

Groupon 2021 SASB Index



SASB DISCLOSURE TOPICS & ACCOUNTING METRICS FOR INTERNET MEDIA & SERVICES INDUSTRY

TOPIC	ACCOUNTING METRIC	CATEGORY	UNIT OF MEASURE	CODE	GROUPON RESPONSE
Environmental Footprint of Hardware Infrastructure	(1) Total energy consumed, (2) percentage grid	Quantitative	Gigajoules (GJ), Percentage (%)	TC-IM-130a.1	In 2021, our total energy consumption inclusive of natural gas and electricity from scopes 1 & 2 using the location-based method, was 64,018 GJ. 100% of this was from grid electricity, and 0% was from renewable sources. For more information on our environmental footprint, see pages 100-101 in the 2021 ESG report.
		Quantitative	Thousand cubic meters (m³), Percentage (%)	TC-IM-130a.2	Groupon does not currently collect this data given it is not material to our business operations. We're unable to report on these metrics at this time.
	electricity, (3) percentage renewable "	Quantitative	"Gigajoules (GJ),	TC-IM-130a.3	See page 100 in our 2021 ESG Report.
Data Privacy, Advertising Standards & Freedom of Expression	Description of policies and practices relating to behavioral advertising and user privacy	Discussion and Analysis	n/a	TC-IM-220a.1	We do not use customer information for secondary purposes, and we have comprehensive privacy procedures and policies in place to protect our customers' privacy in every country in which we operate. Please see page 94 in our 2021 ESG report for more details on these policies and procedures. Our full US privacy policy can be found on our Privacy Center website.
	Number of users whose information is used for secondary purposes	Quantitative	Number	TC-IM-220a.2	Zero. Groupon does not use customer information for secondary purposes.
	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Quantitative	Reporting currency	TC-IM-220a.3	There were zero material legal proceedings associated with customer privacy in 2021.
	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Quantitative	Number, Percentage (%)	TC-IM-220a.4	Groupon does not publicly disclose this information. For any material issues related to privacy, please refer to our 2021 10-K report.
	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Discussion and Analysis	n/a	TC-IM-220a.5	Groupon does not censor, filter content or block messaging in any countries in which we operate.
	Number of government requests to remove content, percentage compliance with requests	Quantitative	Number, Percentage (%)	TC-IM-220a.6	During the reporting period in 2021, we did not receive any requests from governments to remove content from our site.

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TOPIC	ACCOUNTING METRIC	CATEGORY	UNIT OF MEASURE	CODE	GROUPON RESPONSE
Data Security	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	Quantitative	Number, Percentage (%)	TC-IM-230a.1	Groupon does not publicly disclose this information. For more information on our approach to data privacy and cybersecurity, please see page 94 in our 2021 ESG report.
	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Discussion and Analysis	n/a	TC-IM-230a.2	See page 94 in our 2021 ESG Report.
Employee Recruitment, Inclusion & Performance	"Percentage of employees that are foreign nationals"	Quantitative	Percentage (%)	TC-IM-330a.1	Groupon does not publicly disclose this information.
	Employee engagement as a percentage	Quantitative	Percentage (%)	TC-IM-330a.2	To ensure we are supporting a thriving and vibrant culture, we conduct frequent Pulse Engagement Surveys throughout the year to help understand our employees' needs and concerns and uncover insights that will allow us to positively impact our employee experience. This survey covers a wide range of topics including leadership, culture, corporate strategy, DEI and manager support. Our engagement survey in 2021 had strong employee engagement scores, with an 85% response rate. For more information on our approach to employee engagement, please see page 46 in our 2021 ESG report.
	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	Quantitative	Percentage (%)	TC-IM-330a.3	For a snapshot of our 2021 diversity data, see pages 52-53 in the ESG report. Additionally, our diversity numbers can be found on our corporate website.
Intellectual Property Protection & Competitive Behavior	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	Quantitative	Reporting currency	TC-IM-520a.1	Groupon does not disclose this information. Please refer to our 2021 10-K report for disclosure of any material losses.

SASB ACTIVITY METRICS FOR INTERNET MEDIA & SERVICES INDUSTRY

ACTIVITY METRIC	CATEGORY	UNIT OF MEASURE	CODE	PROPOSED GROUPON RESPONSE
Entity-defined measure of user activity	Quantitative	See note	TC-IM-000.A	Groupon had 23 million Active Customers as of December 31, 2021. Active customers are unique user accounts that have made a purchase during the trailing twelve months either through one of our online marketplaces or directly with a merchant for which we earned a commission.
(1) Data processing capacity, (2) percentage outsourced	Quantitative	See note	TC-IM-000.B	Groupon does not publicly disclose this information.
(1) Amount of data storage, (2) percentage outsourced	Quantitative	Petabytes, Percentage (%)	TC-IM-000.C	Groupon does not publicly disclose this information.