

2025

ESG Report



Executive Summary

In 2025, Bloomreach continued advancing its ESG efforts while navigating rapid growth and the accelerating adoption of AI. We focused on practical, measurable progress: improving carbon measurement and workplace sustainability, strengthening a culture-first employee experience, and embedding responsible AI, privacy, security, and vendor-risk controls into operations.

Environmental Impact

Completed the first in-house carbon footprint calculation using [Smarthead](#), validated by a third-party advisor; total footprint was **4,555.77 tCO2e**, which is broadly flat year on year.

Scope 3 represented 98% of our carbon footprint, with **business travel** and **cloud computing** as the primary contributors.

Continued **offsetting** 100% of business-travel emissions through [certified projects](#).

Introduced a **Supplier Code of Conduct** requiring suppliers to manage their environmental impact and cooperate with monitoring.

Improved **infrastructure efficiency** through elastic computing and lighter AI models.

Expanded **workplace sustainability**: 6 of 8 offices now hold green-building or sustainability certifications.

Reused or donated resources, including **786 merchandise items** and **99 devices**.

Promoted [sustainable commerce](#) solutions through **new use cases** and **customer stories**.

Social Responsibility

Supported a culture-first workplace with employees representing **44 nationalities**.

Employee satisfaction reached an **eNPS of 49** in December, the highest since June 2022.

Sustained **engagement** through All Hands, Q&As, newsletters, connection programs, and wellbeing activities.

Invested in AI, career, and technical development; 140 employees joined the first **AI hackathon**.

Supported wellbeing through **Disconnect Days**, stress-management support, and global connection activities.

Introduced a **global anti-harassment policy**, training, and 'Respect at Work' spotlights.

Strengthened pay equity through an updated performance-management process; median compa-ratios were **1.04 for men** and **1.03 for women**.

Supported communities through 126 employee volunteers, **186 volunteer days**, and **\$54,147** in charitable contributions and matched giving.

Corporate Governance

Introduced **AI principles** covering transparency, human oversight, fairness, privacy, security, responsible procurement, and sustainability.

Updated **AI use and employee privacy policies** and reviewed new AI vendors for privacy, security, legal, and ethics risks.

Completed the **SOC 2 Type II audit** and the **ISO surveillance audit** with 100% conformity and zero non-conformities.

Renewed **Data Privacy Framework certification** and maintained **ISO certifications**, including the transition of ISO 27018 to its 2025 version.

Completed the **annual privacy & security training** and strengthened data-labeling and enterprise security tools.

Expanded **cybersecurity awareness**, vendor-risk reviews, business-continuity requirements, and penetration testing across products.

Maintained confidential **whistleblowing channels** for reporting unethical or illegal conduct.

Report Navigation

About Us

[About Bloomreach](#) 5

[AI-Powered Workplace](#) 6

Our ESG Mission

[CEO Letter](#) 8

[Our Long-Term Goals](#) 9

Environmental

[Carbon Footprint](#) 11

[Workplace Sustainability](#) 12

[Sustainable Ecommerce](#) 13

Social

[Culture-First Company](#) 15

[Employee Engagement](#) 16

[Employee Development & Wellbeing](#) 17

[Diversity, Equity, Inclusion](#) 18

[Community Involvement](#) 19

Governance

[Ethical AI and Responsible Innovation](#) 21

[Data Privacy & Security](#) 22

[Cybersecurity](#) 23

Additional Data

[Carbon Footprint Calculation Methodology](#) 25

[Included Emission Categories](#) 26

[Glossary of Terms & Abbreviations](#) 27

[Disclaimers](#) 28

About Us



About us

[Bloomreach](#) is an AI company for personalization.

Bloomreach helps brands deliver more relevant, personalized experiences at scale. It enables that personalization through its agentic platform, [loomi](#), which brands access via apps, agents, and MCP ([loomi Connect](#)).

Today, more than 1,400 brands worldwide — including American Eagle, Sonepar, and Pandora — use Loomi to power personalized customer experiences.

FOUNDED

2009, US

[See all milestones](#)

CUSTOMERS GLOBALLY

849

(as of December 31, 2025)

LOCATIONS

8 offices

US, Europe, India

BLOOMREACHERS

874

(as of December 31, 2025)

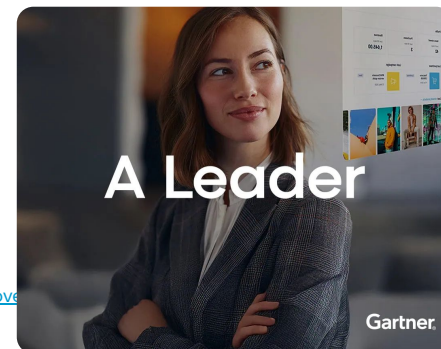
Our industry recognitions



Leader in 2025 Gartner® Magic Quadrant™ for [Personalization Engines](#) and [Search and Product Discovery](#).

Named to [2025 Inc. 5000 List of America's Fastest Growing Private Companies](#)

Leader in The [Forrester Wave™: Commerce Search And Product Discovery Solutions](#)



AI-Powered Workplace

Bloomreach's **virtual-first work model** connects teams across the world, while offering office hubs in **Mountain View, Charlotte, Bratislava, London, Amsterdam, Brno, Prague, and Bangalore**.

44 nations are represented among Bloomreachers, creating a diversity of thought that supports innovation. While virtual work is our default, we meet in person for departmental offsites, customer work, and impactful collaboration.

This global model also brings challenges, including collaboration across time zones. **Golden hours** reserve a shared overlap window for cross-regional meetings and faster decision-making. In 2025, we introduced **new unified virtual collaboration expectations**, reducing reading time of separate guidelines by 69%+ and giving teams across regions a shared set of collaboration behaviors.

AI is further improving how we work, and our **AI principles** help ensure we do so thoughtfully. They provide a shared foundation for transparency, accountability, fairness, and collaboration, so AI adoption strengthens human judgment rather than replacing it.

Based on our September 2025 barometer survey, 70% of employees **use AI daily**, while 72% report **productivity gains** of up to 30% or higher. 80% of employees say they have **access to the tools** they need, and 74% feel Bloomreach provides **adequate support** for AI learning.

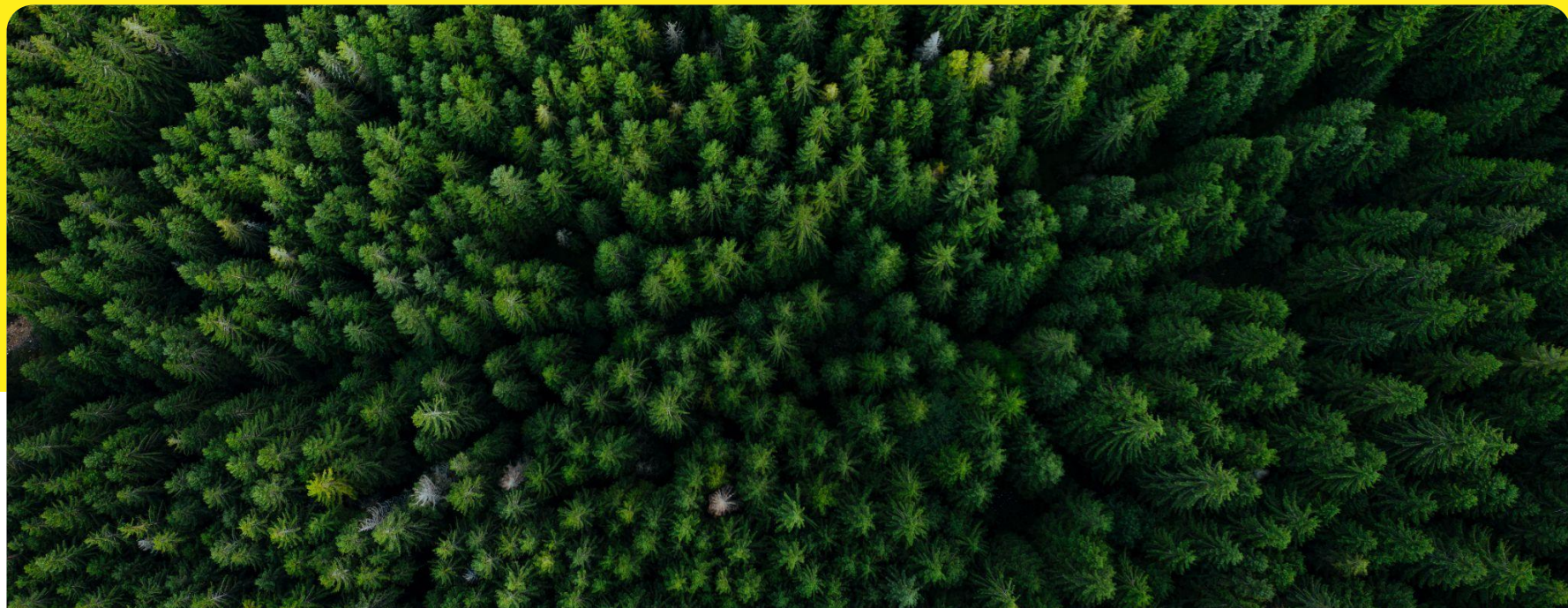
Together, these **principles, tools** ([Glean](#), [n8n](#), etc.), and **peer-learning channels** (#ask-ai Slack channel, departmental AI leaders, etc.) help us use AI more efficiently while preserving the human insight and collaboration.

Bloomreach AI Principles

Bloomreach is committed to developing, procuring, and using AI responsibly, in line with applicable regulations — including the [EU AI Act](#), [GDPR](#), and [CCPA](#) — and [our values](#) of #THINK, #OWN, and #TRUTH. Our approach is based on ten principles:

- ✓ **Transparency:** Clearly disclose where AI is used and how it affects outcomes.
- ✓ **Human oversight:** Maintain accountable human review, escalation paths, and intervention thresholds for consequential AI-supported decisions.
- ✓ **Fairness:** Identify, assess, and address potential bias, particularly where AI may affect people's opportunities or outcomes.
- ✓ **Privacy and data protection:** Apply data minimization, purpose limitation, as well as consent, retention, and deletion controls.
- ✓ **Security and robustness:** Test AI systems for vulnerabilities, adversarial risks, model drift, and unintended behavior, supported by monitoring and fallback mechanisms.
- ✓ **Purposeful use:** Use AI where it delivers clear value, while considering risks, alternatives, user agency, and opt-out options.
- ✓ **Responsible procurement:** Assess and monitor AI vendors for transparency, security, and compliance.
- ✓ **Sustainability and efficiency:** Consider AI's environmental impact and favor efficient models, tools, and infrastructure where practical.
- ✓ **Continuous improvement:** Monitor AI systems throughout their lifecycle, periodically reassess risk, and document performance and corrective actions.
- ✓ **Education and empowerment:** Equip employees with accessible guidance and include responsible AI practices in annual privacy and security training.

Our ESG Mission



CEO Letter



Raj De Datta
Co-Founder & CEO

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.

The past year has tested that commitment in new ways. The SaaS industry has moved through one of its most consequential shifts in the AI era — reshaping our product innovation and how we operate internally. Amid all of this change, our ESG commitments have not taken a back seat. We've continued to move this work forward, deliberately and incrementally, even as so much else around us has accelerated. We won't pretend our pace has been as fast as we'd like, but we remain focused on forward momentum and on making steady, honest progress against our long-term ESG goals, including:

- **Driving sustainable ecommerce:** As our AI models have grown more capable and central to our products, we've continued refining how these can be used to drive more efficient, sustainable commerce.
- **Creating a culture-first company:** As AI changes the nature of work across our industry, we've stayed intentional about supporting our people through that transition to ensure their value remains clear even as AI takes on more manual tasks.
- **Ensuring safe, data-driven growth:** As AI becomes more deeply embedded in both our products and our internal workflows, our commitment to ethical, secure data usage has only grown more central to how we build and deploy every model.
- We know continuous improvement is essential to build a better world, and we know that in a moment of rapid change, consistency matters as much as speed. We're committed to driving these ESG initiatives forward with integrity, transparency, and collaboration, and we're energized by the road still ahead of us.

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 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

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

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

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



Carbon Footprint

Our Actions

We have completed our first in-house carbon footprint calculation for FY 2025 using [Smarthead](#)'s CO2e calculator, validated by a third-party advisor. The platform reduced our annual calculation costs by 72%, provides one place to manage ESG data and disclosures, improves readiness for customer ESG requests, and aligns our reporting with the [VSME standard](#) — EFRAG's simplified framework for small and medium-sized enterprises.

Our total footprint was broadly flat year on year. **Scope 1 emissions fell 61%**, reflecting the continued cancellation of long-term car leases in the Netherlands. **Scope 2 fell 14%** after correcting 2024 US workplace electricity data and canceling long-term lease of electric vehicles. Scope 3 remains the main focus at approximately 98% of the total, with **travel emissions down 17%** and **cloud emissions** (GCP and AWS) **up 42.5%** as [AWS introduced](#) a more precise emissions methodology.

Data gaps remain in our supply chain: only 12.5% of our key vendors currently provide emissions data tied to our usage. To address this, we introduced a **supplier code of conduct** for vendor onboarding and renewal, requiring vendors to manage their environmental impact and cooperate with monitoring.

Our **virtual-first working model** keeps regular commuting low, while in-person meetings are reserved for impactful collaboration and customer work. We also continued to **offset 100% of business-travel emissions** through [Perk's](#) Verra-certified projects.

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. [Read more](#).

Product Environmental Impact

In 2025, Bloomreach improved the environmental impact of its product infrastructure through internal efficiency measures and improvements reported by our cloud providers.

Elastic infrastructure adjusts computing capacity to demand, helping avoid unnecessary usage. We also moved selected **AI workloads to lighter-weight models**, including Gemini Flash, reducing computing demand while maintaining required performance.

Cloud infrastructure performance varied by region. [Google Cloud](#)'s (GCP) **clean-energy coverage** rose in low from 87% to 88%, but declined in Belgium from 84% to 79% and in London from 79% to 75%. [Amazon Cloud](#) (AWS) reported improved **power usage effectiveness**, from 1.15 to 1.14, and **water efficiency**, from 0.15 to 0.12 liters per kilowatt-hour — 20% less water for the same computing load.

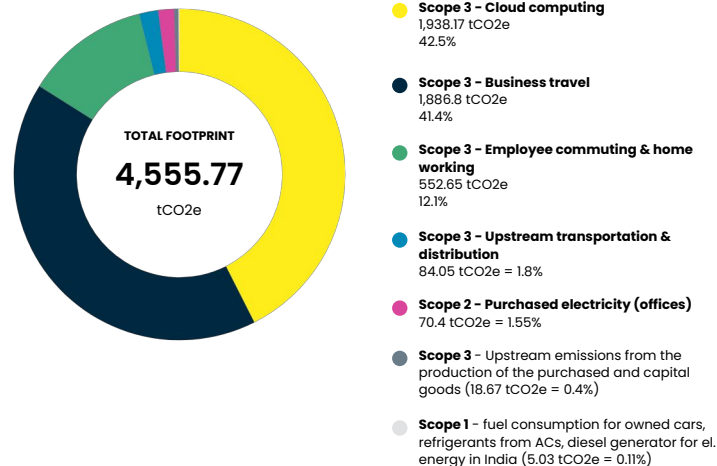
As a mid-sized SaaS company operating in a rapidly changing industry, we will continue prioritizing actions that are practical, measurable, and aligned with broader business priorities.

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

Scope	Category	Percent Total	2025 tCO2e* location-based	2024 tCO2e* location-based	2023 tCO2e* location-based
Scope 1	Direct Emissions	>1%	5.03	12.97	22.03
Scope 2	Indirect Emissions	>2%	70.4	81.94	53.83
Scope 3	Value Chain	98%	4,480.34	4,346.45	2,899.77**
TOTAL:			4,555.77	4,441.36	2,975.63
Per headcount			5.21	5.1	3.3

* tCO2e = tonnes of carbon dioxide equivalent

** data gaps across supply chain and business travel



Workplace Sustainability

Our Actions

6 out of Bloomreach's 8 offices now hold **green-building or sustainability certifications**. In 2025, we leased a new Prague office with [LEED Gold certification](#) and moved into a new Amsterdam office with [B Corp certification](#). Our **annual workplace sustainability audit** helped us review how our offices operate and identified practical opportunities to reduce their environmental impact.

We also kept existing resources in use for longer. A **throwback employee-merch drop** put 786 archived items back into circulation, while **99 devices** — including 89 laptops, 3 TV monitors, and 7 Mac Minis — were donated to [Odyssey](#) and [Boterkáren](#) in Slovakia and [The Tech Exchange](#) in the United States, which refurbishes equipment and redirects them to schools and charities, extending their useful life and supporting digital access.

Employee participation remains essential. We improved **internal event communications** with reminders to confirm attendance so food and materials can be planned with less waste, and encouraged public transport and carpooling. We also held our first **sustainability workshop**, combining a company breakfast with a practical session on waste management and recycling led by [QLO Bratislava's waste company](#). Together, these actions make sustainability more visible in everyday workplace decisions.



Company breakfast on circular economy, waste management, and recycling made sustainability a shared, practical conversation — not only a policy topic.



Giving things a second life: Rather than producing new items, we offered archived Bloomreach merchandise to employees through a throwback merch drop. Together, we put 786 older pieces back into use, extending the life of existing products. We also regularly donate retired laptops to schools and charities, extending product life and supporting digital access.

Sustainable Ecommerce

Our Actions

[Sustainable commerce](#) is a central part of our ESG approach, through which we can extend our impact beyond our own operations. By helping retailers bring sustainability into the customer journey, **[our technology](#)** can support more informed choices, reduce waste, and extend product lifecycles.

In 2025, we refreshed our [sustainable commerce landing page](#) with new use cases and customer stories showing how personalization, product discovery, and marketing automation can **support more responsible shopping journeys** while making sustainability commercially practical.

A [Fairphone case study](#) illustrates this: a **spare-parts retention campaign** generated a 33% revenue uplift while reinforcing a simple message: The most sustainable phone is often the one a customer already owns.

We also added a dedicated **sustainability tag** to our [use case center](#), highlighting solutions that address common sources of waste, including avoidable returns. These include sizing and product-choice notifications, messaging for customers with high return rates, and dashboards that reveal return drivers so teams can address issues upstream.

We extended the conversation through broader industry education. Our [Commerce Experience podcast](#) explored whether **fast shipping and sustainability can coexist**, featuring buyback programs, de-marketing, and eco-conscious messaging from Patagonia, IKEA, and Levi's. In collaboration with [OneStock](#) and other partners, our [Sustainability in Retail: Strategies for a Greener Future whitepaper](#) offers further guidance on reducing waste, improving operations, and balancing commercial performance with environmental responsibility.

Together, these efforts help customers turn sustainability from an intention into measurable, commercially relevant action. Learn more on our [impact page](#).

Explore our sustainable commerce use cases.

Sustainable Product Badges

[Build trust](#) with sustainability badges on product pages.

Product Expiration Reminder

[Reduce waste](#) while driving timely product reorders automatically.

Banner for High-Return Customers

Reinforce [responsible shopping behavior](#) and build trust.

Bloomreach in action



Ecommerce Search

AI-powered search and merchandising highlight eco-friendly, locally sourced, or low-impact products.

Sustainability made visible and easy to act on.



Marketing Automation

AI-powered and personalized campaigns guide customers toward greener choices and delivery options.

Shoppers feel good about their impact and connected to your values.



Shopping Agent

Conversational AI answers questions, suggests product alternatives, and guides sizing or fit.

Customers buy what they truly need, reducing returns, waste, and frustration.



FAIRPHONE CASE STUDY

[Fairphone's spare-parts campaign](#) shows how sustainability and commercial performance can reinforce each other: a 19-day campaign offering 20% off spare parts and accessories generated **33.5% more revenue**, while its newsletter opt-in funnel achieved a **31.7% conversion rate** and the website banner drove **72% of sign-ups**.

Separately, Fairphone's [Impact Report email](#) engaged customers around fair materials, working conditions, recycling, and device longevity.

Social Responsibility



Culture-First Company

Our Actions

At Bloomreach, Commitment Culture means aligning around shared goals, [values](#), and behaviors, while investing in one another's success. In 2025, that commitment connected a clear execution agenda with a deliberate focus on growth, collaboration, and meaningful work.

At our Company Kick Off, we aligned on delivering *Limitless Personalization* through [Loomi](#) and consequential AI, while advancing our all-in-one composable personalization value. The “**Break Limits**” mindset translated that strategy into everyday behaviors: move with urgency, focus on customers, own outcomes, and make decisions at the right level, using fast, reversible two-way decisions where possible and deliberate one-way decisions when the stakes are higher.

That execution focus also shaped our people priorities. We supported **personal growth** and **career advancement**, expanded **AI-enabled ways of working**, and focused support on **go-to-market teams** to drive growth. Instead of adding new processes, we reviewed existing People programs for impact, simplicity, and efficiency, while reinforcing an inclusive, virtual-first workplace with opportunities for both vertical and horizontal growth.

Our aspiration is for Bloomreach to be the most impactful professional experience of our careers. In 2025, **28% of Bloomreachers were promoted or changed roles** internally, and cross-team collaboration improved from 55 to 63 [score](#) in our barometer survey. Our **4.6 Glassdoor rating** improved year on year, while annual **average eNPS** remained stable at **42**. Together, these results show commitment in action: people growing, teams collaborating more effectively, and shared expectations translating into stronger execution.



Employee Engagement

Our Actions

Employee engagement at Bloomreach starts with making information accessible, progress visible, and connection possible across a virtual-first company.

In 2025, bi-weekly All Hands meetings with live Q&As, regular company and go-to-market kick offs, and **AI-narrated audio newsletter** helped employees stay informed. [Lunapark](#) introduced Bloomreachers to a new colleague every two weeks, helping build connections beyond immediate teams.

Barometer feedback also gave us measurable insights into employee experiences. By year end, 87% of Bloomreachers said they continued to learn and improve, 87% felt leaders welcomed different perspectives, and 85% saw equitable opportunities to advance. Q1 focused on strategy and execution, Q2 focused on career development and compensation, Q3 on AI adoption and ways of working, and Q4 on company values and behaviors. [eNPS](#) rose each quarter, reaching **49** in December — the highest level since June 2022.

We created shared moments to celebrate progress and bring our culture to life. **Employee merchandise** has long been an important part of Bloomreach culture, and Bloomreachers are very passionate about it. We celebrate major milestones with high-quality merch drops, often created in collaboration with our customers, such as Vans and Eyering this year. Sports and wellbeing challenges, interest-based Slack channels, and regional events — including virtual alternatives — made participation possible across locations and strengthened our engagement through a continuous cycle of information, feedback, recognition, and connection.

★★★★★

4.9

overall company culture rating at Bloomreach by [Comparably](#)



Our annual **GTM Kick Off** brought go-to-market teams together to align on priorities, build momentum, and translate our strategy into focused execution.

★★★★★

4.6

employer rating at [Glassdoor](#), recognizing Bloomreach as an Engaged Employer



49 eNPS

[Strong](#) — most employees feel positive about their organization

To mark [exceeding \\$260 million in revenue](#) while reaching breakeven, we partnered with Vans on employee merchandise, turning a business milestone into a shared moment for Bloomreachers.

Employee Development & Wellbeing

Our Actions

Employee development and wellbeing are closely connected: the right skills, tools, and support help people do meaningful work sustainably. In 2025, Bloomreach focused on practical learning to strengthen **AI fluency, career growth, productivity, and resilience**. This was reflected in our barometer survey: 86% of respondents said they continue to learn and improve at Bloomreach, while 77% said they could see themselves growing professionally at the company in the coming years.

AI learning moved from discussion into practice. [Clean](#) for company-wide use including other AI tools, weekly **AI hot news** from our Chief Technology Officer, and the **"How I AI" series** helped employees share knowledge and use AI more effectively. The first **AI hackathon** brought together 140 Bloomreachers to develop automation concepts across People, Finance, Legal, and Information Security & Technology. One winning workflow connected our HR system and Google Drive to generate employee documentation, cutting the time required for the task in half.

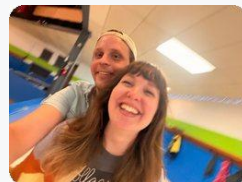
We also invested in career and leadership development. More than half of employees used their **personal development budget** (\$1,500) in 2025, while the **LEAD program** supported 26 new managers. In addition, **873 hours of individual and team coaching** by [Ivo Vecera](#) helped employees and teams build capability, strengthen collaboration, and navigate challenges. **Workshops** covered the ["Most Important Thing" method](#), personal branding, critical thinking, conflict resolution, and the [ACCA](#) framework. [CliftonStrengths](#) training, engineering learning paths on Udemy, and **career spotlights** in the company newsletter further supported personal, technical, and cross-functional growth.

Wellbeing support complemented these opportunities. Benefits such as [Calm app](#) and other stress-management resources were highlighted during peak periods, while **quarterly Disconnect Days** encouraged all employees to step away from screens. The annual **Spring Challenge** brought employees together in global teams for sports activities supporting connection and physical and mental wellbeing: 175 Bloomreachers participated in 2025. Our [Commerce Experience podcast](#) also opened a wider conversation about mental health in high-pressure ecommerce environments, linking flexibility and burnout prevention to sustainable performance.

Our support also extended to employees at different stages of life. Measures such as **extended parental leave** and an **employee assistance program** provided practical and confidential support during important personal transitions and periods of challenge.

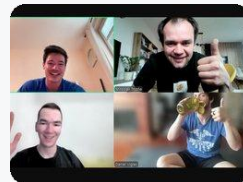
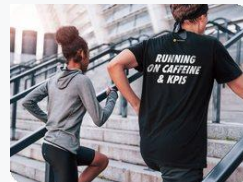
Disconnect Days

Employees have **four days** each year to step away from screens, recharge, and focus on activities they enjoy.



Spring Challenge

175 Bloomreachers participated in this annual event focused on physical and mental wellbeing.



Diversity, Equity, and Inclusion

Our Actions

At Bloomreach, diversity, equity, and inclusion mean creating a workplace where people feel respected, different perspectives are welcomed, and everyone can progress based on performance and impact.

In 2025, we introduced a **global anti-harassment policy and training**, supported by the monthly **Respect at Work series** in the company newsletter, which uses real workplace situations to show what is not acceptable and what inclusive behavior looks like instead.

Our **“Breaking the Glass Ceiling” event** brought employees and executive leaders together to discuss barriers to career progression and imagine a more equitable future. **Global connection activities** — including interest-based Slack communities, sport challenges, and virtual coffee chats — helped make belonging part of everyday work.

We also used employee feedback to improve our **performance management**. The updated approach focuses on impact through [Most Important Things](#), adds upward feedback, and recognizes AI fluency where relevant. **Career Compass sessions** clarified internal mobility, while the new equity platform made stock ownership easier to understand and manage.

In the 2025 performance cycle, more than 65% of performance-based compensation dollars went to employees in the two highest performance categories, who represented **36.7% of the workforce**. Median compa-ratios were **1.04 for men** and **1.03 for women**. This shows that both groups were positioned similarly in their compensation bands. Compensation bands are gender-neutral, based on an employee's responsibilities, job level, and geographic location.

Results from our quarterly barometer showed that **85% of respondents** agreed they feel a sense of belonging and inclusion at Bloomreach and have equitable career opportunities. For women, equity sentiment increased from 75% to 80% year over year.

EMPLOYEE REPRESENTATION:

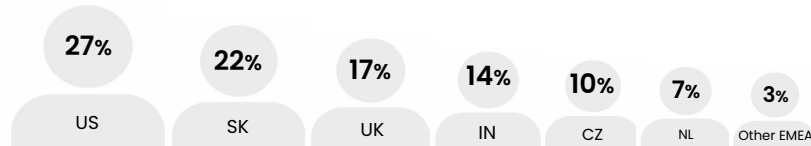
Gender: Women 35% | Men 64% | Non-binary <1%

Age: avg. age 35 (Millennials, with some Gen Z and Gen X overlap)



To mark International Women's Day and Employee Appreciation Day, Bloomreach leaders and employees shared personal stories about overcoming barriers to career progression. A follow-up mood-board session invited participants to reflect on their own experiences and imagine a workplace where the glass ceiling no longer exists.

Employee regional distribution:



Our global community represents **44 nationalities**.

Community Involvement

Our Actions

Community involvement at Bloomreach is built on a simple idea: everyone can contribute to causes they care about. In 2025, Bloomreachers supported local communities through expert volunteering, regional service, and employee-led giving, using their skills, time, and financial contributions where they could make a difference.

Our **expert-volunteering series** showed how Bloomreachers can apply their expertise beyond the workplace, with stories spanning digital transparency, data privacy and cybersecurity, career counselling and mentoring, and literacy.

We also promoted remote and skills-based volunteering as part of our wellbeing approach. Across regional activities, **126 Bloomreachers** supported people experiencing homelessness, cared for public spaces and animal shelters, cleaned canals, refurbished bikes, supported seniors, and helped underserved young people prepare for employment.

Everyone at Bloomreach receives 5 paid volunteering time off (VTO) days per year. In 2025, employees used **186 VTO days**, down 43.4% from 2024. Feedback from employees collected through company-wide survey showed that time and work commitments — not awareness — were the main barriers, with employees calling for more flexible opportunities and earlier scheduling. These insights give us a practical basis for improving participation.

Our community support also extended to charitable giving. 242 Bloomreachers donated their Bloomversary (work anniversary) bonuses, directing **\$39,147 to regional charities** like [People in Peril](#), [Save the Children](#), [War Child](#), [Give India](#), and [No Kid Hungry](#), while 103 employees helped unlock a further **\$15,000** through our annual [Giving Tuesday](#) campaign. Together, these actions made community impact more accessible, locally relevant, and employee-led.

VTO benefit: Employees can use up to 5 Volunteer Time Off days each year to support causes they care about through hands-on or expert volunteering.



Bloomreach received a [2025 Tech Cares Award](#) from TrustRadius for outstanding corporate social responsibility efforts.

Corporate Governance



Ethical AI and Responsible Innovation

Our Actions

In 2025, Bloomreach strengthened its ethical approach to AI around a central question: “Who protects people when AI can understand their deepest desires?”

As AI becomes better at anticipating needs and acting on behalf of customers, we believe innovation must be grounded in privacy, trust, meaningful choice, and wellbeing—not in maximizing engagement at any cost.

We explored this vision in conversations led by our CEO, Raj De Datta, on the [“Life with Machines” podcast](#) and on the [Retail Tech Podcast](#). These discussions examined the possibilities of a **more human internet**, shaped by natural-language conversations and “buy it for me” agents, while keeping people’s interests at the center.

The same responsibility applies to the future of work. In a conversation with Raj, our Chief Technology Officer, Xun Wang, [described](#) how generative AI is reshaping the skills we value. Engineers must adapt, experiment, think critically, and **use technology with intention**. AI should strengthen human capability—not replace human judgment or accountability.

We translated these viewpoints into practical safeguards. We introduced new [AI principles](#) and updated our **AI use and employee privacy policies**, setting clear expectations for how AI should be used at Bloomreach. We applied the same standard to the tools we bring into the company: new AI vendors undergo privacy, security, and legal reviews before adoption.

Strong governance does not have to mean slow decisions. Our approval process was redesigned to enable—not block—responsible innovation. Clear, proportionate reviews allow teams to experiment with and adopt new technologies while protecting customers and employees. In 2025, the enhanced **AI and privacy vendor review** process maintained rigorous oversight while averaging approximately 4 days—around 12 times faster than the [industry average](#) of approximately 50 days.

Additionally, we reinforced accountability by promoting confidential **whistleblowing** through our [public platform](#), giving employees a way to raise concerns about unethical behavior or legal violations.



Watch our CEO Raj De Datta and CTO Xun Wang discuss [how AI is reshaping work](#) — and the human skills that will matter most.

For Bloomreach, AI is not only about generating code or optimizing experiences — it’s about helping people become **more thoughtful problem-solvers** and ensuring technology supports **human potential**.

Data Privacy & Security

Our Actions

In 2025, independent audits, privacy certifications, and practical safeguards gave customers and employees clear evidence of how Bloomreach protects the data it manages.

We successfully completed our **annual SOC 2 Type II audit**, providing independent assurance that our information security controls support the security, availability, and confidentiality of the data we manage. We also completed our **2025 ISO surveillance audit resulting in 100% conformity and 0 non-conformities**, maintaining our existing ISO certifications and transitioning ISO 27018 to its 2025 version.

Our **renewed Data Privacy Framework certification** supports the lawful transfer of personal data from the European Union and the United Kingdom to the United States, while meeting the adequacy requirements of the [EU GDPR](#) and [UK GDPR](#). Together, these audits and certifications offer customers and employees greater transparency and confidence in how Bloomreach manages data across its global operations.

We complemented this external assurance with safeguards embedded in our daily work. The **annual privacy & security training** was required for all employees, helping keep responsible data handling top of mind. **Google data labeling** introduced sensitivity classifications for files stored in shared and personal drives. Upgrading to **Slack Enterprise+** added enhanced security features, while the **Island enterprise browser** continued to block malicious content and phishing attempts and protect both corporate and personal data.

Explore our security certifications and reports in [Bloomreach Trust Center](#).



Independent Data Protection Officer

Lenka Gondová, Bloomreach's Data Protection Officer, connects **privacy, security, and compliance** so that protecting personal data is built into how we operate. Her work includes maintaining Bloomreach's global **privacy standard** and supporting the **governance, risk, and compliance framework** that aligns privacy obligations with contractual, security, and ISO requirements. Additionally, she helps assess incidents involving personal data.

Lenka also contributes to the wider cybersecurity and privacy community. She serves as Chair of [ISACA Slovakia](#) and contributes to ISO standards covering **privacy, cybersecurity, AI governance, and risk management**. As co-founder of [Women4Cyber Slovakia](#), she also advances mentoring and professional education.

These activities bring **expertise and broader perspectives** back to Bloomreach's approach to responsible technology and resilience.

Cyber Security

Our Actions

While data security and privacy focuses on protecting the information we handle, cybersecurity focuses on preventing, detecting, and responding to attacks against our people, products, and systems. Reporting both gives a fuller view of responsible digital operations.

In 2025, the **monthly security watch** in our internal communication made threat awareness part of our monthly routine. “**Scam of the Week**” posts covered Eventbrite phishing, malicious Google Calendar invites and Docs comments, toll-scam smishing, WhatsApp impersonation, fake macOS support emails, and attempts to steal Gmail credentials. **Threat intelligence reports** added context and practical guidance, including warnings about impersonating domains.

We also addressed risks beyond our own systems. Updated **vendor management** and **third-party vendor risk management policies** clarified reviews for new and renewing vendors. Annual checks cover vendor use, security and access controls, and risk assessments. Strategic vendors also require business continuity and disaster recovery plans.

Finally, we performed **penetration tests across all Bloomreach products**. By simulating attempts to exploit vulnerabilities, these tests helped us identify and address weaknesses before they could be used against our systems or the data we manage.

Explore more in the [Bloomreach Trust Center](#).

Employee awareness: Scam of the Week

Weekly Slack posts

[GOOD TO KNOW] Wednesday Security Watch 📢

Hello all @here, it's time for: SCAM OF THE WEEK: WhatsApp Impersonation Scams 📱

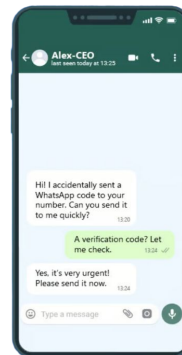
Scammers are cloning WhatsApp accounts, sometimes even using AI to impersonate voices, and tricking people into handing over cash or sensitive info. Many parents in the UK received a WhatsApp voice message from what sounded exactly like their child panicked and asking for emergency money. It was AI-generated. Over **£500,000** has been stolen from UK families through this method in just the last few months. 🙄

How it works:

- Scammers clone your WhatsApp number or join groups impersonating someone you trust
- They use deepfake voice or text to make requests feel authentic
- They ask for urgent financial help or personal info

How to protect yourself:

- Enable Two-Step Verification in WhatsApp settings
- NEVER share your verification code
- Call directly to verify if someone messages you urgently
- Review WhatsApp Web sessions for unknown devices
- Educate your family about these tactics. Older relatives are more susceptible to such scams.



Additional Data

2025 Carbon Footprint Calculation Methodology

We measured our global carbon footprint for the calendar year 2025 using [Smarthead's](#) CO₂e calculator, validated by a third-party advisor.

The report on the carbon footprint of Bloomreach Group for year 2025 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, 2025

Reporting period	January 1, 2025 – December 31, 2025
Reporting scope	Bloomreach Group (global)
Consolidation approach	Operational Control: 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).
CORPORATE EMISSION	DEFINITION & METHODOLOGY
Scope 1 emissions (direct emissions)	Mobile Combustion: Fuel consumption data for Bloomreach Group's operational vehicles is obtained from the lease company's report. Fugitive Emissions: Fugitive emissions represent emissions from leakages of refrigerants from air conditioning units. The data are sourced from technical reports provided by the companies that provide our long-term office leases and are responsible for maintaining the air-conditioning systems. Stationary Combustion: The category is applicable only for entity in India, as it has a diesel generator for energy generation due to energy instability.
Scope 2 emissions (indirect emissions)	Purchased Electricity: Electricity purchases are accounted for using two Scope 2 methods: market-based and location-based. The market-based 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 location-based method uses the average emission factor of the country's electricity mix, ignoring renewable purchases.
Scope 3 emissions (indirect emissions)	Purchased Goods and Services: 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 Google's including Scope 1–3 emissions and Amazon's including Scope 1–3 emissions. Capital Goods: 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. Upstream Transportation and Distribution: Emissions data were estimated using distance from Google Maps, multiplied by the weight from invoices. Business Travel: Business travel emissions include flights, hotel stays, and rental cars, tracked using the Perk tool. Flight emissions were classified into short-haul and long-haul based on UK DESNZ definitions, with hotel stay emissions calculated via Perk's grid emission factors for different regions, and rental car emissions based on Perk-reported travel distance and corresponding emission factors. Employee Commuting: Employee commuting includes emissions from travel by car, motorbike, walking, cycling, bus, train, and taxi. Bloomreach Group's remote-first policy resulted in 90.39% of employees working from home in 2025 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. Employee Homeworking: Emissions were calculated by multiplying total annual homeworking hours by DEFRA's 2025 emission factor of 0.3338 kg CO₂e per working hour. Total annual homeworking hours were estimated using the number of employees in each location, assuming 3 homeworking days per week over a 48-week working year.

ADDITIONAL DATA

2025 Carbon Footprint Calculation

Included Emission Categories

Source: Bloomreach Group's Carbon Footprint Calculation, 2025

Scope	Emissions Category	EF Source	Note
SCOPE 1	Fleet – own vehicles	DBEIS 2023	–
	Stationary Combustion (diesel generator for el. energy in India)	DBEIS 2023	–
	Refrigerants and other GHG emissions (Kyoto Protocol)	DBEIS 2023	–
SCOPE 2	Purchased electricity (offices) – location-based	AIB 2022	–
	Purchased electricity (offices) – market-based	EU: AIB 2025 Residual Mix report US: EPA eGRID IN: CEA CO2 Baseline Database 2024–25	US & IN – grid-average fallback, not true market-based
	Purchased heat (offices)	EPA/GHG Protocol	EPA/GHG Protocol-based U.S. natural gas factor is about 53.11 kg CO2e/MMBtu, which converts to about 181.21 g CO2e/kWh.
	Business travel (flights, cars, trains, hotel stays)	Perk report	Emissions data provided by business travel management tool Perk.
SCOPE 3	Employee commuting	EU: DEFRA 2025 NL: Co2emissiefactoren US: EPA 2025 + DEFRA 2025 IN: India GHG Program	Calculated by converting one-way commuting distance data into annual passenger-kilometers by mode, using reported commuting frequency, employee counts, and transport-mode shares, and assuming 48 working weeks in 2025.
	Employee homeworking	DEFRA 2025	Calculated using an activity-based approach. Calculated by multiplying total annual homeworking hours by an emission factor based on DEFRA 2025 factors.
	Capital goods – laptops	Specific Lenovo and Apple product carbon footprint reports	–
	Purchased goods – laptops	DBEIS 2023	–
	Purchased service – Purchased cloud computing: Google	Google report	Google-reported GHG emissions associated with our use of its services
	Purchased service – Purchased cloud computing: Amazon	Amazon report	Amazon-reported GHG emissions associated with our use of its services
	Transportation by third parties	EPA 2023 + DBEIS 2023	Reported for third-party shipment of hardware and equipment to and from employees.

Glossary of Terms & Abbreviations

ACCA	Awareness, Comprehension, Conviction, and Action (ACCA) is a classic four-stage marketing and copywriting framework derived from the DAGMAR model introduced by Russell H. Colley in 1961. It guides employees from initial awareness of a need for change, to comprehension of its impact, building the conviction to support it, and finally taking action to adopt new behaviors.
AWS	Amazon Web Services is a cloud computing platform provided by Amazon. At Bloomreach, AWS is utilized to host our product discovery and Content products.
Barometer Survey	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 (Employee Net Promoter) scores, and quarterly deep dive topics to uncover actionable steps for improving employee satisfaction and engagement.
CCPA	California Consumer Privacy Act gives consumers a host of rights surrounding their personal information.
Circular Economy	A circular economy 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.
Double Materiality Assessment	Double Materiality Assessment (DMA) is a mandatory exercise for companies compliant with CSRD 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).
ESG	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.
GCP	Google Cloud Platform is a suite of cloud computing services provided by Google. At Bloomreach, GCP is primarily used for hosting our Engagement product .
GDPR	The General Data Protection Regulation 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.
GenAI	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.
Greenhouse Gas Protocol	The Greenhouse Gas (GHG) Protocol 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.
ISO	ISO stands for the International Organization for Standardization . 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.
LEED, BREEAM, B-Corp	These and similar certifications are sustainable building certifications (also known as green building rating tools) and are used to assess and recognise buildings which meet certain sustainability requirements or standards.
SaaS	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.
SOC	System and Organization Controls. A framework of independent examination reports developed by the American Institute of Certified Public Accountants (AICPA) in which an external auditor assesses a service organization's controls. A SOC 2 report evaluates controls relevant to the Trust Services Criteria.
tCO2e	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,” “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, 2025 through December 31, 2025 unless otherwise noted. The qualitative narratives in this report may cover issues through the date of this report.

Thank you

