

# 2024 ESG Report



# Executive Summary

The Bloomreach ESG Report outlines our key achievements in 2024 as we work towards a more sustainable, inclusive, and ethically governed future.

## Environmental Impact

To further reduce our environmental impact, we took these steps:

- Enhanced our **carbon footprint measurement** through more detailed data integration from operations.
- Intensified transparent collaboration with our **supply chain** with the aim to reduce indirect emissions.
- Continued to **offset our business travel emissions**.
- Focused on **smart and optimized AI model** usage, enabling us to use smaller, less energy-intensive models.
- Formalized our **laptop donation** process to non-profits, and enhanced **employee merchandise sustainability** by streamlining item selection and centralizing production.
- Published **sustainable commerce report** focusing on strategies and practical actions for reducing environmental impact in the retail industry.

## Social Responsibility

We demonstrate our commitment to a culture-first company by:

- Granting employees **5 volunteering days off a year**, and seeing a **+20.97% YoY increase** in community involvement.
- Launching Glean for AI-powered enterprise search, ensuring more secure and protected AI processes that support **employee professional growth**, allowing them to focus on impactful work.
- Enhancing **employee engagement** through continuous transparent communication, improving our ways of working upon open feedback shared via barometer surveys, providing virtual togetherness activities, and annual departmental meetups.
- Promoting **work-life balance** with well-being tips, Calm app recommendations, and Disconnect Days.
- Providing **culture map training** to minimize communication differences across our diverse workforce.
- Joining the **#GivingTuesday campaign** to support local non-profit organizations.

## Corporate Governance

Our commitment to ethical and secure growth remained our top priority:

- Acquired **EU-US Data Privacy Framework** Certification and **SOC 2 Type II** Certification for data privacy and security.
- Recertified under **ISO standards**, reinforcing a strong governance framework.
- Introduced a **laptop and mobile device policy** to enhance data security across the workforce.
- Improved security posture by conducting routine **pre-production assessments** and **internal penetration testing**.
- Developed and deployed an **automated asset management tool** to enhance our security measures.
- Produced detailed **Threat Intelligence Reports** to boost organizations' cybersecurity awareness.

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# About Us





# About Us

**Bloomreach** is the agentic platform for personalization.

Powering [autonomous search](#), [conversational shopping](#), and [autonomous marketing](#), Bloomreach personalizes the entire customer experience. From retail to financial services, hospitality to gaming, businesses create experiences that drive higher growth and lasting loyalty.

Bloomreach drives personalization for 1,400+ brands around the world, including American Eagle, Sonepar, and Pandora.

**FOUNDED**  
**2009, US**

[See all milestones](#)

**CUSTOMERS**  
**796**

(as of December 31, 2024)

**LOCATIONS**  
**7 offices**

US, Europe, India

**BLOOMREACHERS**  
**874**

(as of December 31, 2024)



AI Innovation Award



**A Strong  
Performer**

The Forrester Wave™



Partnering with



# We Break the Limits of Office Work

We believe that productive work is not limited to traditional office spaces. Our **virtual-first strategy** allows us hire top talent globally, promoting flexibility, inclusivity, and work-life balance across all time zones.

We maintain several office hubs globally — **Mountain View, Charlotte, Bratislava, London, Amsterdam, Brno**, and **Bangalore** — however, our people have the flexibility to choose the work environment that best suits their needs. We strongly believe that this trust-driven model encourages **ownership** and drives **excellence**.

While remote work is our default, we recognize the **irreplaceable value of in-person interactions** when it comes to building strong relationships. Our teams regularly visit customers and prospects on-site to better understand their needs and build trust. These face-to-face engagements are key to delivering meaningful, long-term value.

To support collaboration across our global team based in Europe, the US, and India, we've introduced the **"Golden Hours"**—two hours each day dedicated to teamwork across different time zones, enabling faster alignment and more agile decision-making.

According to our barometer survey, **93%** of respondents expressed that they **feel comfortable** with our virtual-first working model.

Employee regional distribution:

27%

US

21%

SK

13%

IN

13%

UK

9%

NL

9%

Other EMEA

7%

CZ

While our daily collaboration happens virtually, our teams have the opportunity to meet **in-person for departmental offsites** once a year, fostering connection and driving alignment on strategy for the upcoming period.



# Our ESG Mission





**Raj De Datta**  
Co-Founder & CEO

People committed  
to making Bloomreach  
successful

**COMMITMENT  
CULTURE**

People Mission  
Bloomreach committed to creating  
the most impactful professional  
experiences for our people

# CEO Letter

At Bloomreach, we thrive on a **culture of commitment**, constantly driving us to improve for the benefit of our customers and partners, as well as the communities and environment we impact.

In line with that commitment culture, we shared our [first official ESG report in 2024](#). This report formalized our mission, outlined our long-term goals, and highlighted our progress to date. While we were excited to share the strides we had already taken, we knew that it was just the beginning. Our commitment to ESG is an ongoing effort, and we remain focused on making a continued impact on our long-term ESG goals including:

- **Driving Sustainable Ecommerce:** We strive to reduce our environmental impact and support our customers in adopting sustainable practices through our technology. In 2024, we enhanced our carbon footprint measurement by integrating more detailed data from our operations. By optimizing our AI models and working transparently with our supply chain on reducing our emissions, we exemplify our commitment to sustainable growth.
- **Creating a Culture-First Company:** Guided by a people-centric philosophy, our work environment and actions ensure humane decisions even under difficult circumstances. With a 93% employee approval for our virtual-first strategy, workplace innovation continues to drive forward. Our “culture of winning” ensures that every Bloomreach contributor contributes to our collective success, creating impactful experiences and achieving excellence together.
- **Ensuring Safe, Data-Driven Growth:** Data privacy and security are critical to our technology and operations. As pioneers in the field of AI-driven personalization, we are committed to ensuring the ethical and secure usage of data in both the development and deployment phases of our AI models.

While we take pride in our progress, we understand that continuous improvement is essential to build a better world. We commit to these ESG initiatives with integrity, transparency, and collaboration.



# Our Long-Term Goals

Our material ESG topics, stemming from a **Double Materiality Assessment** we conducted in 2023 in collaboration with a leading third-party advisor, are climate change mitigation, energy consumption, air pollution, working conditions (adequate wages, work-life balance), equitable pay, training and skills development, inclusion and belonging, corporate culture, employee and third party's data privacy, and cybersecurity. These are reflected in our long-term ESG goals and priorities:

## SUSTAINABLE COMMERCE

Sustainable commerce is a practice that aims to reduce the negative impact of commerce on the environment and society.

### ENVIRONMENTAL

#### Sustainability Pledge

We want to be an attractive solution for environmentally and socially conscious customers and consumers. Our long-term goals are to:

1. Become aware of and **minimize our negative impact** on the environment
2. Build a **community of companies** that care about environmental sustainability and share best practices in the ecommerce sector

### SOCIAL

#### Culture-First Company

We want to attract talent who seek more purpose at work, contributing to higher employee productivity and performance. Our long-term goals are to:

1. Be a **culture-first company**, built on shared values, where everyone feels accepted and connected
2. Support ESG causes with **1% employee time donation (volunteering)** and with monetary donations

### GOVERNANCE

#### Safe Data-Driven Growth

We want to be a trusted partner for our customers and investors. Our long-term goals are to:

1. Empower **privacy-driven win/win relationships** with end users, where they are willing to share their data for a best-in-class personalized shopping experience
2. Implementing **strong financial reporting, corporate governance, and compliance processes** to ensure transparency and protect shareholder and stakeholder interests

# Environmental Impact



# Our Actions

## Carbon Footprint

We remain dedicated to minimizing environmental impact through annual carbon footprint calculation, following the **Greenhouse Gas Protocol (Scope 1-3)** methodology.

In 2024, we refined our calculations by incorporating **more detailed data from operational activities**, including the transportation of employee hardware and services provided by key suppliers. Although collecting emissions data across supply chain remains challenging, we are committed to ensuring our network prioritizes environmental sustainability.

We explored and identified opportunities to reduce emissions within our operations, focusing mainly on sustainable software development and business travel. Additionally, while exploring ways to lower emissions from business travel, we are **offsetting 100%\* of our current travel emissions through [TravelPerk's Verra-certified projects](#)**.

\* applies to business travel processed through TravelPerk (our travel management system), which represents majority of our business travels

In 2024, we enhanced [our software products](#) and internal processes by **investing in AI**, which, while boosting business growth and employee productivity, also [impacts the environment](#) due to increased energy and water consumption in data centers and e-waste generation.

We are committed to mitigating this impact with insights from sustainability experts and research. As an immediate action, **we optimized our AI model usage**, transitioning from Gemini Pro to the more efficient Gemini Flash, and trained AI models for commerce data to use smaller, less energy-intensive models.

## Our Carbon Footprint

aligned with the Greenhouse Gas Protocol (Scope 1-3)

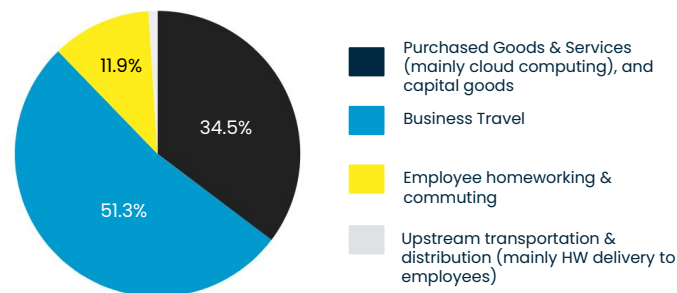
Scope	Category	Percent Total	2024 tCO <sub>2</sub> e* location-based	2023 tCO <sub>2</sub> e* location-based
Scope 1	Direct Emissions	>1%	12.97	22.03
Scope 2	Indirect Emissions	2%	81.94	53.83
Scope 3	Indirect Emissions	97%	4,346.45	2,899.77
TOTAL:			4,441.36	2,975.63
Per headcount			5.1	3.3

\* tCO<sub>2</sub>e = tonnes of carbon dioxide equivalent

In our calculation, we applied the operational control consolidation approach, meaning we accounted for 100% of emissions from operations over which we have full authority to introduce and implement operating policies. Our direct emissions include mobile combustion & fugitive emissions, indirect emissions in Scope 2 cover mainly electric energy usage, and indirect emissions in Scope 3 represent emissions from our supply chain. [Read more](#)

## Scope 3

emissions breakdown by GHG category:



# Our Actions

## Workplace Sustainability

We operate **7 office hubs** (Mountain View, Charlotte, Bratislava, London, Amsterdam, Brno, and Bangalore), 4 of which have **sustainability certificates** such as [LEED](#) & [BREEAM](#). Our offices are primarily used by small groups of employees who prefer working in an office setting and for team collaborations.

We invest in **employee sustainability education** and **promote sustainable practices** in all aspects of our employee experience, from remote work to working from our office hubs, or organizing internal events, ensuring we uphold these practices everywhere we work. To celebrate **Earth Day**, we organized a company-wide competition where Bloomreachers shared their favorite eco-friendly products they use at home. We have also intensified our sustainability efforts in India, addressing gaps in this region, including establishing recycling centers, reducing plastic usage, and implementing on-demand food ordering for internal events and meetings.

To minimize e-waste, we have formalized our process for **donating retired laptops to charities** through our Laptop and Mobile Device Policy. In 2024, we donated 25 laptops to non-profit organizations including [OZ Odysseus](#) in Slovakia and [Good for Kids](#), supporting orphaned children in Ukraine.

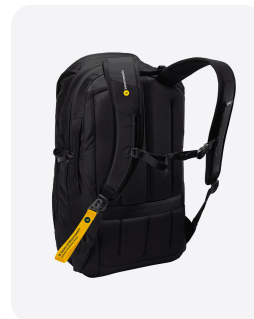
**Employee merchandise** remains a significant aspect of our company culture, and we constantly work to improve its sustainability. In 2024, we have streamlined our merchandise selection to 2-5 high-quality items and centralized production, which enables us to work with carefully selected suppliers who meet our sustainability standards — including certified materials, responsible manufacturing practices, and minimized waste. Additionally, since 2023, we use on-demand production where employees can pre-order items they prefer through our e-shop twice a year or opt out entirely.



We held a **global competition** where Bloomreachers shared their favorite eco-friendly home products. Winners received an eco cleaning package.



**Retired laptops** donated to non-profit organization [OZ Odysseus](#) in Slovakia.



We have streamlined our **employee merchandise** selection to 2-5 high-quality items and centralized production to enhance supply chain efficiency. Employees also can opt-out from getting any items, thanks to our on-demand production.



# Our Actions

## Sustainable Ecommerce

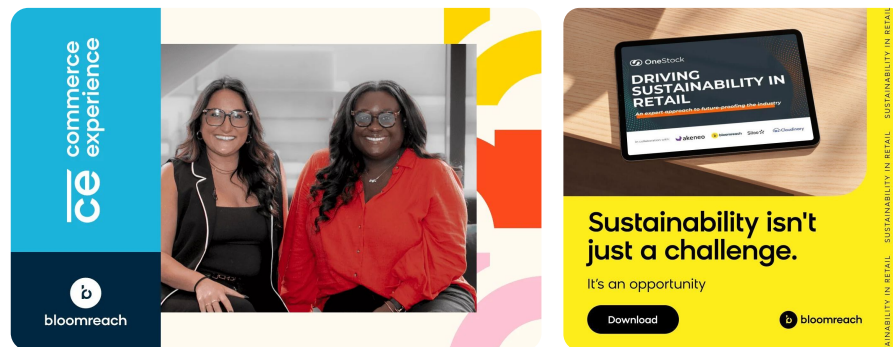
In 2025, retail sales are projected to reach [\\$31.69 trillion](#), but this economic growth significantly impacts the environment, contributing to greenhouse gas emissions, deforestation, water pollution, and plastic waste.

At Bloomreach, we are committed to **driving change in the ecommerce sector** by offering thought leadership on sustainability practices, developing products that support sustainability, and collaborating with our customers and the broader ecosystem to establish new sustainability standards.

In 2024, we published "[Sustainable Commerce Best Practices](#)," guiding ecommerce businesses in balancing profitability with environmental and social sustainability. We also released a [case study with our customer Isadore](#), demonstrating how they used our [Engagement product](#) to **reduce product returns by 29%** by influencing consumers' shopping behavior.

We explored the **coexistence of fast shipping and sustainability** on our [Commerce Experience Podcast](#) and partnered with [OneStock](#) (through the [MACH Alliance](#)) to release our **first sustainable commerce report** – "[Sustainability in Retail: Strategies for a Greener Future](#)." This paper provides actionable insights for reducing the environmental impact of retail. Bloomreach contributed in the area of shaping consumer behavior through data and personalization.

Looking ahead, we aim to increase engagement with our customers and partners to bring forth more use cases and actionable insights, helping ecommerce become more sustainable.



Listen to our [Commerce Experience Podcast](#) on coexistence of fast shipping and sustainability, and read our first [sustainable commerce report](#).

### Read **Sustainability in Retail: Strategies for a Greener Future**

- Only **7.2%** of the world's products are currently considered '**circular**'.
- There were **\$740 billion** worth of **unsold goods** in the US alone in 2022 (ending up in landfills or incinerators).
- The retail industry is responsible for **40% of global plastic usage** and over **25% of global emissions**.
- **82% of consumers** would find AI helpful in reducing their research time to buy (more accurate decision making during online shopping may lead to lower returns).
- **65% of consumers** expect CEOs to improve business supply chains and resource usage.
- **55% of consumers** are more likely to shop with an online retailer committed to sustainability (but price is still an important factor).

# Social Responsibility



# Our Actions

## Culture of Winning

In 2024, it became clear that prioritizing immediate wins was crucial for ensuring our long-term success. To support our strategy, we internally introduced the “Culture of Winning,” which aligns with our commitment culture that drives us towards **excellence** and a **shared mission**.

Bloomreach’s **commitment culture** relies on employees’ commitment to making Bloomreach successful, and Bloomreach’s commitment to creating impactful experiences for our people. This cultural framework is vital for achieving our ambitious goals and remaining **agile in a dynamic environment**.

By focusing on these 4 pillars, we cultivate a **winning mindset**, ensuring every Bloomreacher contributes to our success story:

- **Culture-first company:** We strive to create meaningful professional experiences while driving a world-class success story. We emphasize a pay-for-performance philosophy and maintain a safe, inclusive space for everyone.
- **Engaging and impactful job:** We offer jobs that matter with a strong sense of learning and vertical or horizontal growth opportunities.
- **Empowering leadership:** Leaders at Bloomreach inspire, empower, and guide their teams through the winning loop – balancing swift, impactful actions with thoughtful, strategic decisions.
- **Reliable fundamentals:** We ensure competitive pay, job stability, and work-life balance, fostering a virtual-first work environment.



### Living our values through 10 key behaviours

1. We are **honest** at all times and as **transparent** as can be.
2. We care enough to **challenge** when it matters. We do so without delays even when we are speaking to more senior people.
3. We make **fact-based** decisions.
4. We implement with speed, **own outcomes** and prioritize areas that contribute to our growth.
5. We continuously refine our processes to be the leanest possible, minimizing effort while **maximizing impact**.
6. We optimize **cross-functionally** for our common outcomes, not particular functional KPIs. We trust each other, we challenge each other and hold ourselves accountable to higher standards.
7. Our success is rooted in creating value for customers and partners, we start by **thinking outside-in** and not inside out.
8. We approach **critical, irreversible** (type 1) **decisions** with caution and diverse input, while making **reversible decisions** (type 2) swiftly to maintain agility.
9. We seek impactful improvements by **sharper end to end thinking**. We embrace growth mindset – starting with openness to new ideas, embracing experimentation, failing and learning quickly.
10. We treat everyone with respect, listen to understand, and **assume good intentions**. We share, welcome, and act upon **feedback**. We do not tolerate playing office politics or making things personal. We communicate well to prevent unnecessary drama.

# Our Actions

## Employee Engagement

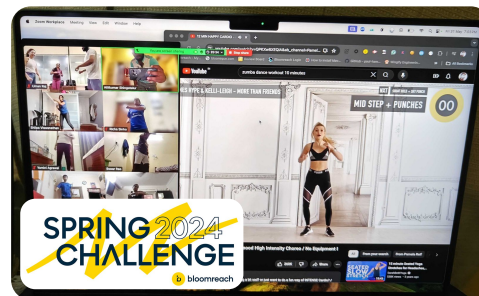
The core of our employee engagement revolves around **transparent communication**, with the aim to build trust in our business, leadership, and each other. We provide regular business updates through **bi-weekly All Hands meetings**, with updates also distributed via **weekly newsletters** that boast an average open rate of over 80%. Additionally, everyone is empowered with **Glean, our AI-powered enterprise search tool**, making it easier to find the latest information and stay updated for fact-based decisions.

Transparency is also about fostering **open feedback**. We hold **company-wide Q&As** and **anonymous barometer surveys** every quarter. In 2024, we added 3 new questions on cross-team collaboration, connection to teammates, and change management. Regular employee feedback helped us streamline our performance reviews and clarify career competency maps, among other processes. The response rate remained stable, at average of 75% of the workforce.

Furthermore, **90% of Bloomreachers** globally engaged with our **virtual togetherness activities** in 2024. These activities include virtual communities built on shared hobbies, virtual happy hours, and the Spring Challenge — a team-based competition promoting healthy lifestyle. We also introduced **Luna Park** app to further improve employee engagement through informal virtual chats.



We introduced **Luna Park** to help Bloomreachers **connect** in virtual setup.



We organized annual Spring Challenge to promote **healthy lifestyle**.

**4.9** ★★★★★

overall company culture rate at Bloomreach by Comparably ranking us in the **TOP 5** of other mid-sized companies on Comparably

**4.5** ★★★★★

employer rating at Glassdoor, recognizing Bloomreach as an **Engaged Employer**



# Our Actions

## Employee Development & Well-Being

In 2024, AI was a key focus for Bloomreach. We enhanced our products and operations with AI to boost employee productivity, and provided additional education to assist our team during this transition.

We launched [Clean](#), an AI-powered enterprise search tool, providing quick and secure knowledge search and [GenAI](#) capabilities, empowering Bloomreachers to learn and utilize this innovative technology.

To foster discussions around AI, we hosted **AI fireside chats** with our [Chief Technology Officer](#) and [Chief Product Officer](#), discussing AI's impact, future transformation in ecommerce, and emerging solutions.

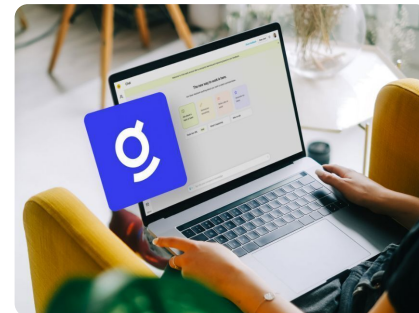
Our Engineering and Product teams organized a **GenAI Hackathon**, where teams competed to develop innovative features for our product offerings and internal tools. Additionally, we have included regular **AI HOT news** highlighted by our [Chief Technology Officer](#) in our company newsletter.

Beyond AI, we continued to support employee development with a personal development budget (\$1,500/year), [Resident Coach](#), and internal workshops, like a **decisiveness workshop** led by an external speaker from [The School of Life](#) or a **continuous feedback workshop** based on the SBI (Situation-Behavior-Impact) framework.

To promote work-life balance, we shared **well-being tips** in internal communication and highlighted benefits like the [Calm app](#) and **DisConnect Days**.



In 2024, we organized **2 AI fireside chats** with our Chief Technology Officer and Chief Product Officer, sparking the discussion around AI across the organization.



Our employees enjoy **4 Disconnect Days** per year to step away from screens and engage in enjoyable activities. We also offer the premium version of the [Calm app](#), providing mindfulness meditations and stress management tools whenever needed.

# Our Actions

## Diversity, Equity and Inclusion

Our DEI approach focuses on fostering **belonging** and creating an environment where everyone feels accepted, supported, and connected, allowing us to bring our best selves to work. We prioritize **impactful actions over performative efforts**, ensuring diversity of thought, equitable opportunities, and inclusion for all to enhance innovation and business performance.

We provide **culture map training** to minimize communication differences among our diverse employee group and develop the **global Bloomreach experience**, ensuring consistent conditions for all employees regardless of location. This includes organizing virtual happy hours alongside on-site events and a virtual company onboarding "Mini Summit" for all newcomers.

Our commitment culture aligns with the criticality of equity, and that is reinforced through our **pay-for-performance philosophy**. We have formed a transparent performance management system and career architecture framework with conditions for linear and horizontal career growth. Our **2024 pay equity report** shows a median gender gap in salary band placement of **under 1%**.

We **celebrate culture and belonging** through our internal communication, educating our employees on significant historical milestones of various employee groups. Our **quarterly barometer surveys** show that majority of our employees feel positive about inclusion, leadership valuing different perspectives, and equitable career growth opportunities at Bloomreach.



Our employees attended the [AfroTech Conference](#) in the US, which aims to increase Black representation in tech, close the equity gap, and overcome systemic barriers.



We celebrated **International Women's Day** with a hybrid discussion led by our [Chief Operations Officer](#), focusing on the mental health risks and challenges faced by working women. Additionally, women at Bloomreach have access to **mentorship** through the [MACH Alliance](#).

## WORKFORCE REPRESENTATION

### Regional representation

Our workforce is located in these regions:

- EMEA (59.5%)
- US (27.3%)
- India (13.2%)

### Cultural representation

Our team includes **50+ nationalities**.

### Age representation

- 26 - 35 years old (57.32%)
- 36 - 45 years old (28.38%)
- 46 - 55 years old (7%)
- 20 - 25 years old (6%)
- 56+ years old (2%)

**Millennials** (born between 1981 and 1996) and **generation Z** (born between 1997 and 2012) prevail in our workforce.

# Our Actions

## Societal Involvement

In 2024, we have upheld our societal commitments, which are deeply embedded in Bloomreach's core values.

Each year, Bloomreachers receive **5 volunteering days off**, which they can donate to any cause close to their heart. In 2024, Bloomreachers devoted **267 days (+20.97% YoY increase)** to good causes, through both individual volunteering activities and regional volunteering events organized by our People team.

To further our commitment and inspire other businesses, we officially [joined the 1% Pledge](#), dedicating one percent of company time to volunteering and community service.

Bloomreach also provided monetary support, donating **\$70,000** to projects supporting **people affected by war in Ukraine**, including [urgently needed ambulances](#).

We continued to offer **donating our work anniversary bonuses** to regional charities and in December, we joined the [#GivingTuesday campaign](#) where employees could support their local non-profit organizations with voluntary donations. Bloomreach boosted their efforts by adding \$20 to each employee donation, and our collective efforts resulted in **\$34,502 donated to regional charities**: [People in Peril](#) (Slovakia), [Save the Children](#) (UK), [War Child](#) (Netherlands), [Give India](#), and [No Kid Hungry](#) (US).



We have earned a **2024 Tech Cares Award from TrustRadius**, an annual award celebrating companies that prioritize and value their commitment to impactful Corporate Social Responsibility (CSR).



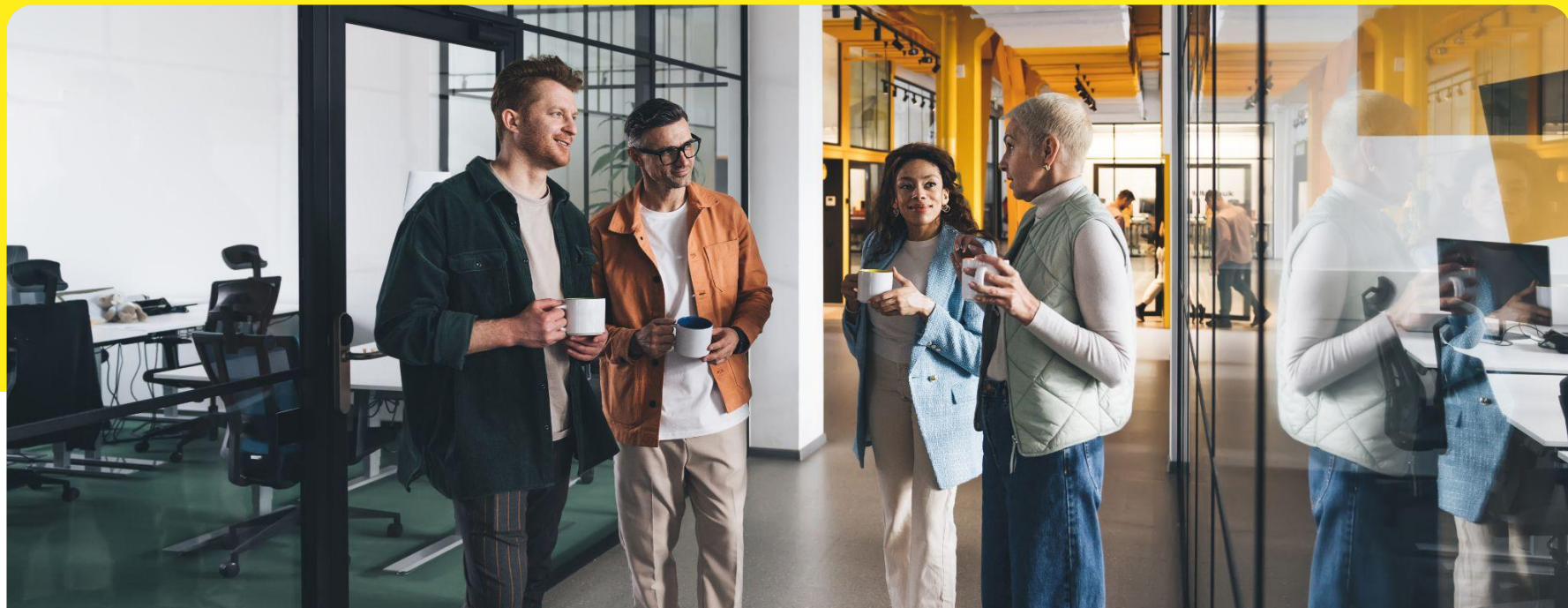
In 2024, we organized **16 regional volunteering events**, with a total of 142 employees participating. Our efforts included cleaning urban forests after floods in Slovakia, or helping the elderly combat loneliness in the UK.



We lead by example – our **Chief People Officer** inspires others to volunteer their skills and expertise, as she has done for four years by moderating the [Aspen Young Leaders Program](#).



# Corporate Governance





# Our Actions

## Ethical Approach to AI in Ecommerce

At Bloomreach, artificial intelligence (AI) enables us to understand and serve customer needs deeply, transforming our [agentic platform for ecommerce personalization](#) into a **trusted partner** for our users. Core to our AI approach is a focus on ethics and responsibility, ensuring that as we understand and serve customers, we also maintain trust and transparency.

Our [Chief Technology Officer, Xun Wang](#), describes [Bloomreach's AI development principles](#) focusing on transparency & explainability, data privacy & security, fairness & non-discrimination, user-centric design, and continuous improvement & monitoring. Our [CEO, Raj De Datta](#), also emphasizes [democratizing AI](#), making it accessible to all stakeholders and fostering collective innovation.

Additionally, as highlighted by *Life With Machines* podcast co-creator and host [Baratunde Thurston](#) during our [2024 Edge Summit](#), we recognize that AI is a transformative technology **designed to enhance human abilities**. His perspective and framework for approaching AI inspired the following principles for our own commitment to ethical practices and social responsibility:

### Implementing AI ethically at Bloomreach involves:

- **Consent:** Ensuring customers clearly understand and agree to data usage
- **Control:** Allowing easy management of data preferences
- **Communication:** Transparently documenting how our AI systems make decisions and ensure they can be explained to customers

### To ensure thoughtful and effective AI implementation, we focus on:

- **Acceleration:** Enhancing customer service processes without compromising quality
- **Augmentation:** Enhancing human capabilities, like decision-making
- **Accommodation:** Catering to diverse customer needs with personalized service



[Learn more about ethical approach to AI in ecommerce](#)

# Our Actions

## Data Privacy & Security

As a [SaaS](#) company focused on **personalizing online shopping experiences**, Bloomreach has always prioritized protecting and securing our customers' and end-users' data. In 2024, we made significant strides in this area, reinforcing our commitment to data privacy and security.

We acquired the [EU-US Data Privacy Framework Certification](#) and our [2nd SOC 2 Type II Certification](#), ensuring compliance with critical international standards. Our **ISO audits** resulted in **recertification** under [ISO 27001:2022](#), maintaining [ISO 27017](#), [ISO 27018](#), [ISO 22301](#) – all of which solidify our governance, risk, and compliance framework.

We implemented **enhanced vendor due diligence protocols** and comprehensive risk assessments, significantly strengthening our third-party risk management program. Our vendor evaluation process now includes **deeper security reviews**, data processing assessments, and continuous monitoring of critical service providers.

Additionally, we attained **new ISO standards** in Data Loss Prevention, Threat Intelligence, and Web Filtering. These bolster our capacity to prevent data breaches and enhance threat detection. Our increased **data exfiltration awareness** and **automated detection systems** improved our ability to mitigate the loss of sensitive assets.

We introduced a **laptop and mobile device policy**, ensuring secure use across our workforce. We developed custom-built dashboards to monitor **artificially inflated SMS traffic**.

Our security posture significantly improved through **routine pre-production feature assessments** and **internal penetration testing**. By identifying and addressing vulnerabilities such as [Cross-Site Request Forgery](#) (CSRF) and [Cross-Site Scripting](#) (XSS) before they could impact production, we bolstered our overall security stance.

## OUR PRIVACY PRINCIPLES

We believe that privacy should be a top priority for every company. Our operations are guided by comprehensive privacy principles that foster a data privacy mindset throughout our organization. These principles align with global standards established by [GDPR](#), [CCPA](#), [ISO](#), and [SOC](#) frameworks, capturing their essential requirements while providing practical implementation across our company. All Bloomreach employees receive thorough training on applying these privacy principles in their daily work.

### Transparency

Be clear about what you collect and why.

### Consent

Seek your customer's consent and respect their requests

### Compliance

Stay within legal limits.

### Protection

Defend data from anyone and anything.

### Accuracy

Maintain data accurately and keep it up to date.

### Minimization

Collect and keep only what you need.

Learn more about our [security](#) and [privacy](#).

# Our Actions

## Cyber Security

[Cyber attacks in 2024 reached unprecedented levels](#), with attackers deploying increasingly sophisticated tactics to target businesses, governments, and individuals. From large-scale ransomware attacks to critical infrastructure breaches, these incidents highlight the urgent need for stronger cybersecurity measures.

At Bloomreach, we have developed and deployed an **automated asset management tool** which allows us to efficiently track and inventory all information assets (e.g., laptops, etc.), ensuring that each is protected with appropriate security measures. By having a comprehensive and dynamic understanding of these assets, we can better manage potential vulnerabilities and respond swiftly to emerging threats.

Bloomreach also regularly produces detailed **Threat Intelligence Reports** covering various platforms and issues, such as deep fakes, phishing SMS, Oauth, and more. These reports are instrumental in keeping our team informed about the latest cyber threats and trends, enabling us to anticipate and counteract potential attacks.

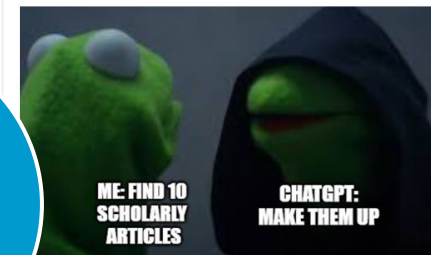
Additionally, we have implemented engaging cybersecurity awareness programs such as **"Scam of the Week"** and **"Wednesday Security Watch."** These initiatives are designed to educate our employees and stakeholders about the **latest cyber scams** and **best practices to avoid them**. By fostering a culture of security awareness, we empower everyone at Bloomreach to be vigilant and proactive in protecting our data and systems.

### Wednesday Security Watch

Company Newsletter and Slack

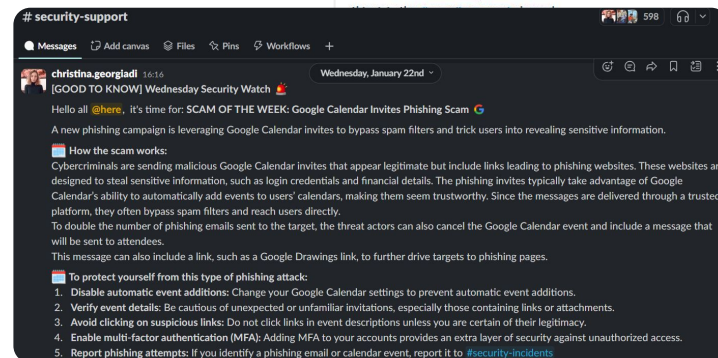
#### Wednesday Security Watch: AI Hallucinations

by Christina Georgiadi



This week, we discussed AI hallucinations in our Wednesday Security Watch. AI hallucinations occur when an **AI system fabricates information or provides a confident response that isn't true or accurate**. These can be harmful as they can spread false information and mislead people.

To avoid them, always question and verify the AI's outputs, cross-check with reliable sources, and stay informed about advancements in AI. For more tips like



# **Additional Data**



## ADDITIONAL DATA

# 2024 Carbon Footprint Calculation Methodology

We measured our global carbon footprint for the calendar year 2024 in **collaboration with a leading third-party advisor**, showcasing our continuous commitment to understanding our environmental impact and track our progress towards carbon neutrality.

The report on the carbon footprint of Bloomreach Group for year 2024 was prepared in line with the [GHG Protocol Corporate Accounting and Reporting Standard](#) (revised edition), [GHG Protocol: Scope 2 Guidance](#) – an amendment to the GHG Protocol Corporate Standard, and [Corporate Value Chain \(Scope 3\) Accounting and Reporting Standard](#) – Supplement to the GHG Protocol Corporate Accounting and Reporting Standard.

Source: Bloomreach Group's Carbon Footprint Calculation, 2024

<b>Reporting period</b>	1 January 2024 – 31 December 2024
<b>Reporting scope</b>	Bloomreach Group (global)
<b>Consolidation approach</b>	<b>Operational Control:</b> Bloomreach Group accounted for 100% of emissions from operations over which it has operational control (i.e., it has the full authority to introduce and implement its operating policies at the operation)
<b>CORPORATE EMISSIONS</b>	<b>DEFINITION &amp; METHODOLOGY</b>
<b>Scope 1 emissions</b> (direct emissions)	<p><b>Mobile Combustion:</b> Fuel consumption data for Bloomreach Group's operational vehicles, including PHEVs, is obtained from the lease company's report; due to missing electricity consumption data, emissions were estimated using <a href="#">DESNZ</a> method based on estimated travel distances and real fuel consumption.</p> <p><b>Fugitive Emissions:</b> Fugitive emissions represent emissions from leakages of refrigerants from air conditioning units. The data comes from the technical report from the company responsible for the maintenance of air conditioning.</p> <p><b>Stationary Combustion:</b> The category is applicable only for entity in India, as it has a diesel generator for energy generation due to energy instability.</p>
<b>Scope 2 emissions</b> (indirect emissions)	<p><b>Purchased Electricity:</b> Electricity purchases are accounted for using two Scope 2 methods: market-based and location-based. The <b>market-based</b> method considers emissions from Bloomreach's renewable electricity, assumed to be zero-emission. If the specific mix is unknown, emissions are based on the residual mix. The <b>location-based</b> method uses the average emission factor of the country's electricity mix, ignoring renewable purchases.</p> <p><b>Electric Vehicles:</b> Electric vehicles are only used by Bloomreach B.V. in the Netherlands. Electricity consumption data is sourced from the lease vendor. Due to a lack of PHEV consumption data, these were included in Mobile Combustion emissions using <a href="#">DESNZ</a> method</p>
<b>Scope 3 emissions</b> (indirect emissions)	<p><b>Purchased Goods and Services:</b> Bloomreach Group uses its financial accounting procedures to categorize purchased products under either Purchased Goods and Services or Capital Goods within Scope 3. For example, laptops costing less than 1,700 EUR or 3,000 USD are classified as Purchased Goods and Services, whereas more expensive laptops fall under Capital Goods. Emissions data for cloud computing services are sourced from provider reports, with <a href="#">Google's</a> including Scope 1-3 emissions and <a href="#">Amazon's</a> including Scope 1-2 emissions. Emissions data for customer management software <a href="#">Salesforce</a> were taken from the report issued by Salesforce, including Scope 1-3 emissions.</p> <p><b>Capital Goods:</b> Emissions from Capital Goods consist of different types of purchased laptops. The emission factors used for the calculation come directly from the specific product life cycle emissions reports.</p> <p><b>Upstream Transportation and Distribution:</b> Emissions data were estimated using distance from Google Maps, multiplied by the weight from invoices.</p> <p><b>Business Travel:</b> Business travel emissions include flights, hotel stays, and rental cars, tracked using the <a href="#">TravelPerk</a> tool. Flight emissions were classified into short-haul and long-haul based on <a href="#">UK DESNZ definitions</a>, with hotel stay emissions calculated via TravelPerk's grid emission factors for different regions, and rental car emissions based on TravelPerk-reported travel distance and corresponding emission factors.</p> <p><b>Employee Commuting:</b> Employee commuting includes emissions from travel by car, motorbike, walking, cycling, bus, train, and taxi. Bloomreach Group's remote-first policy resulted in 91.97% of employees working from home in 2024 full-time. Emissions were calculated for both fully remote and partially remote employees. Commuting patterns, including distance, transport modes, and employee numbers, were estimated based on historical data and local transportation options, conforming to GHG Protocol guidelines.</p>

# 2024 Carbon Footprint Calculation

## Included Emission Categories

Scope	Emissions Category	EF Source	Note
Scope 1	Fleet - passenger vehicles	DESNZ 2024	-
	Fleet - plug-in hybrids - petrol	DESNZ 2024	-
	Fuel - except of fleet	DESNZ 2024	-
	Refrigerants and other GHG emissions (Kyoto Protocol)	DESNZ 2024	-
Scope 2	Purchased electricity - market-based	Association of Issuing Bodies (further referred to as "AIB") (2023) European residual mix	-
	Purchased electricity - location-based	European Investment Bank (further referred to as "EIB") (2023) Carbon Footprint Methodologies	-
	Fleet - electric vehicles and plug-in hybrids - market-based	AIB 2023	-
	Fleet - electric vehicles and plug-in hybrids - location-based	EIB 2023	-
	Purchased heat	N/A	Not calculated - consumption data for calculation were not available
Scope 3	Business trips - land (car)	DESNZ 2024	-
	Business trips - air	DESNZ 2024	-
	Hotels	Travel Perk report	Emissions data provided by Bloomreach from their internal tool Travel Perk.
	Employee commuting	DESNZ 2024	-
	Homeworking	DESNZ 2024	-
	Capital goods - Apple laptops	Specific Apple product carbon footprint reports	% value of production calculated from the total carbon footprint of each product as here we report emissions from the production of the product.
	Capital goods - Lenovo laptops	Specific Lenovo product carbon footprint reports	% value of production calculated from the total carbon footprint of each product as here we report emissions from the production of the product.
	Purchased goods - Apple laptops	Specific Apple product carbon footprint reports	% value of production calculated from the total carbon footprint of each product as here we report emissions from the production of the product.
	Purchased goods - Lenovo laptops	Specific Lenovo product carbon footprint reports	% value of production calculated from the total carbon footprint of each product as here we report emissions from the production of the product. EF for Gen 11 was not available, therefore, EF for Gen 10 was used
	Purchased goods - consumer electronics, mobile device, tablet	Ecoinvent	-
	Purchased service - Purchased cloud computing: Google	Google	Google - report from Google on GHG emissions supplied by Bloomreach
	Purchased service - Purchased cloud computing: Amazon	Amazon	Amazon - report from Amazon on GHG emissions supplied by Bloomreach
	Transportation by third parties	DESNZ 2024	-

Source: Bloomreach Group's Carbon Footprint Calculation, 2024

## ADDITIONAL DATA

# Glossary of Terms & Abbreviations

<b>AWS</b>	Amazon Web Services is a cloud computing platform provided by Amazon. At Bloomreach, AWS is utilized to host our <a href="#">Discovery</a> & <a href="#">Content</a> products.
<b>Barometer Survey</b>	A barometer survey is a tool used to gather quarterly employee feedback and ensure the company remains a great place to work. Our survey includes core engagement questions, eNPS ( <a href="#">Employee Net Promoter</a> ) scores, and quarterly deep dive topics to uncover actionable steps for improving employee satisfaction and engagement.
<b>CCPA</b>	<a href="#">California Consumer Privacy Act</a> gives consumers a host of rights surrounding their personal information.
<b>Circular Economy</b>	<a href="#">A circular economy</a> is an economic system focused on eliminating waste and continually reusing resources by designing products and processes for long-term use and minimal environmental impact. For businesses, this approach enhances sustainability and resource efficiency, leading to cost savings, innovation, and improved competitiveness and reputation.
<b>CSR</b>	Corporate Social Responsibility is a form of international private business self-regulation which aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in, with, or supporting professional service volunteering through pro bono programs, community development, administering monetary grants to non-profit organizations for the public benefit, or to conduct ethically oriented business and investment practices.
<b>Double Materiality Assessment</b>	<a href="#">Double Materiality Assessment</a> (DMA) is a mandatory exercise for companies compliant with <a href="#">CSRD</a> to identify which sustainability matters are most material (relevant) to the organization and its stakeholders by evaluating their impact on environmental and social factors (inside-out perspective), while also considering how these factors influence the organisation (outside-in perspective).
<b>ESG</b>	ESG stands for Environmental, Social, and Governance. It's a framework assessing a company's sustainability and societal impact, encompassing factors like carbon emissions, labor practices, inclusion and belonging, and ethical leadership.
<b>GCP</b>	Google Cloud Platform is a suite of cloud computing services provided by Google. At Bloomreach, GCP is primarily used for hosting our <a href="#">engagement product</a> .
<b>GDPR</b>	<a href="#">The General Data Protection Regulation</a> is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in and outside of the European Union.
<b>GenAI</b>	Generative artificial intelligence uses sophisticated algorithms to organize large, complex data sets into meaningful clusters of information in order to create new content, including text, images and audio, in response to a query or prompt.
<b>Greenhouse Gas Protocol</b>	The <a href="#">Greenhouse Gas (GHG) Protocol</a> is a global standard for businesses to measure and manage their greenhouse gas emissions. It provides clear guidelines and tools to help companies understand their carbon footprint, set reduction targets, and report their progress accurately. This helps businesses mitigate climate risks, enhance their reputation, and comply with regulations.
<b>ISO</b>	ISO stands for the <a href="#">International Organization for Standardization</a> . It is an independent, non-governmental international organization that develops and publishes standards to ensure the quality, safety, efficiency, and interoperability of products, services, and systems.
<b>LEED &amp; BREEAM</b>	These and similar certifications are <a href="#">sustainable building certifications</a> (also known as green building rating tools) and are used to assess and recognise buildings which meet certain sustainability requirements or standards.
<b>SaaS</b>	Software as a service is a cloud computing service model where the provider offers use of application software to a client and manages all needed physical and software resources.
<b>SOC</b>	SOC (Security Operation Center) certifications are a way to validate the maturity and effectiveness of an organization's security operations. They show that an organization has the ability to detect, respond to, and remediate cybersecurity incidents.
<b>tcO2e</b>	Stands for tonnes of carbon dioxide equivalent. It's a unit of measurement used to quantify the total amount of greenhouse gas emissions, expressed in terms of the equivalent amount of carbon dioxide (CO2) that would have the same global warming impact.

# Disclaimers

This report contains “forward-looking statements” as defined

under US securities laws. Words such as “anticipate,” “believe,” “anticipate,” “could,” “estimate,” “opportunity,” “plan,” “expect,” “goal,” “hope,” “intend,” “may,” “might,” “potential,” “predict,” “project,” “shall,” “should,” “target,” “will,” and variations of these terms and similar expressions are intended to identify these forward-looking statements, although not all forward-looking statements contain these identifying words. Forward-looking statements in this report may include, but are not limited to, statements regarding our anticipated ESG and DEI efforts and targets, our culture, employee matters, social impact, company and financial growth, corporate governance, risk management, data protection commitments, our GHG emissions and other climate and sustainability-related goals, aspirations, commitments, and strategies. These forward-looking statements are based on current plans, estimates, forecasts, and projections that are subject to risks, uncertainties, and assumptions. Therefore, no guarantees or assurances are made that they will be achieved or successfully executed. Forward-looking statements are based on our current assumptions, expectations, and beliefs and are subject to substantial risks, uncertainties, assumptions, and changes in circumstances that may cause our actual results, performance, or achievements to differ materially from any future results, performance, or achievements expressed or implied by the forward-looking statements.

From time to time we may make changes in previously reported values due to updated availability of new information, changes in calculation or estimation methodology, or correction of calculation or other errors and report such updated information on a retrospective basis in subsequent reports. The information and opinions contained in this document are provided as of the date of this document and are subject to change without notice. The forward-looking statements included in this report represent our views only as of the date of this report and we assume no obligation to update or revise these forward-looking statements except as required by applicable law.

The use of “material” when referring to ESG topics throughout this report is intended to refer to the most important issues from our ESG assessment and does not speak to the materiality of those issues to Bloomreach as a whole.

This document represents data that cover the period from January 1, 2024 through December 31, 2024 unless otherwise noted. The qualitative narratives in this report may cover issues through the date of this report.



# Thank you

