For generations to come
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At Ancestry®, our mission is to empower journeys of personal discovery to enrich lives. We strive to mobilize our resources and products to build more connected and resilient communities for future generations.

And now, as I write this letter, the invasion of Ukraine is continuing to escalate, creating a profound humanitarian catastrophe and exacerbating the uncertainty and volatility of this time in our shared history. While the world is watching the crisis in Eastern Europe, we can’t forget the human toll of enduring conflicts in other regions, intensifying climate change, not to mention a global pandemic. Much like our ancestors before us, these times of upheaval and rapid change require us to adapt and reinvent our lives. Together, we must shape a new path forward, underscoring our capacity for resilience and innovation when faced with adversity. Each day we are reminded of what is most important—family and community—and that gives me great hope for the future.

We are committed to fueling progress through our diversity, equity, and inclusion initiatives, privacy and data stewardship policies, sustainability efforts, and community impact programs. As the global leader in family history, we have a responsibility to set the bar for ethical industry innovation. For nearly a decade, AncestryClassroom™ has provided educators with access to classroom resources and Ancestry record collections at no cost to help students find their personal places in history. Today, over six million students have access to resources that help them learn more about themselves, navigate the world around them, and become more resilient—and by 2025 we aim to reach 10 million students globally.

In order for future generations to thrive and make history, we must also protect the planet. That is why we have made a commitment to cut Ancestry’s carbon emissions by 15% by 2025 across our real estate footprint and supply chain operations. We are committed to transitioning to the use of recycled materials in all AncestryDNA® kits by 2023 and are rolling out new packaging that will cut waste-to-landfill by 35%. This is just the start, and we will continue to invest in our business operations to build a more sustainable world.

We are proud of the work highlighted in this report. We also know there is still a long way to go.

Thank you for being a part of our journey as we work to create better lives for generations to come.

Deb Liu
President & CEO, Ancestry
At Ancestry, everything we do is to help people understand the past so we can do our part to build a brighter, more sustainable, and equitable future. Every day, we strive to enrich lives by helping people find and preserve their family stories, creating a more inclusive product and company, and giving back to the communities where we live and work. Here’s a snapshot of who we are, what we do, and what’s next.

Ancestry is the global leader in family history and consumer genomics. For more than 30 years, we’ve helped people learn more about themselves by connecting them to their past so they can gain meaningful insights to impact their future.
Our corporate responsibility approach

Ancestry is uniquely positioned to create positive change.

Ancestry’s first impact report details our corporate initiatives for transparent, equitable, and inclusive business practices. It specifies how we are enhancing our products and allocating our resources to build more connected, sustainable, and resilient communities.

HOW THIS IMPACT REPORT WAS PRODUCED

Work began more than 18 months ago to provide our customers, employees, partners, and the community with a thorough account of our business practices and goals as they relate to our role in building a better future. We established an Environmental, Social, and Governance (ESG) task force that included representation from all facets of the organization. The task force was charged with tracking and benchmarking metrics that could then be reported in alignment with the Sustainability Accounting Standards Board (SASB) framework to gauge progress. Results of our first SASB disclosures can be found on page 21 of this report.

Beyond our SASB benchmarking, Ancestry’s first impact report provides in-depth information and stories on three key impact areas:

**ETHICAL BUSINESS PRACTICES**

We recognize our role in setting the bar for responsible industry innovation through our sustainability initiatives, responsible sourcing, a commitment to customer privacy protection, and by empowering our employees to reach their full potential.

**DIVERSITY, EQUITY & INCLUSION**

We’re committed to fostering a more diverse, equitable, and inclusive Ancestry community and developing product experiences that meet the needs of our diverse customers globally.

**COMMUNITY IMPACT**

We’re mobilizing Ancestry’s workforce and products to build more connected and resilient communities by preserving and amplifying at-risk history, empowering the next generation of history makers, and supporting our employees and the causes they care about.
Ethical Business Practices
Data stewardship

Building better futures requires our customers’ confidence in protecting the integrity of their data.

Data privacy is vital in any company. At Ancestry, our future depends on it. That’s why we instill a culture of privacy and security compliance throughout our entire organization, and the importance of data protection is communicated to every employee from day one. Through both our own and third-party programs and evaluation, Ancestry is committed to protecting the privacy of our customers and their information.

**PRIVACY**

**MANDATORY PRIVACY TRAINING**
Every employee and contractor must complete mandatory privacy training within their first 30 days of employment. We’ve currently achieved 98% compliance, and our goal is to achieve 100% compliance in 2022.

**PRIVACY CHAMPION PROGRAM**
Ancestry’s Privacy Champion Program provides employees with the opportunity to learn and build their awareness beyond the standard training. To date, more than 120 current employees have completed the Privacy Champion Program.

**ANCESTRY TRANSPARENCY REPORT**
Twice a year, Ancestry produces a Transparency Report detailing all government and law enforcement requests for data. To facilitate the consistent interaction between Ancestry and those making official requests for data, we also published Ancestry’s Guide for Law Enforcement to help governmental agencies understand how to communicate with Ancestry when they have requests for information in our systems.

**BEST PRACTICES FOR CONSUMER GENETIC TESTING**
In 2018, Ancestry partnered with The Future of Privacy Forum and other industry participants to develop, vet, and publish Best Practices for Consumer Genetic Testing Services, a detailed framework that addresses transparency, consent, use and onward transfer, access, integrity, retention, deletion, accountability, security, privacy by design, and customer education for genetic data.

**COALITION FOR GENETIC DATA PROTECTION**
Ancestry is a co-founder of the Coalition for Genetic Data Protection, a cross-industry collaboration that was put in place to engage and educate legislators and regulators about direct-to-consumer genetic testing privacy. We proactively monitor legislative and regulatory activity impacting Ancestry, educate policymakers and other external stakeholders, and advocate for model state legislation to protect genetic information privacy (based on The Future of Privacy Forum’s Privacy Best Practices for Consumer Genetic Testing Services).
Data stewardship

ANCESTRYDNA RESEARCH PROTOCOLS
AncestryDNA customers can opt-in to make their data available for scientific research projects (sometimes with collaborators). Ancestry works in compliance and cooperation with a third-party Institutional Review Board (IRB). The IRB’s oversight is designed to assure, both in advance and by periodic review, that appropriate steps are taken to protect the rights and welfare of humans participating as research subjects.

SECURITY
INFORMATION SECURITY ORGANIZATION
Ancestry’s Information Security Organization maintains a comprehensive documented security program that protects Ancestry’s assets and our customers. The program, its policies, and implementation are audited to ensure consistency with industry best practices and compliance with company policies and legal and contractual requirements. The organization is set up under the leadership of the Chief Information Security Officer with the following four tiers:

- Compliance (PCI, SOX, FDA, HIPAA, Privacy/Security (GDPR), and Risk Management)
- Engineering (incident response, security tools, design, and control execution, etc.)
- Engineering (security operations, internal/external controls, and penetration testing)
- Engineering (security platform development)

External consultants are brought on as necessary to lend technical domain experience or add capacity in areas where Ancestry is developing internal capabilities and building customer trust. In 2021, the first Ancestry Security Week offered a series of learning opportunities for employees to better understand and avoid the latest security risks.
Ancestry takes a holistic approach to managing our company. To make long-term positive impacts for people, families, and our future, we must start from within—by creating an environment where employees feel safe, confident, and part of a sound, ethical organization.

Ancestry adheres to a broad scope of policies and governance initiatives that cover everything from our Code of Conduct to attorney-client privilege. Some of these include:

- Anti-Corruption Training
- Equal Employment Opportunity Policy
- Culture of Compliance
- Anti-Harassment Policy
- Whistleblower Policy
- Company Communication Policy
- Social Media Guidelines
- Information Security Policy

Employees complete ongoing training to ensure compliance with our policies.

**SUPPLIER CODE OF CONDUCT**

Ancestry views our professional partners as an extension of the company, so we expect them to comply with our own ethical business practices. To ensure alignment, we expanded our Code of Conduct to include both employees and suppliers. We’re also working to create a diverse supplier program framework and guidelines designed to help ensure diverse representation among our suppliers.

**ANTI-CORRUPTION POLICY**

Ancestry’s Anti-Corruption Policy reflects our underlying commitment to maintaining the highest standards of ethics and integrity and to operating our business in compliance with all applicable anti-corruption and anti-bribery laws and regulations. The policy is supplemented and reinforced by our compliance hotline.
Our sustainability journey

Working for a sustainable future in everything from office leases to packaging.

Each day, we see how the actions of our ancestors can have a profound impact on the present and the future. We know that sustainable business practices are vital for the well-being of future generations, and we’re taking strategic measures to create a more sustainable world.

Ancestry is committed to reducing our emissions by 15% by 2025, and we’re looking across the organization and supply chain to reach that goal.

SUPPLY CHAIN SUSTAINABILITY
We’ve implemented a supply chain Code of Conduct, an ESG policy that covers supply chain roles, expectations, and responsibilities.

- In 2021 we designed new DNA kit packaging that is 35% smaller in size, and about half the size in weight of the original. The new kits will be implemented in 2022 in an effort to reduce our waste-to-landfill for DNA kit packaging by 35% by 2025.
- We’re committed to using recycled materials for all kits by 2023.
- We’re working with Sphera, a leading ESG performance and risk management consultant, to develop a life cycle assessment of our products.
- Ancestry created a new DNA collection device to make it easier for customers to use and improve our DNA processing success rate. Overall, this will reduce costs and material usage and provide a better customer experience.
- We have partnered with sustainable distribution partners like DHL that have implemented carbon efficiency practices and are pioneering the path forward for electric commercial vehicles.

CLEAN AIR INITIATIVES & PARTNERSHIPS
Ancestry is proud to sponsor California Clean Air Day, a project of the Coalition for Clean Air. Clean Air Day is a unified day of action when individuals and organizations commit to do their part to clear the air. As a sponsor, Ancestry encourages our employees to also take a personal pledge to make simple changes to help clean the air in our community.

The Utah Clean Air Coalition works to improve Utah’s air quality through education, grants, and partnerships with a wide variety of organizations. As a UCAIR partner, Ancestry is committing its resources to help empower individuals, businesses, and communities with the education and tools to improve Utah’s air.
Our sustainability journey

REAL ESTATE SUSTAINABILITY
We’re working with landlords and employees in each of our largest office locations to cut emissions and waste:
- We launched a Sustainability Champion Program and created “Green Teams” to educate and engage employees as we expand and organize sustainability initiatives in each office location.
- Each Ancestry office has its own energy efficiency plan, and we’re partnering with our landlords to track, calculate, and report the scope of our emissions, recycling, and waste-to-landfill in each location.
- We’re requesting “green lease” agreements with all of our landlords as an integral aspect of reaching our environmental targets.

CITY SPOTLIGHTS

- **LEHI, UT.** At Ancestry’s 250,000 square-foot corporate office, our focus from the start was sustainability. We built the office with Silver LEED certification (based on our green building strategies), efficient LED lighting, and eight EV chargers. To reduce water consumption, we use native plants and turned off 75% of our irrigation system. To help keep emissions down, we have partnered with other companies to provide employee shuttles, and make it easy for employees to bike to work by providing showers and bike storage.
- **SAN FRANCISCO, CA.** We have made great strides in our San Francisco office to better manage and reduce waste. Through our ongoing waste campaign and collaboration with San Francisco Recology, we have eliminated all plastics, implemented a centralized waste system, and established in-office composting.
- **SALT LAKE CITY, UT.** By vacating our Salt Lake City data center in 2019, we’ve eliminated about 1,500 kilowatt-hours of electricity per day (1.1 metric tons of Carbon Dioxide Equivalent (CDE)). In the two years since we shut that office, that adds up to 547,500 kWh or 388 metric tons of CDE eliminated.

Reducing our emissions by 15% by 2025
Empowering employees

Meaningful experiences to empower more than 1,400 employees around the world.

The well-being of our global team of engineers, genealogists, scientists, historians, and storytellers is paramount. That’s why our employees have access to top-notch benefits for physical and mental health, financial well-being, and professional development. Here are just some of the ways we help to unleash the potential of our people.

CARING FOR OUR EMPLOYEES
Ancestry helps every employee balance work and life through a comprehensive benefits package that includes wellness and fitness reimbursements, financial planning, family support, and paid time off.

TALENT DEVELOPMENT
We are constantly looking for ways to develop our current and future leaders.

All Ancestry employees have access to LinkedIn Learning, an online educational platform that helps professionals discover and develop business, technology-related, and creative skills through expert-led course videos. Since launching LinkedIn Learning at Ancestry in 2018, employees have completed more than 4,300 courses, of which more than 1,800 courses were completed in 2021 alone.

The Ancestry Manager Program (AMP) for emerging leaders provides insights into expectations, challenges, and tools required to transition from an individual contributor to leading a team at Ancestry.

ANCESTRY’S COVID-19 RESPONSE
Throughout the COVID-19 pandemic, the safety and well-being of our employees has remained front and center. To ensure our employees continued to feel supported while working from home, we launched the “Empowered @ Home” initiative to foster ongoing conversation and connection. This also included providing a complete COVID-19 resource catalog for employees to order home office equipment at no cost to them. We also gave employees eight additional paid company-wide days off in 2021 including a full week off during the holidays for employees to unplug and recharge.

While the holidays looked different amid a global pandemic, we found a creative way to thank our employees for their hard work and celebrate our collective success. In lieu of a holiday party, we gave each Ancestry employee the choice of a one-year subscription to MasterClass or a $100 gift card to a company of their choice. Ancestry also donated $100,000 to food banks in communities where our employees live and work to support families affected by the pandemic.

THE FUTURE OF WORK AT ANCESTRY
Despite the challenges the pandemic presented, our global workforce pulled together and delivered for our customers at a time when family became more important than ever. We learned that new ways of working can be just as effective and efficient. We surveyed our global workforce and announced a new Flexible Future of Work policy that allows employees to choose their preferred work environment—remote, in one of our offices, or a combination of both.
Diversity, Equity & Inclusion
Ancestry’s Diversity, Equity & Inclusion (DEI) statement is one of the most important guideposts of our organization, but it’s only as significant as the actions we take to support it. Ancestry has put policies, programs, and checkpoints in place to ensure we foster a diverse and equitable work environment, and proactively address racism, gender bias, and other social injustices.

We are committed to the lifelong journey of cultural competency and we know that our intentional efforts today will result in outcomes that benefit future generations.

At Ancestry, we believe that our purpose, our people, and our products are strengthened every day by our unyielding pursuit of an inclusive and diverse workplace community centered on equity, with the intended outcome of a true sense of belonging for all.

EDUCATION
Over the past year, leaders completed a required learning path to help them cultivate and lead more inclusive teams. They learned how to build teams that foster a greater sense of belonging, drive innovation, and deliver great business outcomes. We will be rolling out additional company-wide DEI training designed for all Ancestry employees in the year to come.

Ancestry is also one of several leading Utah companies that is a certified “Business Equality Leader,” offering diversity training through our partnership with Equality Utah.

REPRESENTING THE DIVERSE COMMUNITIES WE SERVE
Our recruiting and employment decisions help cultivate a more diverse global workforce. We aspire to have our workforce represent the diversity of the communities where we live and work. These principles are reflected in our goals:

■ 45% OF DIRECTORS and above will be from diverse communities by 2025.
■ 45% OF EMPLOYEES in product, engineering, and science roles will also be from diverse communities by 2025.

We define diverse communities as women, BIPOC, LGBTQ+, veterans, and people with disabilities.

OUR COMMITMENT TO PAY PARITY AND EQUAL OPPORTUNITY
Each year, we conduct compensation fairness analyses for gender and ethnicity so that we continue to maintain pay parity. We also consistently review all promotion rates by gender and ethnicity.

We joined Parity.org to help drive equal representation across corporate leadership. Ancestry is a proud signatory of the Parity Pledge, which promises to interview and consider at least one qualified woman and person of color for every C-suite role.

We’ve also committed to Catalyst’s CEO Champions for Change pledge to advance more women into all levels of leadership.
EMPLOYEE RESOURCE GROUPS
Our Employee Resource Groups (ERGs) are voluntary, employee-led groups that help foster an inclusive culture across Ancestry. Our six ERGs—Asia Pacific @ Ancestry, Ancestry Women in Technology, Black Roots, Honor, Somos, and PRIDE—provide a safe space for employees to discuss a wide range of topics, share their experiences, and partner with teams across the company to inform inclusive business initiatives.

PARTNERING WITH DIVERSE ORGANIZATIONS TO ATTRACTION AND DEVELOP TALENT
Ancestry is proud to engage and partner with organizations that are making strides to develop diverse talent and increase representation in STEM. Examples include AfroTech, which brings together leaders to exchange ideas and build a strong Black tech community; and Women Tech Council, which focuses on the economic impact of women. Ancestry is also proud to partner with Catalyst, Techqueria, Silicon Slopes, Grace Hopper, and Lesbians Who Tech & Allies—organizations that are all driving positive change to bolster diversity and inclusivity across the tech industry.

AMPLIFYING & CELEBRATING DIVERSE VOICES
We know history is both rich and complex, and it needs to be seen and heard from multiple perspectives to be fully understood and appreciated. In 2021, we introduced Amplify Voices, an internal speaker series where we invite thought leaders from diverse backgrounds to share their own stories and the stories of history makers before them. This year, we welcomed six inspiring speakers including civil rights activist and community organizer, Dolores Huerta, in celebration of National Hispanic Heritage Month, and transgender activist and TED resident, Samy Nour Younes Figaredo, who spoke to the history of LGBTQ+ communities and the importance of transgender representation.

In 2022 and beyond, we will continue to roll out initiatives and partner with companies, coalitions, HBCUs, and HSIs to attract, develop, and engage diverse talent.
DEI in our products

Promoting inclusion, equality, and accessibility through our products, design, and marketing.

Ancestry serves customers all over the world, so we are working to create products and marketing that reflect the diversity of a global audience. That is why we have put protocols in place that advance cultural sensitivity and drive forward a more inclusive product experience for all.

PRODUCT DIVERSITY PANEL
We’re building and leveraging a network of more than 35 external experts to review content and product designs, as well as marketing materials, to help us better serve diverse groups around the world.

In addition, the Product Diversity Panel helps review materials so that:

- All new AncestryDNA regions and communities are authored and/or reviewed by a qualified historical/cultural sensitivity expert before publishing.
- All StoryScout® content, which provides customers with unique stories about their ancestors based on historical records, is reviewed by a qualified, historical/cultural sensitivity expert before publishing.
- New historical collection titles and descriptions are reviewed for cultural sensitivity and historical accuracy.

ANCESTRY INCLUSIVITY GUIDELINES
We created the Ancestry Inclusivity Guidelines to empower our teams to speak and write more inclusively and to tell authentic stories that better represent the diverse people and cultures we serve. The document was developed with the guidance of expert representatives from across cultural groups in the U.S.

MULTI-LINGUAL ACCESSIBILITY
We introduced a language toggle feature, enabling Spanish-first customers in the U.S. to use Ancestry.com in their preferred language. We began with Spanish in the U.S. because about 40 million people, or 13% of the U.S. population, are Spanish speakers. The feature is also being used to support French and English in Canada.

UNCOVERING UNTOLD STORIES
Ancestry is continuing to expand our resources for the Black community by adding new searchable and digitized collections, like the Freedmen’s Bureau collection—which we discuss later in the report—so every story can be found and told.

In 2021, Ancestry launched Questions and Ancestors™: Black Family History, an ongoing video content series hosted by Nicka Sewell-Smith, an expert in Black genealogy. Nicka helps people within the Black community explore their roots by uncovering the untold stories of their ancestors. The ongoing video series reflects on the lasting contributions of Black people in society and examines pivotal moments of the Black experience through the lens of their family’s past.

For the first episode, Nicka helped award-winning journalist Elaine Welteroth understand her remarkable family history. “I discovered that I come from a long line of trailblazers who were creative, civic-minded, resilient, and enterprising—against all odds,” Elaine said. “As a journalist, a writer, and a descendant of enslaved people in this country, I recognize the responsibility I have to tell our stories. Through Ancestry, I had the opportunity to discover more about my own family’s story.”
Community Impact
Supporting employees & their causes

Providing employees with the time, resources, and incentives for giving back.

As a human-centered company, Ancestry is passionate about supporting our communities. With more than 1,400 employees eager to make a real difference, Ancestry not only encourages volunteering, but provides paid Volunteer Time Off, resources, and programs to make it happen.

VOLUNTEERING OUR TIME AND RESOURCES

Ancestry provides all full-time employees with 16 hours of paid time off to volunteer. With Volunteer Time Off (VTO), employees can contribute their time and talents to recognized nonprofit organizations that support the causes they are most passionate about. In 2021, Ancestry employees reported more than 1,000 hours of Volunteer Time Off, and we created a monthly #VolunteerSpotlight series to celebrate and showcase how our employees are using these hours to make a meaningful difference in the communities where we live and work.

Each year Ancestry employees can also donate one AncestryDNA kit and one World Explorer membership to a nonprofit of their choice for use in a raffle, giveaway, or auction.
In 2021, employees participated in Ancestry’s first-ever Global Week of Service. Aligned to our impact focus areas, employees volunteered to protect and preserve at-risk history, empower the next generation of history makers, and create a more sustainable and inclusive future for all.

After volunteering, Kate Eyre Sandfoss, Director of Product Commercialization at Ancestry, shared, “Thank you Ancestry for implementing a Global Week of Service for employees to take time to give back. It was wonderful to spend part of my day today with colleagues putting together school supply kits for underserved youth through the Kids in Need Foundation. I enjoyed sharing this activity with my son who is learning to give back at an early age.”

Here is some of the impact we made together in one short week:

- **552** volunteer spots were filled
- **4,440** total records were indexed through the Ancestry World Archives Project
- **177** children received backpacks that were decorated and packed by Ancestry employees through the Kids in Need Foundation
- **60+** letters of encouragement were sent to Larkin St. Youth Services
- **720** giant sequoia trees were planted (648 on behalf of Ancestry employees, and 72 by Ancestry employees)
Empowering millions of young people to enrich their lives through history.

Understanding the past is a powerful tool for building resilience, connection, and understanding for all ages.

At Ancestry, we have a long-term commitment to empowering the next generation of history makers with the tools they need to succeed. This is why we created **AncestryClassroom™**, a no-cost program that provides educators with classroom resources, discussion guides and access to historical content from the U.S. collection of Ancestry, **Fold3**. and **Newspapers.com**.

For nearly a decade, we’ve offered these AncestryClassroom™ services—reaching more than six million students. But we’re just getting started. Our goal is to expand this free access to 10 million students by 2025.

**FACING HISTORY AND OURSELVES**

We are proud to partner with Facing History and Ourselves, a global organization that uses lessons of history to challenge teachers and their students to stand up to bigotry and hate. Together, we’ve developed a robust collection of resources, professional learning tools for educators, and Ancestry historical record collections on important topics like World War II and the Holocaust. These resources allow educators to use lessons from history to help students learn more about themselves, navigate the world around them, and become more resilient.

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**EMPOWERING THE NEXT GENERATION OF HISTORY MAKERS THROUGH FAMILY HISTORY RESEARCH**

Leveraging resources from AncestryClassroom™, high school teacher Keira Murphy created a meaningful genealogy curriculum that helps students at St. Edward’s School in Vero Beach, Florida, explore their families’ unique stories and find their personal places in history. With support from AncestryProGenealogists®, these high school students learned the basics of genealogy, including how to search and cite historical documents. They also gained lifelong interpersonal skills, such as how to interview relatives and local community members.

"I believe teaching genealogy research skills to young students is critical to their development as a curious and conscientious student. AncestryClassroom™ resources provide excellent readings, lessons and webinars to enhance genealogy or general history discussions in the classroom. Ancestry’s K-12 resources have helped me inspire my students for many years."—Keira Murphy, St. Edward’s Teacher & JumpStart Genealogy Founder

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Enhancing education: AncestryClassroom™

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Enhancing education: AncestryClassroom™
Ancestry is working to preserve important records that are in danger of being lost.

Everyone deserves the opportunity to know who and where they come from, regardless of their background or content available. But many culturally important documents are in danger of being forgotten, overlooked, or destroyed. As part of our Community Impact program, Ancestry has committed $3 million to acquiring, digitizing, and making at-risk records available for free by 2025. Below are just a few of our most recent philanthropic digitization initiatives:

- We made the world’s largest digitized and searchable collection of Freedmen’s Bureau and Freedman’s Bank records available for free. This addition of more than 3.5 million records has and will continue to help descendants of previously enslaved people in the U.S. learn more about their families and make meaningful family history breakthroughs.

- We digitized and made searchable—for free—19 million global Holocaust and Nazi persecution-related records from the Arolsen Archives. We also announced a new partnership with USC Shoah Foundation to publish nearly 50,000 Jewish Holocaust survivor testimonies. Both collections are available and searchable on ancestry.com/alwaysremember.

- We’ve released the Danish West Indies collection, which houses more than one million records sharing unique insights into the lives of Black people who were enslaved, then legally freed, in the Danish West Indies.

ANCESTRY WORLD ARCHIVES PROJECT

The Ancestry World Archives Project is an established community of more than 75,000 people from around the world who volunteer time to help preserve historical documents and make them available online at no cost. To date, more than 200 million records have been indexed and made available for free through the Ancestry World Archives Project.

THE WORLD MEMORY PROJECT: HELPING RESTORE IDENTITIES AND HISTORIES OF HOLOCAUST VICTIMS

In 2011, Ancestry and the United States Holocaust Memorial Museum created the World Memory Project to help build the largest free online resource for information about victims and survivors of the Holocaust and Nazi persecution during World War II. Using processes developed by the Ancestry World Archives Project, the World Memory Project allows anyone, anywhere, to volunteer their time to help families discover the history of their loved ones and restore the identities of people almost erased from history.

Anna Fechter, a community operations manager with Ancestry, shared that working with the United States Holocaust Memorial Museum has enriched her life. “I will never forget the faces of the individuals who have shared their stories—a 3-year-old sent to London, a husband devoted to sharing his wife’s story—as I helped them search through records and build their trees so their lives and those of their ancestors could be preserved for future generations.”
SASB metrics

Taking measures to ensure accountability and improvement.

In addition to the policies, initiatives, and goals outlined in this report, Ancestry is committed to transparency and accountability for all financial and non-financial impacts. To provide objective measurability of our performance against our peers, we have gathered and submitted data consistent with the Sustainability Accounting Standards Board (SASB) framework. SASB Standards guide the disclosure of financially material sustainability information by companies to their investors. The standards identify the subset of Environmental, Social, and Governance (ESG) issues most relevant to financial performance in each industry. SASB metrics, as presented here, will provide a benchmark from which Ancestry stakeholders can follow our progress, and we can evolve as an organization and corporate citizen.

### SASB ACTIVITY METRICS

<table>
<thead>
<tr>
<th>Code</th>
<th>Metric</th>
<th>Ancestry</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC-IM-000.A</td>
<td>Entity-defined measure of user activity</td>
<td>3.8M SUBSCRIBERS</td>
</tr>
<tr>
<td>TC-IM-000.B</td>
<td>1. Data processing capacity, and</td>
<td>1 70K MIPS,</td>
</tr>
<tr>
<td></td>
<td>2. Percentage outsourced</td>
<td>2 100% OUTSOURCED</td>
</tr>
<tr>
<td>TC-IM-000.C</td>
<td>1. Amount of data storage, and</td>
<td>1 24 PB,</td>
</tr>
<tr>
<td></td>
<td>2. Percentage outsourced</td>
<td>2 100% OUTSOURCED</td>
</tr>
</tbody>
</table>

### SASB ACCOUNTING METRICS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Code</th>
<th>Metric</th>
<th>Ancestry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Footprint of Hardware Infrastructure</td>
<td>TC-IM-130A.1</td>
<td>1. Total energy consumed, and</td>
<td>Ancestry is currently assessing across our real estate footprint to provide this metric in future reports</td>
</tr>
<tr>
<td></td>
<td>TC-IM-130A.2</td>
<td>2. Percentage grid electricity, and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TC-IM-130A.3</td>
<td>3. Percentage renewable</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TC-IM-130A.4</td>
<td>1. Total water withdrawn, and</td>
<td>Ancestry is currently assessing across our real estate footprint to provide this metric in future reports</td>
</tr>
<tr>
<td></td>
<td>TC-IM-130A.5</td>
<td>2. Total water consumed, and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TC-IM-130A.6</td>
<td>Percentage of each in regions with high or extremely high baseline water stress</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TC-IM-130A.7</td>
<td>Discussion of the integration of environmental considerations into strategic planning for data center needs</td>
<td>See content on Page 10</td>
</tr>
</tbody>
</table>
### Data Privacy, Advertising Standards & Freedom of Expression

<table>
<thead>
<tr>
<th>Topic</th>
<th>Code</th>
<th>Metric</th>
<th>Ancestry</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC-IM-220A.1</td>
<td>Description of policies and practices relating to behavioral advertising and user privacy</td>
<td>Ancestry provides notices to our customers about behavioral advertising and user privacy in the following documents: PRIVACY PHILOSOPHY PRIVACY STATEMENT</td>
<td></td>
</tr>
<tr>
<td>TC-IM-220A.2</td>
<td>Number of users whose information is used for secondary purposes</td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>TC-IM-220A.3</td>
<td>Total amount of monetary losses as a result of legal proceedings associated with user privacy</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

#### Data Security

<table>
<thead>
<tr>
<th>Topic</th>
<th>Code</th>
<th>Metric</th>
<th>Ancestry</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC-IM-230A.1</td>
<td>Number of data breaches, percentage involving personally identifiable information (PII), and number of users affected</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>TC-IM-230A.2</td>
<td>Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards</td>
<td>See content on Page 7</td>
<td></td>
</tr>
</tbody>
</table>

#### Employee Recruitment, Inclusion & Performance

<table>
<thead>
<tr>
<th>Topic</th>
<th>Code</th>
<th>Metric</th>
<th>Ancestry</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC-IM-330A.1</td>
<td>Percentage of employees that are foreign nationals</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>TC-IM-330A.2</td>
<td>Employee engagement as a percentage</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>TC-IM-330A.3</td>
<td>Percentage of gender and racial/ethnic group representation for management, technical staff, and all other employees</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

#### Intellectual Property Protection & Competitive Behavior

<table>
<thead>
<tr>
<th>Topic</th>
<th>Code</th>
<th>Metric</th>
<th>Ancestry</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC-IM-520A.1</td>
<td>Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

---

1. Ancestry does not use customer data for secondary purposes without their opt-in consent, except on certain ancillary sites: Newspapers.com and FindAGrave.com where third-party ads are presented. In any event, Ancestry derives less than 1% of its revenues from online advertising from these sources and as such this is a de-minimis source of revenue.

2. Per October 2021 survey. Score is calculated as an average of employee response to the question “How happy are you working at Ancestry?” Initial score uses a Likert scale of 1 - 5 (“not at all” to “completely happy,” respectively) and is converted to a scale of 1-100 for comparison across survey questions.
We empower journeys of personal discovery to enrich lives.