approach gives grantees the flexibility to allocate resources according to their most pressing needs, whether for staffing, operational costs, or direct programmatic expenses.

Trust is built through a thoughtful grantmaking process. Before awarding any grant, the Foundation thoroughly evaluates each organization's mission and potential for meaningful change. This focused approach allows the Foundation to form deeper connections with its grantees. The Foundation also conducts its own research instead of putting the onus on the nonprofit to fill out exhaustive grant applications or compete against other organizations for funding. This approach helps it get to know staff members personally, understand the challenges their organizations face, and respond to their needs, including making introductions to new funding sources and potential board members. The Foundation believes that this approach helps to remove unnecessary funding obstacles, paving the way for important, positive change in the social sector and society at large.

The Foundation also provides multi-year unrestricted grants to nonprofit partners, enabling them to better plan and execute programs beyond a single calendar year. In 2024, the Foundation issued seven multi-year grants to advance the mission of organizations working to enhance creative writing skills for underserved youth, protect press freedom, create economic opportunities through culinary training, offer technology-based workforce development, support low-income food entrepreneurs, nurture impact-driven entrepreneurs, and promote early literacy and family engagement. Read the full list [here](#).

Addressing the Skilled Trades Gap

Over the past several years, Yelp has focused on understanding the challenges service professionals face in connecting with consumers. In parallel, the Foundation team explored the service industry to identify the structural issues contributing to these challenges. We discovered a critical labor shortage, exacerbated by stigmas around vocational training and an aging workforce. Women, especially women of color, are significantly underrepresented, comprising less than 3% of the skilled trades workforce. This disparity results from structural and cultural barriers, including limited exposure and recruitment and training opportunities.

To address these challenges, the Foundation launched a pilot program in 2024 to collaborate with nonprofit organizations with deep expertise in the services sector. Through these strategic partnerships, the program aims to dismantle barriers, increase the supply of skilled workers, and empower new entrants to obtain certifications and training for promising careers in the trades. The organizations supported by the pilot program reach a number of local communities spanning from Berkeley to Boston.

Spotlight on TechForce

TechForce, one of the Foundation's newest grantees, is a community of students, working technicians, educators, industry leaders, and donors committed to helping young people find a technical education and career that fits. The organization inspires people to explore professional technician roles; supports students obtaining the education needed to be workforce-ready; and connects technicians to resources, mentors, and employers to thrive in their careers.



We are deeply grateful for the support we've received from the Yelp Foundation. TechForce Foundation has been able to expand its work into addressing the home/small business services sector, including everything from HVAC to solar panel technicians — a whole additional industry sector beyond automotive, collision, aviation and all the other sectors we currently support. America needs skilled technicians across the board, and being able to begin supporting our home services technicians has been a great addition.

— Jennifer Maher, CEO of TechForce



List of organizations we supported in 2024:

[Building Pathways](#)

Building Pathways provides pre-apprenticeship workforce training and creates opportunities for low-income and underrepresented populations in the building trades industry. Additionally, Building Pathways has a robust advocacy program, working to support single parents, among other things.

[Explore the Trades](#)

Explore the Trades recruits individuals to plumbing, heating, cooling, and electrical trades. The organization is committed to developing the next generation of skilled workers by changing the perception of the trades starting in high school.

[Girls Garage](#)

Girls Garage is a design and building program with dedicated workspace for girls and female-identifying youth ages 9–18. Through after-school and summer pathways, Girls Garage provides free and low-cost programs in carpentry, welding, architecture, engineering, and activist art to a diverse community.

[NY Helmets to Hardhats](#)

NY Helmets to Hardhats is dedicated to the assistance of military veterans as they transition from military duty back to civilian life through careers in union construction. The organization provides the training and connections to secure great union jobs.

[TechForce](#)

TechForce champions all students through their education and into careers as professional technicians across all sectors, with programs that include training from middle school through apprenticeships and access to careers.

[826 Valencia](#)

826 Valencia supports the development of creative and expository writing skills for underserved youth.

[Freedom of the Press](#)

Freedom of the Press Foundation's Press Freedom Tracker documents press freedom violations in the United States to protect, defend, and empower public-interest journalists and freedom of speech.

[Hot Bread Kitchen](#)

Hot Bread Kitchen creates economic opportunity through careers in food by offering culinary training and incubating low-income food entrepreneurs.

[i.c.stars](#)

i.c.stars offers technology-based workforce development and leadership training programs for low-income adults and then connects them with career opportunities.

[La Cocina](#)

La Cocina cultivates low-income food entrepreneurs as they formalize and grow their businesses.

[Raising a Reader](#)

Raising a Reader focuses on early literacy and family engagement for children up to eight years old. Known for sending children home with little red bags full of books, Raising a Reader has raised more than 1.7 million readers since 1999.

[Seed Spot](#)

Seed Spot supports impact-driven entrepreneurs in schools and communities.

Operating Responsibly

Content Trust and Safety

Providing consumers with reliable and useful information to help inform their spending decisions is critical to Yelp's mission, which is why we take industry-leading measures to maintain the integrity and quality of content on our platform.

[View section >>](#)

Data Privacy and Security

We are committed to providing a platform that respects users' privacy choices and safeguards their data.

[View section >>](#)

Providing Value to Businesses and Consumers

Our mission is to connect people with great local businesses.

[View section >>](#)

Content Trust and Safety

Yelp's mission is to connect consumers with great local businesses by giving them access to reliable and useful information. Consumer trust is one of our top priorities, which is why Yelp uses advanced technology and human moderation to protect the integrity and quality of content on our platform.

This approach is driven by our [automated recommendation software](#), reporting by Yelp's community of users and business owners, and [moderation efforts](#) focused on investigating content and platform activity. In fact, [economists](#), [industry experts](#), [the media](#), and regulators have acknowledged that, among online review platforms, Yelp is one of the most aggressive and successful at identifying and weeding out unhelpful and unreliable reviews.

Content Trust & Safety By The Numbers

All metrics calculated between January 1, 2024 and December 31, 2024.



23,300+

reported reviews removed for containing threats, lewdness, hate speech, or other inappropriate content*



551,200+

user accounts closed due to Terms of Service violations, including suspected deceptive or abusive behaviors***



39,200+

potential new business pages were rejected by Yelp's User Operations team for being associated with spammy behaviors, violating Yelp's policies****



1,480+

[Consumer Alerts](#) placed on Yelp business pages to warn users of abnormal review activity or other extreme attempts to mislead them**



21 million

reviews were contributed to Yelp in 2024, of which approximately 21% were either not recommended by our [automated recommendation software](#) or removed by our [User Operations team](#)**

For more detailed information, visit our [2024 Trust & Safety Report](#).

* Data is sourced from the U.S. only.

** Data is sourced globally.

*** Data is sourced globally. This number has been rounded and includes reviews that are currently recommended, not recommended or that have been removed.

**** Data is sourced from the U.S. and Canada.

[†] These account closures stem from both user reports and proactive investigations. When an account is closed due to suspected deceptive or abusive behaviors, the associated reviews are removed as well.

Ways We Maintain Content Integrity on Our Platform

Yelp's Automated Recommendation Software

To surface the most helpful and reliable content for consumers, Yelp's [automated recommendation software](#) evaluates all reviews on our platform based on hundreds of signals of quality, reliability, and user activity on Yelp. The recommendation software is entirely automated and applies the same objective rules to every business. The software is designed to recommend the reviews it determines to be the most useful or reliable. Those it doesn't recommend include reviews that may be unfairly biased — such as those written by people likely affiliated with the business or potential competitors — and reviews that may have been solicited. In 2024, we enhanced our automated recommendation software to better identify and not recommend reviews that are potentially generated by AI tools, reviews lacking details about the consumer experience, and solicited reviews, further protecting consumers and businesses from potentially less reliable content.

As AI tools gain popularity, we've enhanced our methods of detecting and mitigating AI-generated reviews. Our [Content Guidelines](#) require that reviews be written by the reviewers themselves and not be created by AI. Our commitment to review authenticity is supported by a [2025 YouGov survey](#), which found that 88% of review readers believe AI-generated reviews shouldn't be allowed on review platforms. Since 2023, we have significantly invested in new detection technologies powered by AI to better recognize and thwart AI-generated reviews on our platform. We remain committed to maintaining the integrity and quality of content on Yelp and continuing to enhance these efforts.

Content Moderation at Yelp

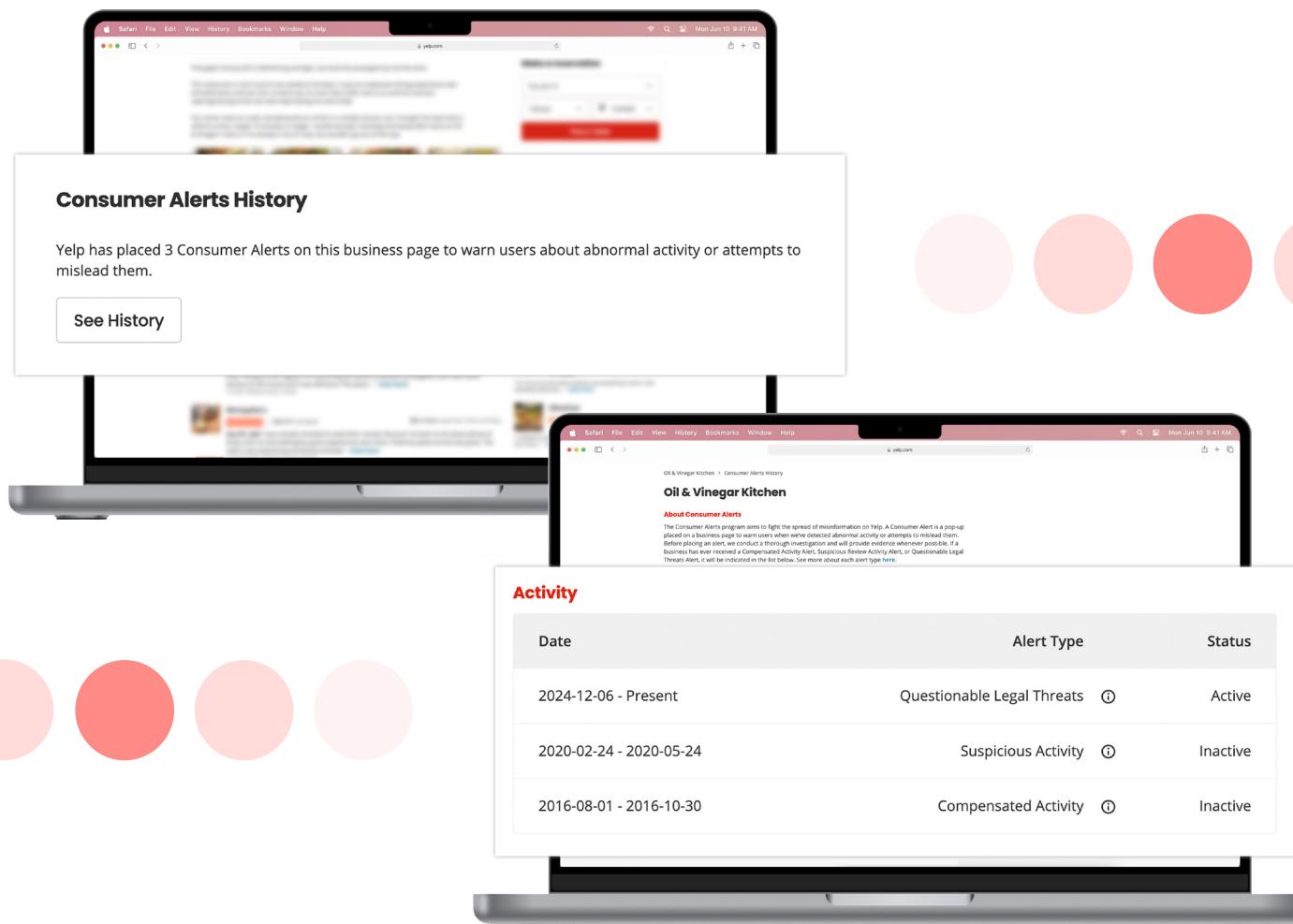
Yelp's User Operations team maintains the reliability and integrity of content on Yelp by protecting data quality, investigating potential fraud, and moderating content. They actively identify, investigate, and stop deceptive activity through a variety of measures, including removing bad actors from our platform.

The team conducts proactive investigations and also relies on consumers and business owners to report reviews or suspicious behaviors that violate our [Terms of Service](#) and [Content Guidelines](#). Moderators review flagged content and, if they determine that content violates our policies, will remove it from our platform.

Yelp's Consumer Alerts Program

We introduced our [Consumer Alerts Program](#) in 2012 to warn people when we find evidence of extreme attempts to manipulate a business's ratings and reviews. We've since expanded the program to include other egregious tactics that may harm consumers and unfairly put other businesses at a disadvantage.

In 2023, Yelp started publicly indexing the [latest](#) and [historical](#) Compensated and Suspicious Review Activity Alerts on our [Trust & Safety site](#). In 2024, Yelp introduced a [Consumer Alerts History section](#) on impacted Yelp business pages, which details any previous Compensated Activity Alerts, Suspicious Review Activity Alerts, or Questionable Legal Threat Alerts placed on the page in the past. This Consumer Alerts History section provides an additional way for people to learn about abnormal review activity or other deceptive practices identified by Yelp. It can be accessed via a link on desktop below the recommended reviews on business pages that have previously received those Consumer Alerts.



Activity			
Date	Alert Type	Status	
2024-12-06 - Present	Questionable Legal Threats	ⓘ	Active
2020-02-24 - 2020-05-24	Suspicious Activity	ⓘ	Inactive
2016-08-01 - 2016-10-30	Compensated Activity	ⓘ	Inactive

Types of Consumer Alerts

120 Compensated Activity Alerts were placed on business pages in 2024 to indicate that we caught someone offering payment in the form of cash, discounts, gift certificates, or other incentives in exchange for writing, changing, preventing, or removing reviews.* Yelp also issued 489 warnings to businesses for suspected one-time compensated or incentivized review behavior, to educate them about Yelp's policies against such conduct and prevent it from happening again.*

427 Suspicious Review Activity Alerts were placed on business pages in 2024 to warn when we've detected a large number of positive reviews coming from a single IP address, or reviews from users who may be connected to a group that coordinates the buying or selling of online reviews — otherwise known as a review exchange ring.* Yelp closed 1,300+ user accounts for being associated with review exchange rings or other suspicious review activity in 2024.**

16 Questionable Legal Threat Alerts were issued on business pages in 2024 when we received evidence that a business may be abusing the legal system to intimidate or silence a reviewer.*** For example, we typically place these alerts when we learn a business is making dubious legal threats or using contractual gag clauses.

920 Unusual Activity Alerts and/or Public Attention Alerts were placed on business pages in 2024 after an influx of Yelp reviews that did not reflect firsthand consumer experiences. Once the activity on the business page dramatically decreases or stops, we clean up the page so that it reflects firsthand consumer experiences. In 2024, we removed 56,900+ reviews associated with these alerts. The 2024 election year led to a 96% year-over-year increase in Unusual Activity Alerts related to political incidents, with the presidential campaign trail affecting more than 60 businesses on Yelp.***

For more detailed information on these alerts, visit our [Yelp Consumer Alerts page](#).

* Data is sourced globally.

** Data is sourced from the U.S. and Canada.

*** Data is sourced from the U.S. only.

Our Continued Commitment to Free Speech

For over a decade, Yelp has advocated for [strong laws](#) in opposition to [Strategic Lawsuits Against Public Participation](#) (or anti-SLAPP laws) at the [state](#) and [federal](#) level. When reviewers share their experiences with a business, they provide others with valuable and helpful information. Yelp is committed to fighting to protect their First Amendment rights.

In November 2023, Yelp filed a ["friend of the court" \(amicus curiae\) brief](#) before the Supreme Court of Nevada in *Mendoza v. Reyes*, in support of the administrator of a public Facebook news page who was being sued for libel and other claims by a Las Vegas tour service business over other people's comments about the business. A lower court in Nevada had denied the defendant's anti-SLAPP motion, but in June 2024, the Supreme Court of Nevada reversed the decision, [holding that the anti-SLAPP motion should have been granted](#) and the case dismissed.

In December 2023, Yelp also filed an [amicus curiae brief](#) explaining how bills like [Florida State Bill 7072](#) and [Texas House Bill 20](#) cause harm by limiting Yelp's ability to protect business pages and consumers from unreliable reviews. In July 2024, the U.S. Supreme Court delivered a substantial victory for First Amendment rights by vacating the appellate decisions concerning these laws, and reaffirming both that the First Amendment protects platforms like Yelp that compile and curate others' speech, and that a government cannot force those platforms to accommodate messages or views that the platforms want to exclude based on the government's "own conception of speech nirvana."

How Yelp Fights for Consumer Choice

For over a decade, Yelp [has advocated](#) to better protect consumers, businesses, and competition from Google's harmful self-preferencing and other anticompetitive conduct.

On August 28, 2024, Yelp filed [an antitrust lawsuit](#) against Google in federal court in San Francisco. The case highlights how Google, the largest gateway to the internet, abuses its monopoly in general search to unfairly dominate the local search and local search advertising markets.

Yelp is seeking a remedy that both addresses Google's past misconduct and protects against future anticompetitive behavior. When companies like Yelp have the opportunity to compete, it changes the paradigm for how consumers access information online. A level playing field where Google competes fairly will allow new innovations to emerge for the benefit of consumers and businesses.

Data Privacy and Security

User Privacy

At Yelp, user privacy is not just a priority — it's a cornerstone of our business ethos, embodied in our "Protect the Source" value. We are committed to transparency, ensuring our users are fully informed about how their data is collected, used, and retained. Our [Privacy Policy](#) is designed to be accessible and comprehensive, detailing our data practices and our adherence to evolving data protection laws.

We support the First Amendment rights of our reviewers, safeguarding their ability to express opinions freely. Our Legal team rigorously evaluates any legal demands seeking personal information, checking for compliance with applicable laws while protecting user privacy. In 2024, Yelp avoided producing personal information related to 92% of user accounts that were the subject of legal demands from law enforcement and government agencies, or 98% if legal demands related to private civil litigation are included.*

Combating Bad Actors

In Yelp's pursuit to "Protect the Source," we employ a sophisticated cybersecurity framework designed to thwart the efforts of bad actors that is informed and built upon NIST CSF, SOC2, and ISO27001 standards. The digital landscape is fraught with threats such as malware, denial of service attacks, and social engineering tactics. Our efforts to counter these include leveraging AI-driven threat detection systems that provide real-time monitoring and rapid response capabilities. We also work with skilled external security researchers from around the world through our [Bug Bounty](#) program. These individuals offer different perspectives that enable us to better identify and fix vulnerabilities in our products.

We take significant measures to identify, assess, and manage cybersecurity risks, working diligently to protect our networks and systems as well as the data of our users, customers, partners, and employees. We work to reduce security risks by embracing data minimization principles, which includes limiting data collection to only what is needed to provide our services and support our business processes.

We are continuously refining our security practices to help Yelp remain a safe, reliable platform for millions of people to connect with great local businesses.

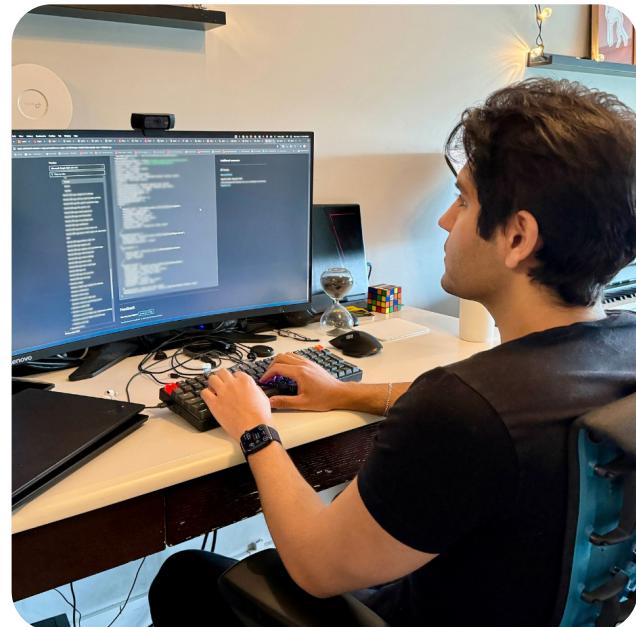
* Data is sourced from the U.S. only.

Employee Education and Empowerment

We recognize that our employees are the first line of defense against cyber threats. To empower them to recognize and respond to cybersecurity risks, we've developed a comprehensive cybersecurity education program that emphasizes awareness and proactive risk management. Our IT and Engineering Security teams spearhead initiatives like "Hacktober," an annual event aligned with National Cybersecurity Awareness Month in October, to foster a culture of security consciousness.

In 2024, we launched an innovative, gamified Escape Room experience to enhance employee training and security awareness. This interactive approach equips our team with the skills to identify phishing attempts, securely access corporate systems, and take decisive actions to protect Yelp's digital assets. Regular hackathons further encourage our Product and Engineering teams to collaborate on creative security solutions, fostering an environment of continuous learning and innovation.

We also encourage employees to leverage generative AI tools to allow them to focus on higher-value and more meaningful work. To facilitate the adoption of these technologies, we implemented a Generative AI Acceptable Usage Policy as well as tailored policies and procedures governing the use of AI by individual teams across Yelp. These policies help guide employees to use AI tools in a manner consistent with company standards, emphasizing the importance of using approved tools through official Yelp accounts and seeking managerial approval for any external use of AI-generated content. By adhering to these guidelines, employees can maximize the benefits of generative AI tools.



Providing Value to Businesses and Consumers

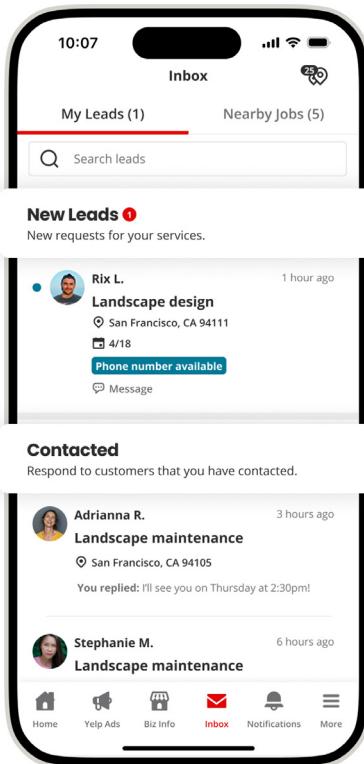
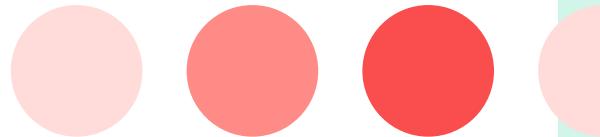
As our community has grown, we've stayed true to our mission: helping consumers connect with great local businesses.

Enhancing the Yelp Experience

Yelp has long used AI to create helpful solutions for our users, and we continue to thoughtfully develop AI features. In 2024, we introduced more than 80 new features and updates, harnessing the power of AI to improve the Yelp experience for both consumers and business owners, enhancing the discovery experience, facilitating more seamless connections with service providers, and helping local businesses succeed.

As part of our commitment to helping consumers find the right business for their needs, Yelp launched AI-powered business summaries in January 2024. These summaries leverage large language models (LLMs) to parse recent reviews and describe what consumers can expect at the business, such as the atmosphere, service, amenities, value, or a popular dish. In December 2024, we introduced AI-powered Review Insights, which uses LLMs to highlight reviewer sentiment on factors such as food quality, service, and wait times to help users make informed decisions more efficiently.

The Home Services category was the major focus of our strategy in 2024, and we introduced a number of updates to make it even easier for consumers to complete any project. In April 2024, we launched Yelp Assistant, which uses conversational AI to intelligently guide consumers through the process of discovering, connecting with, and hiring services professionals. With its effective and precise matching capabilities, Yelp Assistant delivers highly relevant, detailed leads to businesses, enabling service pros to more efficiently assess projects and get hired. We continue to enhance the Yelp Assistant experience, with expanded platform availability and new conversational prompts in search announced in December 2024.



We also launched [Request a Quote for Brands](#) and a suite of features for multi-location services businesses in 2024. Request a Quote for Brands allows multi-location services businesses to reach more high-intent consumers, with a Leads API that allows them to manage leads across all their locations seamlessly within their existing customer management tools.

We are committed to helping local businesses succeed by connecting them with our high-intent audience. In 2024, we introduced Yelp's AI-powered smart selection for advertisers, which leverages LLMs to select the best reviews and photos to showcase — optimizing their ads for the highest return.

Yelp also launched the Yelp Fusion AI API in 2024, which allows third-party platforms to create more nuanced natural language search experiences powered by Yelp content — even if partners have no previous AI products or experiences. More broadly, Yelp Fusion has enabled consumers to access our high-quality information through third parties across the web, on mobile and in cars and homes since 2016.

With dozens of AI updates and features on our 2025 roadmap, we remain focused on strengthening connections between business owners and consumers.

Elevating Local Economies

Our support of business owners goes well beyond providing a platform where consumers can access information about their business. We want to help both national and local businesses succeed and grow. We do this in a number of ways, including promoting businesses through our "[Behind the Review](#)" podcast, which features conversations with business owners about their experiences on Yelp. We also conduct industry events, proactively share insights based on our [rich dataset](#), and spotlight businesses that are beloved in their local communities.

Our extensive, reliable data positions us at the forefront of cultural and industry trends. We use this data to highlight businesses that have successfully expanded their reach and influence, from regional favorites to major brands. Businesses featured on Yelp's data-driven lists like "[Top 100 Places to Eat](#)" or "[Top 100 Local Businesses](#)" often experience increased visibility and customer foot traffic, underscoring the positive impact of Yelp's recognition.

We also believe that to find the greatest success on Yelp, business owners need to know how to best use the tools in our product suite to meet their needs. Yelp provides opportunities for businesses to gain deeper insight into our products through summits featuring industry-leading speakers, networking events with industry peers, and on-demand online resources.

Through these initiatives, our goal is to foster connections between consumers and the businesses they love. Yelp is committed to driving value and growth for businesses across North America.

Customer Story: Steve's Auto Care

[Steve's Auto Care](#) is a repair shop in Novato, California that specializes in Japanese cars. Steve has [three foundational principles](#) that have allowed him to build a base of long-time, loyal customers: A firm policy against upselling, fair support and pay for employees, and a commitment to letting his reputation grow organically through reviews and word of mouth. As of February 11, 2025, Steve's Auto Care has 4.9 stars and more than 270 reviews, with customers noting that the shop is "[the kind of place](#) you keep going back forever" and "[a staple in the community](#) that represents fair pricing and above and beyond service."



“It's really about ethics and integrity. We're not here to just do business. We're here to build relationships that last a lifetime.

Yelp has provided me with more business out of all the resources that I've had. [With reviews,] it's one of these things that you have to let happen organically...you have to just keep running your business and doing the right thing and knowing that good will come out of it.

- Steve Lite, owner of Steve's Auto Care



Accessibility Attributes

In 2024, Yelp worked with disability inclusion leaders [Disability:IN](#), the [American Association of People with Disabilities \(AAPD\)](#), [Open to All](#), and [The Arc](#) to introduce eight new searchable accessibility attributes to help users find businesses that meet their accessibility needs. To enhance the accessibility of Yelp's platform, we also rolled out new improvements to better support people with visual impairments, including AI-powered alternative text descriptions for photos, improved color contrast, and other enhanced screen reader functionality. We continue to make progress in improving accessibility on our platform, and we're always evolving Yelp to improve the experience for consumers and businesses.

Yelp also created a new [Accessibility Resource Hub](#) for businesses, which offers information and tools to help business owners learn more about and implement inclusive practices for their customers with disabilities.

Yelp's accessibility attributes are part of a broader suite of business attributes that we provide on our platform. In recent years, we've also introduced ways for businesses to self-identify as Asian-owned, Black-owned, Latinx-owned, LGBTQ-owned, Veteran-owned, or Women-owned, with identity attributes that are searchable and visible on their Yelp business page. Additionally, Yelp provides businesses with the ability to indicate if they are Open to All, distinguishing the business as a safe and welcoming place to everyone regardless of ethnicity, race, sex, national origin, religion, disability, sexual orientation, gender identity, or gender expression.

We also offer a number of searchable eco-friendly business attributes, like Plastic-free packaging and Provides reusable tableware, that businesses can select to communicate their sustainability practices to consumers.

By The Numbers: Accessibility Attributes*

Accessible parking near entrance:
210,300+

ADA-compliant main entrance:
169,800+

ADA-compliant restroom:
132,600+

ASL proficient:
32,800+

Braille menus available:
500+

Closed captioning on TVs:
13,100+

No steps or stairs:
185,500+

QR code menus available:
20,800+

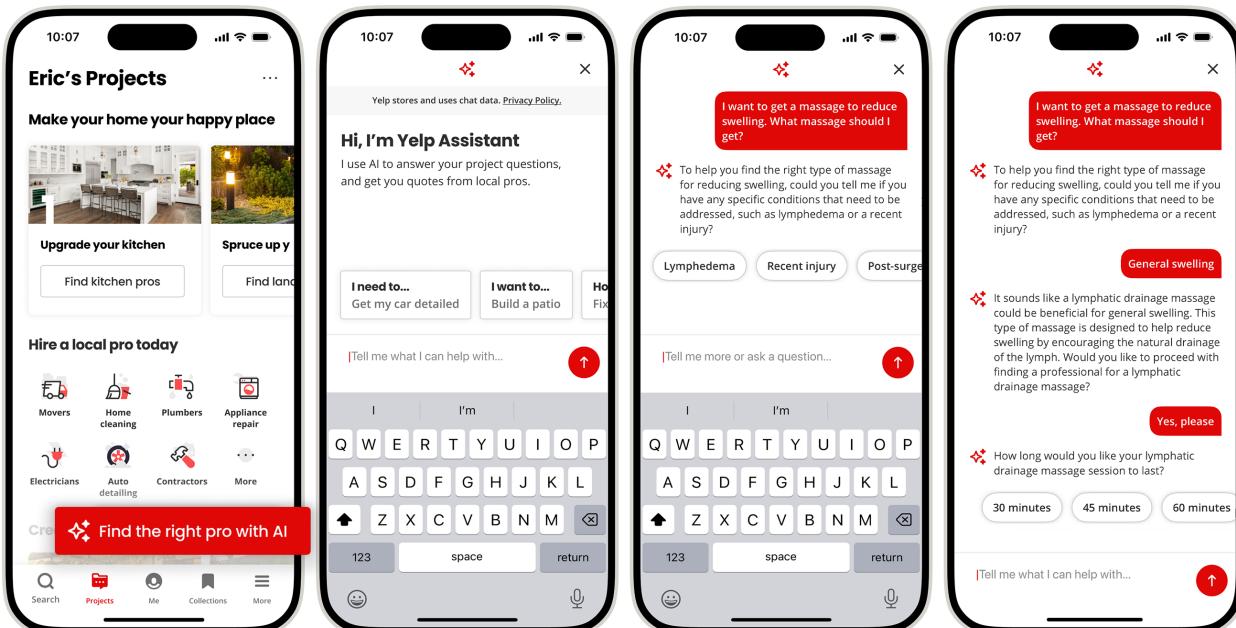
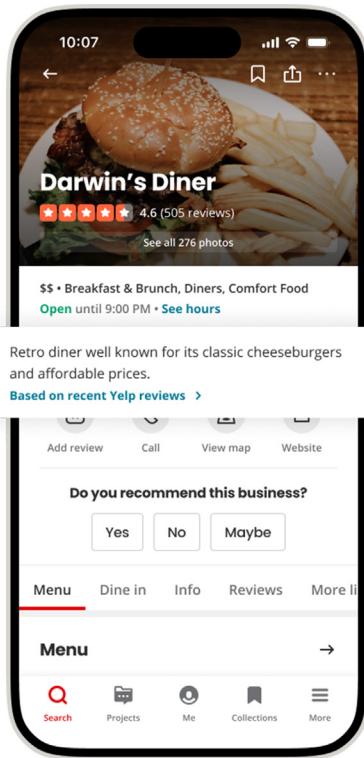
Wheelchair accessible:
808,600+

* This data reflects claimed businesses that have elected to use these attributes as of March 27, 2025.

How AI is Driving Product Innovation at Yelp

AI isn't just powering the features our consumers and businesses use — it's a core part of how we design, build, and ship products at Yelp. Our engineering teams are using AI to move faster and focus on higher-impact work. Yelp engineers use our internal AI tool Chatbench as a thought partner for complex software and machine learning problems as well as code migration, and utilize GitHub Copilot for routine tasks like coding and debugging — allowing them to focus on more complex engineering challenges unique to Yelp. AI has played a significant role in automating routine tasks at Yelp, including migrations and upgrades, and enhancing our testing and development environments.

One way we measure our engineering progress at Yelp is through "time to ship" — the time it takes for a feature to move from idea to live code. From 2022 to 2024, we improved time to ship by 60%, with AI adoption contributing alongside several other initiatives. We're excited about the continued possibilities of AI, and we continue to experiment with new ways to use AI to drive internal efficiencies and foster a culture of innovation at Yelp while being mindful of the technology's environmental impacts.



Environmental Commitment

Our Carbon Footprint

We are dedicated to our ongoing sustainability efforts to protect our planet for future generations. As part of this work, Yelp is committed to achieving net zero by 2031 through a science-aligned operational reduction plan.

[View section >>](#)



Our Carbon Footprint

Yelp remains committed to making progress toward our goal of achieving net zero by 2031, and we continually look for opportunities to further integrate sustainability into our business operations and company culture. Our approach combines action and investment with education to encourage Yelp employees to extend our efforts within their homes and communities.

Assessing Climate Risk

Our commitment to environmental stewardship includes understanding our climate-related risk and communicating with our stakeholders. As part of this commitment, Yelp conducted an assessment in 2024 to better ascertain how climate risk impacts our overall business operations and financial planning. While the assessment found that the impact of climate-related risk on our business is minimal, Yelp recognizes the potential impact of climate-related events on our employees as well as the local businesses we serve in areas that experience issues like temperature extremes or water scarcity. Yelp's sustainability initiatives have been and will continue to be informed by the needs of the communities we serve, and we will continue to periodically assess climate-related risk moving forward.

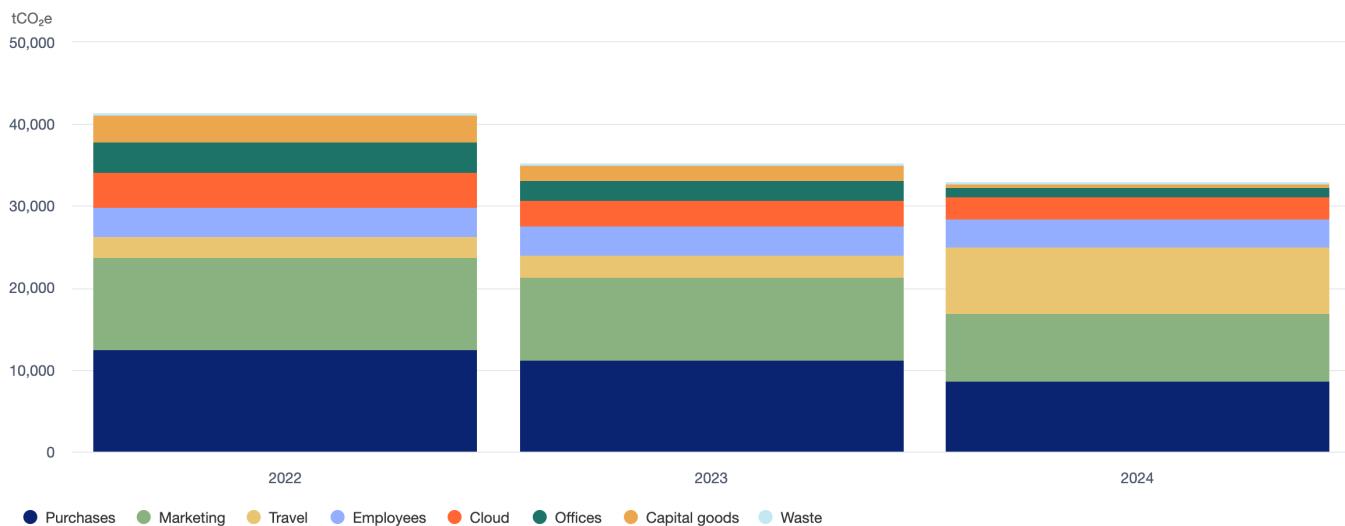
Progress Toward Net Zero

Yelp's net corporate emissions were 32,807 metric tons of CO₂e in 2024, a decrease of 6% from the prior year. While we did see an increase in carbon emissions from travel in 2024 due to our efforts to foster in-person connection, we achieved a significant reduction in carbon emissions from goods and services spend which we attribute in part to decarbonization progress from our suppliers.

Because AI will continue to play a significant role in Yelp's products, we are actively working with our data center partners to better understand our AI-based emissions and how we can optimize our AI usage while continuing to invest in projects that will positively impact our carbon footprint.

In 2024, we transitioned our carbon footprint methodology from the U.S. Environmentally Extended Input-Output (US EEIO) model to the Comprehensive Environmental Data Archive (CEDA) model, enhancing our ability to calculate the Scope 3 emissions that make up the bulk of our carbon footprint. The net corporate emissions shown in the chart below display Yelp's corporate emissions as calculated using the CEDA model.

Emissions By Year



Yelp's strategy to reduce our carbon footprint includes:

- **Decarbonization - Vendors:** In 2024, more than 48% of our existing vendor spend came from companies that made commitments to reduce their carbon footprint. We also began asking select incoming suppliers to fill out a risk assessment form that includes details about their sustainability initiatives.
- **Decarbonization - Employees:** We launched the Sustainable Living Lab, a series of micro-learnings with the goal of educating employees on how to decrease their carbon footprints.
- **Voluntary Carbon Markets (VCM):** Yelp thoroughly vetted carbon marketplaces to begin purchasing a portfolio of carbon removal credits to [offset a portion of our emissions](#).
- **Decarbonization - Electricity:** Yelp has reduced its carbon footprint through office closures and the purchase of clean power for existing offices. We invested in a virtual power purchase agreement (VPPA) in 2023, which went live in 2024.

Investing in Carbon Removal

Carbon offsetting through investment in carbon removal projects is one of the components of Yelp's net zero strategy. In 2024, we undertook a robust process to identify the right partners and projects to help offset our carbon footprint as we ramp to net zero. We conducted comprehensive due diligence, with rigorous evaluation of project integrity, including a thorough understanding of project permanence, additionality and co-benefits. Yelp has been intentional in our approach to carbon offsetting and acknowledges the need and opportunity for strategic investments in effective carbon removal projects.

In December 2024, Yelp invested approximately \$363,400 into carbon removal projects in regenerative agriculture and afforestation — which are two key levers to help reduce global net emissions — that have potential to provide immediate and tangible impact. You can find more information on Yelp's 2024 carbon removal investments [at this link](#), which provides disclosures governed by the California Voluntary Carbon Market Disclosures Act.

Project Focus Areas

Regenerative Agriculture

Yelp is investing in a project in the sustainable agriculture and scalable carbon removal space which incentivizes farmers to take actions like adding cover crops, diversifying crop rotation, reducing or eliminating tillage, improving nitrogen timing to improve soil health, and increasing soil carbon storage over a period of five years. In return, farmers receive 75% of the value of the carbon credits they generate. This project holds the potential to benefit both the environment and the farmers, who can reap economic and ecological benefits like improved crop yields, better water retention, and reduction in synthetic inputs.

Afforestation and Sustainable Development

Another of Yelp's investments is a partnership with thousands of small groups of subsistence farmers in East Africa who plant trees on their land and then retain ownership of the trees and their products. Groups of 6-12 farmers work together to gain assistance in the planting and management of their land, and exchange skills and knowledge.

Did you know? Afforestation is the practice of planting trees in new areas. Reforestation, by contrast, involves planting trees in areas that were previously forested.

This project enforces annually rotating leadership to mitigate any inequality within these groups, proving an innovative and effective solution. Today, farmers collect seeds, plant trees, maintain groves, monitor results, and receive 70% profit share from the sale of dual-validated and verified carbon credits. The program has grown to include as many as 137,000 farmers growing more than 23.7 million trees, sequestering over 9.2 million tons of carbon.

Empowering Employees to Make an Impact

As a fully remote workplace, our environmental impact is tied to home offices spread across the globe instead of a few office locations. Because our employees play a significant role in helping us reach our net zero goal, we are working to equip them with tools to better understand and reduce their environmental impact. As part of our employee education efforts, Yelp launched a six-part Sustainable Living Lab series in 2024.

The Sustainable Living Lab is made up of short episodes that include actionable tips on making sustainable choices. The series, which continues into 2025, touches on topics like how to calculate carbon footprint and reduce the carbon impact of the technologies used on a daily basis. Employees also have a platform to share progress and collaborate with each other as they work to put their learnings into practice. We plan to continue creating educational content for our employees to highlight how even seemingly small actions can make a broader impact. Initial employee feedback and participation in the series has been overwhelmingly positive.

Yelp's Solar Investment Comes Online

Last year, we shared our five-year investment in a fixed-price virtual power purchase agreement to support the construction of renewable power projects in Michigan. These projects serve a power grid that spans 13 states and Washington, D.C. We're excited to report that construction is now complete and the facilities are fully operational. We expect this investment to offset approximately 1,000 pounds of CO₂/MWh — equivalent to the estimated total electricity emissions from our offices and remote employees in North America over five years.

The five new solar plants are a step towards Michigan's goals of transforming its grid. As of [February 2025](#), only about 12.4% of Michigan's electricity was sourced from renewables.

These solar projects will help establish supply chains and employ local workers needed to deliver Michigan's ambitious clean power targets.

Partner and Supplier Sustainability

As a digital platform, Yelp's Scope 1 and Scope 2 greenhouse gas emissions are relatively low, with more than 95% categorized as Scope 3. However, we recognize the consequences of all our emissions, both direct and indirect, and are working with our partners and suppliers to gain a better understanding of their business practices and any associated risk.

We use Amazon Web Services (AWS) to host the majority of our platform, similar to many other software companies. This places responsibility on Yelp and others to consider the impact of AI workloads on our carbon footprint. Energy consumption and carbon emissions from data centers and AI hardware present new environmental challenges that Yelp is partnering with AWS to better understand and measure. AWS is actively working to mitigate these impacts through renewable energy sourcing, efficient infrastructure, and AI-driven optimization. For more details on AWS's sustainability efforts, visit [Amazon's sustainability website](#).



Transparency

Ethics

We are focused on supporting a climate of honesty, fairness and integrity in our strategy and operations.

[View section >>](#)

Corporate Governance

Pursuing our company mission goes hand in hand with our commitment to corporate governance practices that promote long-term shareholder value.

[View section >>](#)

Management Approach

Yelp's values are at the center of the day-to-day management of our business, from our approach to content trust and safety to the employee experience.

[View section >>](#)

Ethics

Each person at Yelp plays a vital role in ensuring honesty, fairness, and integrity in our strategy and operations.

Code of Conduct

Our Code of Business Conduct and Ethics (the “Code of Conduct”) applies to all of our employees, officers, and directors. All Yelp personnel are expected to conduct Yelp business legally and ethically. In addition, our Foreign Corrupt Practices Act Policy specifically prohibits bribing foreign officials and requires Yelp personnel to follow applicable standards, principles, laws, and Yelp policies and procedures for accounting and financial reporting.

Roles and Responsibilities

Yelp’s Compliance Officer is responsible for overseeing a program of awareness and training to facilitate compliance with Yelp’s Code of Conduct. The Compliance Officer is also responsible for investigating possible violations of the Code of Conduct.

The Nominating and Corporate Governance Committee of Yelp’s Board of Directors (“Board”) is responsible for periodically reviewing company policies to determine their adherence to the Code of Conduct and making recommendations to the Board and management for improvement as appropriate.

The Audit Committee of the Board is responsible for reviewing the results of management’s efforts to monitor compliance with the company’s programs and policies designed to ensure adherence to applicable laws and regulations, as well as to its Code of Conduct.

Training and Compliance

Yelp conducts annual training sessions to refresh employees’ familiarity with the Code of Conduct. New employees receive training on Yelp’s Employee Handbook, which includes the Code of Conduct, as part of onboarding. Yelp also provides separate training focused on Sales-specific policies to its Sales team, and audits their compliance with Yelp’s policies through a specialized team outside of the Sales organization.

Reporting Concerns

Yelp takes accusations of misconduct very seriously. We maintain a whistleblower policy that provides a hotline for the anonymous submission of concerns by our employees or third parties such as consultants, vendors, collaborators, partners, stockholders, and competitors. Yelp has a non-retaliation policy in relation to any reports of unlawful conduct that it receives. We work to provide timely and thorough responses to whistleblower hotline submissions.

Anonymously Report Complaints or Concerns by:

- (i) leaving an anonymous message via toll free telephone at 1-855-893-7024
- (ii) sending an anonymous message through www.clearviewconnects.com, or
- (iii) delivering the complaint anonymously via regular mail to the Compliance Officer at Yelp Inc., 350 Mission Street, 10th Floor, San Francisco, CA 94105.

Corporate Governance

Pursuing our company mission goes hand in hand with our commitment to corporate governance practices that promote long-term shareholder value.

Key Highlights

To promote the objective evaluation and oversight of management, we maintain an independent Chairperson of our Board, separate from our Chief Executive Officer. In addition to our Chief Executive Officer, our Board included eight independent directors as of December 31, 2024. The Board represents a broad range of expertise, experience, viewpoints, and backgrounds, as well as a mix of tenure of service on our board. Of these eight independent directors, four are gender or ethnically diverse. As of December 31, 2024, half of the independent directors were first elected to our Board within the previous five years, reflecting the meaningful Board refreshment that our Board has undertaken in recent years. Please see our latest [Proxy Statement](#) for information on our current Board composition.

Governance Structure and Responsibilities

The Board is selected by stockholders to provide oversight of, and strategic guidance to, Yelp's management. The functions and responsibilities of the Board and its committees include:

Full Board of Directors: Among other things, responsible for reviewing, approving and monitoring fundamental financial and business strategies and major corporate actions, assessing major risks facing Yelp and considering ways to address those risks, selecting and overseeing management, and reviewing and providing guidance to management on risks and issues such as AI and ESG.

Nominating and Corporate Governance Committee (Nominating Committee): Oversees our corporate governance matters, including Board composition, size and structure, director independence, and our corporate governance policies as well as succession planning for the Board and management.

Audit Committee: Oversees our corporate accounting and financial reporting processes, systems of internal control over financial reporting, audits of our financial statements, and the quality and integrity of our financial statements in our reports.

Compensation Committee: Oversees our compensation policies, plans and programs, and reviews and determines the compensation to be paid to our executive officers and directors.

Maintaining good corporate practices promotes alignment and integrity across our organization. Our Board and all standing committees conduct annual self-evaluations to assess their functionality and address areas of opportunity.

ESG Responsibilities

Several teams across Yelp are responsible for specific ESG topics, with broader oversight provided by Yelp's ESG Council. The ESG Council is led by the Chief Financial Officer and Chief Culture Officer, and consists of representatives from Yelp's Legal, Finance, Investor Relations, Communications, Workplace, People, and IT teams. The ESG Council meets monthly and is responsible for setting the overall strategy of Yelp's ESG programs and communicating such strategy to the Board on a regular cadence to invite input at the highest levels of the organization.

Our Chief Culture Officer is responsible for the Social Impact team. With the support of the broader executive team, the Social Impact team is focused on embedding our ESG priorities throughout the company.

The Board and its committees have responsibility for risk and operational oversight of the following ESG-related issues:

Board/Committee	Areas of ESG-related Oversight
Full Board of Directors	<ul style="list-style-type: none">Corporate culture, talent planning, and other human capital management mattersAdvocacy on matters of public policy such as regulation of the technology industry and antitrust policyApproach to trust and safety
Audit Committee	<ul style="list-style-type: none">Ethics and compliance programsCapital allocationAI oversight
Compensation Committee	<ul style="list-style-type: none">Employee compensation and benefit programs, well-being, and engagement
Nominating and Corporate Governance Committee	<ul style="list-style-type: none">Board composition, including diversity of experience and viewpointsMonitoring of significant ESG trendsESG reportingInvestor feedback on ESG matters

Shareholder Engagement Metrics

Beyond our annual shareholder meeting, we are committed to having regular, constructive conversations with shareholders throughout the year to help us identify and prioritize issues that matter. As part of our ongoing outreach efforts, we reached out to or responded to meeting requests from stockholders collectively representing approximately 75% of our outstanding shares held by non-affiliates in 2024.*

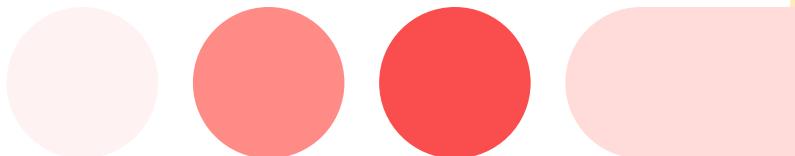
Management Succession Planning

While the Board retains ultimate oversight of and decision-making authority for executive succession plans, and is actively engaged in the planning process, succession planning is a shared responsibility among the Board, Nominating Committee, and senior management.

The Board, with the support of the Nominating Committee, reviews the Company's executive succession plans at least annually. The Board also reviews emergency succession plans to ensure leadership continuity in the event of the unexpected departure or incapacity of a key executive.

The Nominating Committee is primarily responsible for overseeing the succession planning process on behalf of the Board. The Nominating Committee's in-depth review of management's succession plans also provides a basis on which to make recommendations to the full Board regarding the identification, development, and readiness of potential successors. In addition, the Nominating Committee monitors the Company's leadership development and talent management programs to help support a strong pipeline of future leaders.

Our Chief Executive Officer and Chief Operating Officer, with the support of our Chief People Officer, are responsible for identifying and developing internal candidates for key leadership roles and for providing the Board with regular updates on the readiness of potential successors.



* Excluding shares held by Yelp's officers and directors.

Management Approach

Employee Experience Management Approach

Governance

The Compensation Committee of the Board oversees our compensation policies, plans, and programs, including administering our equity incentive plans and establishing policies with respect to equity compensation arrangements. The Compensation Committee meets quarterly. The Board and Nominating Committee are also engaged in annual discussions about succession plans and talent bench strength for key executive-level positions.

Each department at Yelp has an aligned Employee Advocate Partner who conducts investigations into employee concerns. Employees can report problems to their manager, directly to the People team, or anonymously to the Compliance Officer through mail, or our whistleblower hotline or website. All concerns are thoroughly investigated by our Advocate Partners or other appropriate personnel and, if substantiated, we take action to remediate the situation and seek to prevent future occurrences.

Policies

Yelp has zero tolerance for unlawful harassment, discrimination, or retaliation.

Sentiment

We conduct a number of anonymous employee surveys throughout the year that we use to implement new benefits and programs as well as adjust those currently in place.

Recruiting

We are committed to building a diverse talent pipeline and promoting opportunities equitably. We've partnered with organizations like historically Black colleges and universities, PowerToFly, HBCU Connect, Women in Sales, Circa Diversity Job Boards, and National Sales Network to expand our talent pipeline and better connect with high-caliber talent from diverse and underrepresented backgrounds. We also support YERG members who volunteer to speak on panels and connect with potential candidates.

Training

We conduct annual compliance training aimed at preventing harassment, discrimination, and retaliation.

Learning and Development

We take a strengths-based approach to development at Yelp. Biannual career conversations support partnerships between employees and managers as they engage in proactive discussions about performance, development, and career advancement. Our Learning and Development teams regularly create curricula designed to foster professional growth and on-the-job learning, aligned with employee feedback and our remote work approach.

In 2024, we introduced new online and instructor-led training to support mentor and peer coaching, and introduced “Connected by Conversations,” a toolkit designed to help employees master six important career conversations they’ll have over the lifecycle of their career. Yelp also launched generative AI training for employees in 2024, with a focus on responsible use as well as skills like prompting and persona building.

This past year, employees completed a total of 68,574 hours of training, including both managers and non-managers.*

Performance

At Yelp, we make a point of tracking and sharing progress on an ongoing basis. Regular, ongoing departmental monitoring promptly identifies and addresses areas of opportunity.

Communication

Yelp shares employee survey feedback and changes to policies and practices based on that feedback at Town Hall meetings and through internal employee communications.

* Reflects training hours recorded through our employee learning platform.

Diversity, Inclusion, and Belonging

Governance

Our Chief Financial Officer and Chief Culture Officer are the risk owners of ESG-related matters, including those related to diversity, inclusion, and belonging, and fulfill their responsibilities through consultation with the Board, its committees, and the ESG Council.

Policies

We encourage our employees to bring their whole professional selves to work, and embrace differences in ethnicity, race, disability status, age, family, history, gender identity and expression, sexual orientation, religion, veteran status, socioeconomic status, physical or mental ability, national origin, and other elements that enrich Yelp's culture.

Yelp is an equal opportunity employer with zero tolerance for unlawful harassment or discrimination of any kind, including, but not limited to, harassment or discrimination based on the characteristics above. Our prohibition against harassment and discrimination applies to the conduct of our employees, as well as our users, advertisers, vendors, independent contractors, and other third parties involved in our operations.

Yelp's Code of Conduct also prohibits retaliation for reporting actual or suspected violations of the Code of Conduct. If any employee believes they have been subjected to any harassment, threat, demotion, discharge, discrimination, or retaliation by the Company or its agents for reporting complaints in accordance with this policy, they may file a complaint with our Compliance Officer.

Yelp respects gender identity and allows employees to self-identify their gender, name and/or pronoun, including gender-neutral pronouns, and will identify the employee in accordance with the employee's current gender identity and preferred name. This is not only a policy; it's a commitment to continuously working toward eliminating gender identity-based discrimination.

Management Systems

Within our People team, Advocate Partners handle employee relations incidents with guidance from our Legal team. We use an employee relations platform to track, manage, and report on employee relations matters. All reported incidents are documented and thoroughly investigated by Yelp's Advocate Partners and action is taken where appropriate. In all cases, our goal is to protect employees and prevent future occurrences.

Practices

Yelp's diversity, inclusion, and belonging (DIB) policies are applicable, but not limited, to recruitment and hiring, compensation and benefits, leadership training, learning and development, career advancement, recognition and rewards, employee resource groups support, events, the language we use, our recognition of intersectionality, and our everyday operations.

We work toward building a diverse candidate pool from the outset. We offer a 5-star benefits program and a culture that encourages all employees to continue to work with us.

Training

Yelp hosts mandatory, organization-wide DIB training modules to enable employees to create an inclusive workplace where everyone can feel they belong. We also conduct DIB workshops that educate on bias, social identity, and cultural differences, among other topics.

Pay Equity

Yelp is committed to pay equity for all employees, focusing on the principle that compensation should be determined by the role, responsibilities, and qualifications of the employee, rather than personal characteristics. In 2024, Yelp engaged a third-party vendor to help conduct a pay equity analysis as part of our overall review of our compensation practices. Yelp is dedicated to ongoing scrutiny and adjustment of pay equity, conducting regular reviews, and implementing adjustments where necessary to promote fair compensation across all employees.

Culture Team

Our Culture team uses a DIB lens to enhance the employee experience through specially designed programs and partners with the company's Communications team to spread awareness.

Reporting

We invite employees and candidates in certain locations to voluntarily provide demographic data, consistent with local laws. We use this data for purposes of fulfilling mandatory government reporting requirements in the U.S. and internationally, as well as to better understand representation across dimensions such as race, ethnicity, gender, leadership, hiring, and attrition. Each year, we also survey employees to gather feedback on their experiences and perceptions related to DIB at Yelp. This includes how supported they feel and how inclusive they find our culture. We share these insights internally to help inform and improve our ongoing efforts.

Content Trust and Safety Management Approach

Public Policy Advocacy

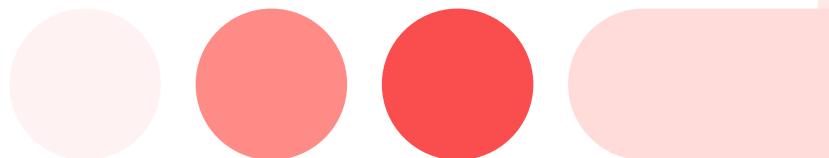
We view advocacy and public policy engagement as an important part of our mission to connect consumers with great local businesses. We're a high-profile, respected voice in a number of areas including free and fair competition on the internet, protecting consumer rights and privacy, and promoting free speech online.

Management Approach

To help set the tone for discourse on our platform and cultivate helpful content, we've established Content Guidelines, which include General Guidelines and guidelines specific to different forms of content. Yelp's Content Guidelines, among other things, make clear that:

- User contributions should be relevant; for example, reviews should not be a vehicle to rant about politics
- Content should be appropriate and not, for example, include hate speech or threats
- Contributions should not constitute a conflict of interest
- Users should respect the intellectual property rights of others

For more detailed information, please visit Yelp's [Content Guidelines](#) page.



Cybersecurity Management Approach

Governance

Yelp's dedicated Engineering Security team regularly reviews cybersecurity threats and risks to the Company with the Audit Committee of the Board, as well as the processes the Company has implemented to address them. The full Board also receives appropriate updates relating to cybersecurity matters.

Cybersecurity Policy

We have implemented and maintain various information security measures, processes, standards, and policies designed to identify, assess, and manage material risks from cybersecurity threats to our critical computer networks, third-party hosted services, communications systems, hardware and software, and our critical data, as well as the data of our users, customers, partners, and employees. Additional information about Yelp's cybersecurity governance, practices, and policies can be found in our most recent Annual Report on Form 10-K in the section titled "Item 1C. Cybersecurity."

Employee Cybersecurity Training

We work to empower employees to recognize and respond to cybersecurity risks. All employees are required to complete Security Awareness Training as part of Yelp's required annual compliance training, and our IT and Engineering Security teams work to keep employees informed about cybersecurity best practices throughout the year. Additionally, our IT and Engineering Security teams host "Hacktober" each October to promote security awareness, as previously described.

AI Policy

The Audit Committee provides high-level oversight of risks and opportunities related to our use of AI. In 2024, we developed and implemented a company-wide AI acceptable use policy as well as tailored policies and procedures governing the use of AI by individual teams across Yelp. These policies are designed to help our employees use AI in a manner that aligns with our values, supports our mission, and complies with applicable laws and standards. Team leaders are responsible for monitoring compliance with internal policies and industry best practices, and escalating significant issues to executive leadership and the Audit Committee as appropriate.

Carbon Footprint Management Approach

Governance

The Nominating and Corporate Governance Committee of the Board provides oversight for various governance and disclosure issues, including those related to the environment, carbon footprint, and climate. The full Board also receives regular updates relating to Yelp's ESG efforts.

CDP Disclosure

In 2024, Yelp participated in CDP for the third consecutive year, underscoring our ongoing commitment to environmental goals — including achieving net zero by 2031. This year, we submitted the Climate Change Questionnaire and received a score of C, reflecting awareness-level engagement. While we are still at the beginning of our journey, we're encouraged by the progress since 2022 and will use our CDP score to further inform our efforts.

VPPA Disclosure

Yelp has invested in a virtual power purchase agreement (VPPA), which we expect to offset more than 100% of our North American electricity emissions between 2025 and 2029.

Carbon Footprint Methodology Change

Yelp is committed to continuous improvement and transparency in our environmental disclosures. In 2024, we transitioned our carbon footprint calculation from the United States Environmentally Extended Input-Output (US EEIO) model to the Comprehensive Environmental Data Archive (CEDA). This change enables us to more precisely reflect the environmental impact of our operations — including Scope 3 emissions that represent the majority of our carbon footprint.

As part of our methodology change, Yelp has recalculated its 2022, 2023, and 2024 emissions using the CEDA model, resulting in emissions data that may differ meaningfully from past reports. Updated emissions figures and more information about this change can be found in the Carbon Footprint section of our report as well as the Environment section of our Performance Data Tables.

About This Report

The information contained in this document reflects the activities and initiatives undertaken by Yelp in 2024 unless otherwise stated. The quantitative data tables include data from 2022, 2023, and 2024.

The report covers the same entities included in Yelp's Annual Report on Form 10-K for the year ended December 31, 2024. The data included in this report has not been externally assured. We intend to continue issuing these reports annually.

This report was prepared in accordance with the Global Reporting Initiative (GRI), using the latest standards. We also provide disclosures under the Sustainability Accounting Standards Board's (SASB) guidelines for Internet Media and Services and E-Commerce, in furtherance of our commitment to transparency.

As our reporting becomes increasingly robust, we will seek to expand the detail in our disclosures. For questions about this report, please contact ESG@Yelp.com.

Forward-Looking Statements

This document contains forward-looking statements that involve risks, uncertainties, and assumptions that, if they never materialize or prove incorrect, could cause our results to differ materially from those expressed or implied by such forward-looking statements. The statements contained in this document that are not purely historical are forward-looking statements and include, but are not limited to, statements regarding: our plans and strategies, including plans related to ESG initiatives, and the expected results thereof; adoption and maintenance of ESG-related practices and programs; trend analyses; and expectations regarding the impact of our carbon reduction efforts and the achievement of ESG goals, including our goal of achieving net zero by 2031; and carbon mitigation plans. Forward-looking statements are often identified by the use of words such as, but not limited to, "will," "expect," "anticipate," "aim," "project," "intend," "plan," "believe," "estimate," "seek," "assume," "may," "should," "could," "would," "foresees," "forecasts," "predicts," "continue," "target," "priority," "commitment," "goal" and variations of such words or similar expressions intended to identify forward-looking statements. These statements are based on the beliefs and assumptions of management, which are in turn based on information currently available to management. Such forward-looking statements are subject to risks, uncertainties, and other important factors that could cause actual results and the timing of certain events to differ materially from future results expressed or implied by such forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to, those discussed in the section titled "Risk Factors" included in our most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q. Furthermore, such forward-looking statements speak only as of the date of this document. Except as required by law, we undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date of such statements. We undertake no obligation to revise or update the information included in the links to websites referenced throughout this report.

Appendix

Performance Data Tables

[View section >>](#)

GRI Index

[View section >>](#)

SASB Index

[View section >>](#)



Performance Data Tables

Metric

Environment	2022	2023	2024
Energy and emissions (CEDA)			
Energy use			
Electricity consumption	16,640 MWh	15,359 MWh	16,210 MWh
Employee home energy consumption	14,036	9,970	10,168
Renewable	4,337 MWh	4,589 MWh	8,636 MWh
Grid electricity	12,302 MWh	10,769 MWh	7,574 MWh
Renewable (%)	26.07%	29.88%	53.28%
Grid electricity (%)	73.93%	70.12%	46.72%
Heating consumption	21,031	19,588	19,511
Cooling consumption	0.00%	0.00%	0.00%
Steam consumption	0.00%	0.00%	18.00%
Electricity intensity ratio for the organization	0.00264	0.00305	0.03987
Natural gas intensity ratio for the organization	0.00333	0.00389	0.00394
Total energy consumed	26,993	25,118	29,847
Emissions			
Total GHG emissions (metric tons CO2e)	41,209 tCO2e	34,995 tCO2e	32,807 tCO2e
Scope 1 (metric tons CO2e)	438 tCO2e	324 tCO2e	332 tCO2e
Scope 2 (metric tons CO2e) (market based)	1,898 tCO2e	1,216 tCO2e	167 tCO2e
Scope 2 (metric tons CO2e) (location based)	1,891 tCO2e	1,239 tCO2e	1,252 tCO2e
Scope 3 (metric tons CO2e)	38,872 tCO2e	33,455 tCO2e	32,308 tCO2e
Net emissions	41,209 tCO2e	34,995 tCO2e	32,807 tCO2e
Emissions intensity (metric tons CO2e per million in revenue)	35 tCO2e/\$1M	26 tCO2e/\$1M	23 tCO2e/\$1M
Emissions intensity (metric tons CO2e per full-time employee)	8 tCO2e	6.50 tCO2e	6 tCO2e

Performance Data Tables

Metric

Environment	2022	2023	2024
Energy and emissions (US EEO)			
Energy use			
Electricity consumption	16,640 MWh	15,359 MWh	16,210 MWh
Employee home energy consumption	14,036	9,970	10,168
Renewable	4,337 MWh	4,589 MWh	8,636 MWh
Grid electricity	12,302 MWh	10,769 MWh	7,574 MWh
Renewable (%)	26.07%	29.88%	53.28%
Grid electricity (%)	73.93%	70.12%	46.72%
Heating consumption	21,031	19,588	19,511
Cooling consumption	0%	0%	0%
Steam consumption	0%	0%	18%
Electricity intensity ratio for the organization	0.00264	0.00305	0.03987
Natural gas intensity ratio for the organization	0.00333	0.00389	0.00394
Total energy consumed	26,993	25,118	29,847
Emissions			
Total GHG emissions (metric tons CO2e)	36,782 tCO2e	32,176 tCO2e	30,555 tCO2e
Scope 1 (metric tons CO2e)	438 tCO2e	324 tCO2e	332 tCO2e
Scope 2 (metric tons CO2e) (market based)	1,898 tCO2e	1,216 tCO2e	167 tCO2e
Scope 2 (metric tons CO2e) (location based)	1,891 tCO2e	1,239 tCO2e	1,252 tCO2e
Scope 3 (metric tons CO2e)	34,445 tCO2e	30,635 tCO2e	30,057 tCO2e
Net emissions	36,782 tCO2e	32,176 tCO2e	30,555 tCO2e
Emissions intensity (metric tons CO2e per million in revenue)	31 tCO2e/\$1M	24 tCO2e/\$1M	22 tCO2e/\$1M
Emissions intensity (metric tons CO2e per full-time employee)	7 tCO2e	6 tCO2e	6 tCO2e

Performance Data Tables

Metric

Social	2022	2023	2024
Workforce			
Total employees*	5,031	4,872	5,116
Permanent	5,022	4,843	5,067
Temporary	9	29	49
Full-time	4,960	4,800	5,023
Part-time	71	72	93
Contractors**	459	532	516
Workforce by gender***			
Women	45.86%	46.18%	45.86%
Men	51.18%	51.13%	52.21%
Non-binary	0.32%	0.29%	0.27%
Not disclosed	2.64%	2.40%	1.66%
Workforce by race and ethnicity (U.S. only)****			
White	50.60%	51.60%	49.43%
Black	11.27%	10.99%	12.87%
Asian	13.48%	14.28%	13.80%
Hispanic	13.24%	13.50%	13.62%
Native American	0.22%	0.20%	0.30%
Native Hawaiian/Other Pacific Islander	0.32%	0.42%	0.39%
Two or More Races	5.10%	5.20%	5.94%
Not specified	5.78%	3.81%	3.64%
People from underrepresented groups in workforce (%) ¹	25.04%	25.12%	27.19%

* Includes employees on leave as of December 31st of each year and, as a result, may differ from employee headcount figures disclosed elsewhere.

** Contractors are defined as contingent workers who do not receive benefits through Yelp.

*** Our 2024 gender data is based on self-reported information from our global employee base. The figures may not add up to 100% due to rounding.

**** Our 2024 diversity data is based on self-reported information from our employees in the U.S. only. The figures may not add up to 100% due to rounding. Approximately 4% of U.S. employees declined to disclose the race or ethnic groups with which they identify.

¹ The underrepresented minority grouping includes Black or African American, Hispanic or Latino, American Indian or Native Alaskan, and Native Hawaiian and other Pacific Islander employees from the U.S. only.

Performance Data Tables

Metric

Social	2022	2023	2024
Workforce by age [‡]			
<30*****	34.63%	28.28%	23.94%
30-50	59.71%	65.27%	69.31%
50+	5.66%	6.44%	6.74%
Management			
Women directors and above (%)	43.52%	46.53%	46.08%
Women VP-level and above (%)	30.43%	28.57%	32.69%
Women managers and above (%)	46.78%	48.47%	47.16%
Members of underrepresented groups U.S. only - VP-level and above) (%)	2.22%	2.08%	3.92%
Workforce by region ^²			
United States (%)	81.83%	82.53%	84.27%
United Kingdom (%)	6.54%	6.30%	5.49%
Europe (%) ^³	2.03%	2.11%	1.88%
Canada (%)	9.60%	9.05%	8.37%
Percentage of employees that are foreign nationals (%)	8.00%	8.30%	6.86%
Turnover			
Turnover, Global (%) [†]	59%	48%	51%
Turnover, Tech (%) [§]	21%	9%	10%
Turnover, Sales (%)	81%	68%	72%
Turnover, G&A (%)	18%	15%	10%

^¹ The figures may not add up to 100% due to rounding.

***** Yelp does not employ individuals under 18 years old.

^² The figures may not add up to 100% due to rounding.

^³ Excluding U.K.

[†] This percentage does not include contractors.

[§] Determined by SEC filing categories.

Performance Data Tables

Metric

Social	2022	2023	2024
Turnover by gender			
Turnover, women (%)	58%	47%	50%
Turnover, men (%)	58%	47%	51%
Turnover, non-binary (%)	120%	93%	96%
Turnover, not disclosed (%)	25%	24%	39%
Turnover by region			
Turnover, U.S. (%)	67%	55%	59%
Turnover, Canada (%)	17%	13%	10%
Turnover, Europe (%) ⁴	24%	14%	8%
Turnover, UK (%)	16%	13%	12%
Turnover by age group			
Turnover, <30 (%) ⁵	78%	63%	72%
Turnover, 30-50 (%) ⁹	42%	37%	40%
Turnover, 50+ (%) ¹⁰	57%	50%	47%
Employee development			
Total learning hours ⁶	55,078	48,889	68,574
Full-time employees with access to benefits (%)	100%	100%	100%
Employee engagement as a percentage (%) ⁷	0%	87%	0%
Other employee and workforce metrics			
Percentage of technical employees who are H-1B visa holders (%) ⁸	7.60%	7.10%	6.51%

⁴ Excluding UK.⁵ Yelp does not employ individuals under 18 years old. Represents turnover for employees between 18-30 years old.⁶ Reflects training hours recorded through our employee learning platform.⁷ We did not run an engagement survey in 2022 or 2024.⁸ Percentage calculated based on U.S. technical employees only.⁹ Represents turnover for employees between 31-50 years old.¹⁰ Represents turnover for employees 51 and older.

Performance Data Tables

Metric

Governance	2022	2023	2024
Board of Directors			
Size of the Board of Directors	9	9	9
Independent directors	8	8	8
Independent directors (%)	89%	89%	89%
Executive members	1	1	1
Executive members (%)	11%	11%	11%
Non-Executive members	8	8	8
Non-Executive members (%)	89%	89%	89%
Women on Board	3	3	3
Women on Board (%)	33%	33%	33%
People from underrepresented groups on Board	2	2	1
People from underrepresented groups on Board (%)	22%	22%	11%
Pay and pay equity			
Ratio of annual total compensation for the organization's highest-paid individual to the median annual total compensation for all employees (excluding the highest-paid individual)	110:1	104:1	94:1
Data Privacy and Security			
Total amount of monetary losses as a result of legal proceedings associated with user privacy	0.00	0.00	0.00
(1) Number of law enforcement requests for user information*	47	49	29
(2) Number of users whose information was requested	416	1,599	218
(3) Percentage of requests resulting in disclosure**	26%	39%	21%
Percentage of requested user accounts shared	14.90%	3.63%	7.80%
Number of government requests to remove content	7	0	0
Percentage compliance with requests	85.7%	N/A	N/A
Number of users whose information is used for secondary purposes [§]	0	0	0
Percentage of employees who receive training on cyber and data security and privacy	100%	100%	100%
Local Communities			
Content Governance and Freedom of Expression			
Content items removed ***	298,420	292,562	368,272
Percentage of removed content discovered proactively ****	72.78%	82.34%	77.58%
Percentage of review moderation decisions that are appealed *****	1.70%	2.39%	2.60%
Percentage of appealed content restored †	6.38%	3.60%	4.33%

* Legal demands from law enforcement and government agencies in the U.S. only.

** Legal demands that resulted in disclosure of non-public personal data.

§ We do not calculate or report such metrics. As outlined in our Privacy Policy, 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 applicable privacy laws, but also to honor our commitment to transparency with our users. Yelp does not sell user data as that term is defined by applicable privacy laws.

*** This refers to content that has been brought to Yelp Moderators' attention by the Yelp Community through the report and flagging feature.

**** This refers to the percentage of content flagged by internal systems that was removed and includes all types of content.

***** This statistic is derived exclusively from reviews that have been appealed by the Yelp Community.

† This refers to content on Yelp that was removed for not complying with Content Guidelines or Terms of Service or restored due to either an error in moderation or the emergence of new information related to the case.

GRI Index

Statement of Use

Yelp has reported in accordance with GRI Standards for the period of January 1, 2024 to December 31, 2024

GRI Standard/ Other Source	Disclosure	Location/Comment
GRI 2: General Disclosures 2021		
The organization and its reporting practices	2-1	Organizational details About Yelp, 2024 10-K, p.1
	2-2	Entities included in the organization's sustainability reporting About This Report
	2-3	Reporting period, frequency and contact point About This Report
	2-4	Restatements of information None
	2-5	External assurance None
Activities and workers	2-6	Activities, value chain and other business relationships About Yelp, 2024 10-K, pp. 1-19
	2-7	Employees Performance Data Tables
	2-8	Workers who are not employees Performance Data Tables
	2-9	Governance structure and composition Corporate Governance, Board Composition, 2025 Notice and Proxy Statement , pp. 24-31
	2-10	Nomination and selection of the highest governance body Nominating and Corporate Governance Committee Charter
Governance	2-11	Chair of the highest governance body 2025 Notice and Proxy Statement , p. 9
	2-12	Role of the highest governance body in overseeing the management of impacts Nominating and Corporate Governance Committee Charter
	2-13	Delegation of responsibility for managing impacts Corporate Governance
	2-14	Role of the highest governance body in sustainability reporting Corporate Governance, 2025 Notice and Proxy Statement , p. 31
	2-15	Conflicts of interest Corporate Governance, Charter of the Compensation Committee, 2025 Notice and Proxy Statement , p. 69
	2-16	Communication of critical concerns Corporate Governance
	2-17	Collective knowledge of the highest governance body Corporate Governance
	2-18	Evaluation of the performance of the highest governance body Corporate Governance Guidelines, 2025 Notice and Proxy Statement , p. 33
	2-19	Remuneration policies Charter of the Compensation Committee of the Board, 2025 Notice and Proxy Statement , p. 38-42
	2-20	Process to determine remuneration 2025 Notice and Proxy Statement , pp. 30-32, 48 - 83
	2-21	Annual total compensation ratio 2025 Notice and Proxy Statement , p. 89

GRI Standard/ Other Source	Disclosure	Location/Comment
GRI 2: General Disclosures 2021		
Strategies, policies and practices	2-22	Statement on sustainable development strategy
	2-23	Policy commitment
	2-24	Embedding policy commitments
The organization and its reporting practices	2-25	Processes to remediate negative impacts
	2-26	Mechanisms for seeking advice and raising concerns
	2-27	Compliance with laws and regulations
	2-28	Membership association
	2-29	Approach to stakeholder engagement
	2-30	Collective bargaining agreements
		A letter from our CEO
		Ethics
		Material non-compliance would be found in the 10-K
		Yelp Foundation
GRI 3: Material Topics 2021		
Governance	3-1	Process to determine material topics
	3-2	List of material topics
Employee Engagement		
GRI 404: Training and Education 2016	3-3	Management of material topics
	404-2	Programs for upgrading employee skills and transition assistance programs
	404-3	Percentage of employees receiving regular performance and career development reviews
GRI 405: Diversity and Equal Opportunity 2016	405-1	Diversity of governance bodies and employees
	405-2	Ratio of basic salary and remuneration of women to men
GRI 406: Non-discrimination 2016	406-1	Incidents of discrimination and corrective actions taken
		Priorities and Impact
		Management Approach: Employee Experience
		Performance Data Tables
		Management Approach: Diversity, Inclusion and Belonging
		Performance Data Tables
		Management Approach: Diversity, Inclusion and Belonging
		Performance Data Tables
		Management Approach: Diversity, Inclusion and Belonging

GRI Standard/ Other Source	Disclosure	Location/Comment
Data Privacy and Security		
GRI 418: Customer Privacy 2016	3-3	Management of material topics
	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data
Carbon Footprint		
GRI 305: Emissions 2016	3-3	Management of material topics
	305-1	Direct (scope 1) GHG emissions
	305-2	Energy indirect (scope 2) GHG emissions
	305-4	GHG emissions intensity
	305-5	Reduction of GHG emissions
GRI 302: Energy 2016	302-1	Energy consumption within the organization
	302-3	Energy intensity
Content Trust and Safety		
Stakeholder Engagement	3-3	Management of material topics
Providing Value to Businesses and Consumers		
Stakeholder Engagement	3-3	Management of material topics

SASB Index

SASB Code	Accounting or Activity Metric	Cross-Reference or Omission
Internet Media and Service and E-Commerce		
Environmental footprint of hardware infrastructure		
TC-IM-130a.1/ CG-EC-130a.1	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	Performance Data Tables
TC-IM-130a.3/ CG-EC-130a.3	Discussion of integration of environmental considerations into strategic planning for data center needs	Our Carbon Footprint
Data privacy and advertising standards		
TC-IM-220a.1/ CG-EC-220a.2	Description of policies and practices relating to behavioral advertising and user privacy	Data Privacy and Security
TC-IM-220a.2/ CG-EC-220a.1	Number of users whose information is used for secondary purposes	Performance Data Tables
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Performance Data Tables Material monetary losses would be found in the 10-K
TC-IM-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Performance Data Tables
Content governance and freedom of expression		
TC-IM-260a.1	Content moderation table: (1) content items removed, (2) percentage of removed content discovered proactively, (3) percentage of removed content appealed, (4) percentage of appealed content restored, (5) average user impressions of removed content	Performance Data Tables
TC-IM-260a.2	Total amount spent on content governance	Information not currently available, but we plan to disclose in future reports
TC-IM-260a.3	Description of approach to identification and management of significant content-and conduct-related risks	Content Trust and Safety
TC-IM-220a.4	Description of approach to content display and recommendations, how these systems account for content-and conduct-related risks	Content Trust and Safety
TC-IM-260a.5	Description of approach to content moderation	Content Trust and Safety
TC-IM-260a.6	List of countries where core products or services are subject to government- required monitoring, blocking, content filtering, or censoring	None
TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	Performance Data Tables
Data security		
TC-IM-230a.1/ CG-EC-230a.2	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	Performance Data Tables Material monetary losses would be found in the 10-K
TC-IM-230a.2/ CG-EC-230a.1	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Data Privacy and Security

SASB Code	Accounting or Activity Metric	Cross-Reference or Omission
Employee recruitment, inclusion and performance		
TC-IM-330a.1	Percentage of employees that are foreign nationals	Performance Data Tables
TC-IM-330a.3/ CG-EC-330a.3	Percentage of gender and racial-ethnic group representation for (1) management, (2) technical staff and (3) all other employees	Performance Data Tables
CG-EC-330a.2	(1) Voluntary and (2) involuntary turnover rate for all employees	Performance Data Tables
CG-EC-330a.4	Percentage of technical employees who are H-1B visa holders	Performance Data Tables
Intellectual property protection and competitive behavior		
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	2024 10-K , pp. 100-101
Product packaging and distribution		
CG-EC-410a.1	Total greenhouse gas (GHG) footprint of product shipments	N/A
CG-EC-410a.2	Discussion of strategies to reduce the environmental impact of product delivery	N/A
Activity Metrics		
TC-IM-000.A	Entity-defined measure of user activity	App Unique Devices: 29M Desktop Unique Visitors: 40M Mobile Web Unique Visitors: 64M
TC-IM-000.B	(1) Data processing capacity, (2) percentage outsourced	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.
TC-IM-000.C	(1) Amount of data storage, (2) percentage outsourced	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.



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