



FOR generations TO COME

2 0 2 5 I M P A C T R E P O R T

2025 impact snapshot

For over 40 years, Ancestry has led the way in family history exploration, connecting everyone with their past so they can discover, preserve, and share their unique family stories. We're committed to building more connected, sustainable, and resilient communities for generations to come. This report shows the impact we've made across our business in 2025.

ANCESTRY BY THE NUMBERS

1,600⁺
employees

8 offices
globally

3.8M⁺
subscribers

29M⁺
DNA customers

71B⁺
records available

145M⁺
family trees

\$400M⁺
invested in family
history records

\$450M
more committed
over the next decade

OUR IMPACT BY THE NUMBERS

68 new and updated
DNA ancestral regions

3,600⁺ places
around the world represented

13.8M⁺ students provided
with free access to Ancestry
records on AncestryClassroom

13M culturally
significant records made
available for free

1,800⁺ hours
of volunteer time off

8.1% emissions reduction
in production and distribution
per AncestryDNA kit¹

26 scholarships awarded as part of the 4th Annual HistoryMakers
College Tour and Scholarship Program

OUR CORPORATE RESPONSIBILITY APPROACH

We continue to report in alignment with the United Nations Sustainable Development Goals (UN SDGs), a series of 17 goals and 169 targets that serve as a call to action for the peace and prosperity of people and the planet. Ancestry's corporate responsibility strategy prioritizes initiatives that are authentic to our mission and our products.

EMPOWERING OUR PEOPLE & PARTNERS UN SDGs SUPPORTED:



SERVING OUR CUSTOMERS UN SDGs SUPPORTED:



SUPPORTING OUR COMMUNITIES & PLANET UN SDGs SUPPORTED:



¹This number was calculated using data and certain estimates across Ancestry's Scope 1, Scope 2, and its largest Scope 3 contributors, supply chain, and data centers.

“

We are working to empower our people and partners to meaningfully serve our customers and create a positive impact on our communities and planet.”

Howard Hochhauser

President & CEO



empowering our people & partners

We connect everyone with their past so they can discover, preserve, and share their unique family stories. This is only possible through an engaged global workforce and a strong partner community. We are deeply committed to fostering a professional environment where every team member, regardless of their background, feels safe, supported, and truly valued.

 **1,600+**
employees

 **7,479**
employee learning and development courses completed

 **750**
participated in the Global Week of Growth & Learning

 **11**
interns/co-ops who participated in the summer program

 **7**
Employee Resource Groups

Employee Resource Groups (ERGs)

Open to all employees, our seven employee resource groups support inclusion and belonging, hosting events throughout the year to foster connection and drive business impact. This year, one such event was a “Neurodiversity and Burnout in the Workplace” webinar, featuring an ADHD coach and therapist and hosted by our Ability ERG. We also had the pleasure of hosting our first annual Pride Picnic and Service Project, led by our Pride ERG. Later in the year, we celebrated Diwali at Ancestry complete with Bollywood dances and delicious cultural dishes, hosted by our Asia Pacific at Ancestry ERG.



Employee Spotlight

Benji Miller, Senior Content Editor and Pride ERG Co-Chair, leverages her role to support marginalized communities, amplify diverse voices, and champion inclusivity in and out of the workplace. She was a crucial contributor to Ancestry Networks, which launched earlier in 2025. It recognizes and validates relationships, like chosen family, introducing a new era of representation in genealogy.

“I do everything I can to make Ancestry a place where people feel safe and a product where all people can see themselves... I can look back at the content I’ve created and know that I have created opportunities on Ancestry for marginalized communities to experience their stories.” – Benji Miller



Global Day of Understanding

For our fourth annual event, we engaged in meaningful discussions around the importance of inclusion and understanding in the workplace. **More than 600 attendees** participated in at least one of the sessions, including “Religious Diversity & Family History” featuring Rev. Mark E. Fowler, CEO of Tanenbaum Center for Interreligious Understanding, and Dr. Lisa Pearl, Ancestry’s own Head of U.S. Content and Philanthropic Initiatives.

Global Week of Growth & Learning

This year’s employee development programming delivered impactful workshops on AI, storytelling, leadership, and growth, and featured expert insights from internal and external speakers. **With more than 750 in attendance and a 95% satisfaction rate**, the event provided an avenue for employees to invest in personal and professional development, reinforcing Ancestry’s commitment to fostering growth and collaboration.

Employee AI/ML Skills Training

We’re taking steps to make artificial intelligence and machine learning (AI/ML) literacy a core organizational capability. This includes training for employees and providing baseline AI literacy to fuel innovation today and in the future.

“Think of AI as a capability you need to learn, like learning to play music. Once you understand the scales and chords, you can play anything you can imagine.” – Cheryl Goodman, Technology Leader, AI Fundamentals course

Mentoring Pilot Program

We piloted a new program to help our employees build their professional skillsets while growing connections within the company. It has been a resounding success, with 91% of participants reporting that, during the mentorship period, they met the goals they established. The program will launch companywide in 2026.

serving our customers

Treating our customers with the respect they deserve is foundational to our work and essential for building trust. We honor this commitment by diversifying our offerings and product experiences to support new discoveries for everyone, keeping ethical practices at the forefront of all we do, and ensuring the integrity of our work through each stage of the process, from content creation to communication.



35
global Cultural Advisory Panel members



4B+
new records added



68
new and updated AncestryDNA ancestral regions



99%
completion of mandatory privacy training



100%
completion of AI/ML governance training

Transparency & Data Security

We publish a [Transparency Report](#) every six months to give clarity about information requests from government and law enforcement entities. Each report includes the number of valid law enforcement requests for information we received in that timeframe and how many, if any, we complied with.

Ancestry's Institution Security Organization is also regularly audited for continued alignment with industry best practices, company policies, and legal and contractual requirements to protect our assets and customers.

Ethical Use of Data and AI

In alignment with our standing commitment to using AI responsibly, we continually enforce compliance policies and programs. Our policies not only adhere to all laws and regulations but consider industry best practices to ensure the ethical use of AI. Additionally, we stay on top of any policy changes, like [National Institute of Standards and Technology](#) guidelines and new legislation, to ensure our policies remain ahead of the curve.

Given the pace of innovation, we have created a solid AI governance framework. Our Data Accountability and Steering Committee reviews new AI cases against this framework to uphold our privacy standards, laws, and regulations. Ancestry's Principles for Responsible Artificial Intelligence can be found [here](#).

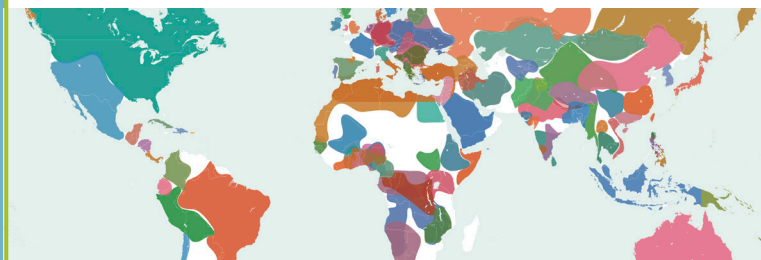
Preserving & Celebrating HBCU History

Getty Images and Ancestry announced a partnership to digitally preserve and expand access to the archives of Historically Black Colleges and Universities (HBCUs). Through Getty Images' HBCU Grants Program, Ancestry works with participating schools to identify, scan, and index newsletters, newspapers, bulletins, student records, catalogs, yearbooks, directories, and photographs. The searchable collections on Ancestry help people trace their family connections to HBCUs, preserve institutional history, and highlight the impact of these schools in educating generations of Black Americans. Recently, **more than 250,000 records from Lincoln University were added**. These records reflect resilience, pride, and progress across generations nationwide.



Diversifying Our Offerings and Product Experiences

This year we introduced additional regions and all-new macro regions to make results easier to understand and allow AncestryDNA customers to be matched to more than **3,600 places around the world**. In 2025 alone, we launched 68 new and updated ancestral regions, bringing the total number of regions to 146. The team also launched 1,000 new ancestral journeys, including in the Middle East/North Africa, Asia & the Pacific, Eastern Europe, Canada, and Latin America.



Cultural Advisory Panel

Ancestry's Cultural Advisory Panel, a body of **35 global experts**, is foundational to our end-to-end creative and development processes. The panel provides critical insights that ensure the respectful representation of historically marginalized communities across our product updates, record collections, marketing, and communications. In 2025, we proactively increased our advisory depth in Africa, the U.K., and Oceania—specifically Polynesia, New Zealand, and Hawaii—to provide specialized cultural consultation in these regions.



supporting our communities & planet

Ancestry is dedicated to fostering more connected and resilient communities. We do this by preserving and amplifying at-risk history, protecting the planet, empowering the next generation of history makers, and championing our employees to support the causes that matter most to them. Through these efforts, we strive to create a lasting legacy of connection and understanding.

 **\$3M+**
allocated to preserving at-risk history

 **13M+**
new records made available for free

 **13.8M**
students reached

 **2,400+**
active schools or districts with access to AncestryClassroom

 **26**
HistoryMakers scholarships awarded

HistoryMakers Tour and Scholarships

Our 4th Annual HistoryMakers College Tour and Scholarship Program partners with Historically Black Colleges and Universities, Hispanic-Serving Institutions, and Tribal Colleges and Universities to uplift and empower the next generation of leaders through workshops and resources, including awarding **26 scholarships** to inspiring students determined to make history. The scholarship is open to all full-time students of the institutions and in 2025, the tour went global for the first time, expanding scholarship eligibility to U.K. universities as well.



Museum Partnerships

As part of our continued partnership with the Center for Jewish History, we opened the Ancestry Research & Reflection Room in New York, a dedicated space where visitors can explore and preserve Jewish family histories. This initiative builds on the AncestryDNA Project, a partnership with Center for Jewish History that helps reunite families separated by the Holocaust through free AncestryDNA testing.

To help more people discover their own family story in United States history, we have also continued our partnership with the National Archives and Records Administration and announced a new partnership with the National Archives Foundation. Together, we unveiled the new 'Your National Archives in Action' gallery as part of the reimagined National Archives Museum in Washington, D.C.



Teacher Testimonial

“Integrating AncestryClassroom and Newspapers.com resources into daily activities and in-depth research projects helps my students develop research skills while making direct, meaningful connections that bring the past to life.” – Amy Page, Social Studies Teacher, New Mexico

AncestryClassroom

Ancestry proudly gives **more than 13.8 million students free access** to our educational platform AncestryClassroom that provides classroom resources, professional learning tools, and Ancestry historical records. This year we expanded AncestryClassroom access to all public schools in the U.S. Virgin Islands and New Zealand and upgraded the design and search functionality on the website to make it even easier for educators to use.

In addition, we continued our partnership with Facing History & Ourselves to equip educators with localized classroom curriculum that complements Ancestry’s vast historical record collections, helping students build personal connections to history through primary source research.

Preserving At-Risk History

We are proud to report we exceeded Ancestry’s 3-year **\$3 million commitment to making culturally significant history** at risk of being forgotten available to everyone at no cost. In 2025, we added more than 110,000 newspaper articles to the Articles of Enslavement collection. These records often include previously unavailable details that can help descendants trace their families before 1870, a period when formal documentation is scarce or incomplete.

This collection complements more than 18 million enslavement- and emancipation-related records available at no cost on Ancestry and reflects our ongoing commitment to preserving and improving access to culturally significant history that might otherwise be lost.

supporting our communities & planet (cont...)

1,800
Volunteer Time Off hours

200
employees participated in the Global Day of Service

45
coats donated to the Boys & Girls Club of Utah and Refugee Network International

400 km
walked to raise money for Dublin Simon Community Center

272
memorials catalogued

441
photos of graves taken

1,149
GPS coordinates added to Find a Grave

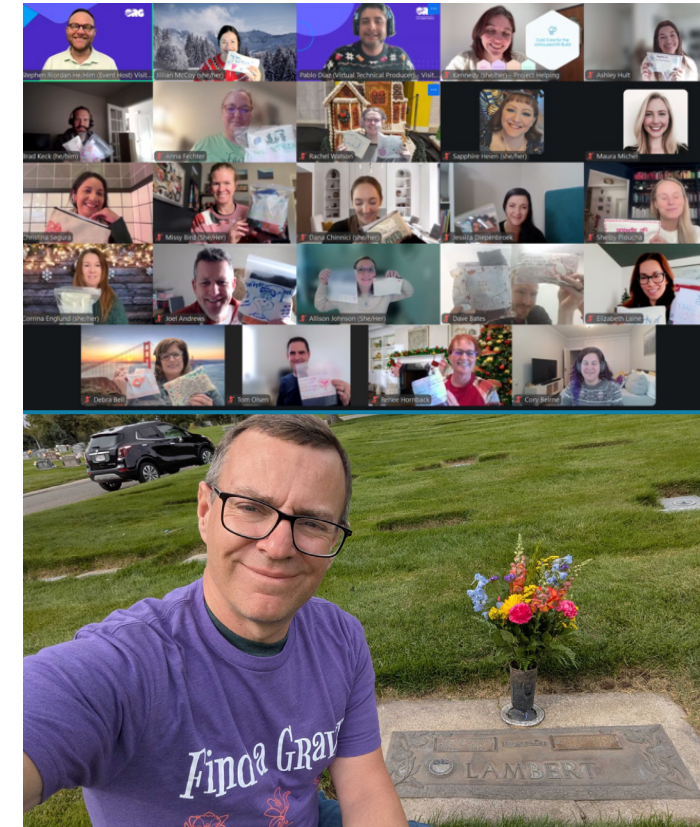
Global Day of Service

Every year, Ancestry employees come together in-person and virtually around the world for a companywide day of volunteering. This year, we packed kits for foster youth facing homelessness, donated coats and clothing, walked to raise money for local community centers, and captured hundreds of photographs and GPS coordinates of headstones in our global activity hosted by Find a Grave.

“All volunteer work is commendable, but being able to document graves, upload photos, and track GPS coordinates with Find a Grave may have been one of the most meaningful volunteer opportunities I’ve had the privilege of participating in. It was beautiful and reverent.”
– Missy Bird, Manager of Employee Communications and Engagement and Community Impact Council Chair



To empower future generations, we are committed to protecting the world they’ll inherit and strengthening the communities they’ll call home. This philosophy continues to guide the way we work in many ways, from the sustainable updates we make to our products to the time and resources we provide our people to contribute to the causes they care about.



Efficiency Initiatives

We embed sustainability across our footprint in office agreements and minimize unused space. Our new Paris office complies with the Tertiary Eco Energy System to dramatically reduce energy consumption and all other environmental codes. This, along with the closure of our San Francisco office space, led to a 14% reduction in Scope 1 emissions and 5% reduction in Scope 2 emissions. Our real estate footprint has since expanded with the acquisition of iMemories and we will continue to identify sustainability efficiencies across our footprint.

DNA Kit Sustainability

This year, we continued to make our DNA kits even more sustainable. By establishing a North American manufacturing partner, we clarified our path toward localized production. Pairing this with streamlined transportation efficiency for our kits and an updated model encompassing all 2024 and 2025 operational shifts to incorporate recycled materials, we have measurably reduced our carbon footprint per kit by 8.1%.



our framework approach

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.

**The "baseline metrics" column reflects data from our first inaugural Impact Report, which was published in 2022 for the 2021 reporting year. It serves as our starting point for measuring and reporting our progress over time.*

SASB Activity Standards: Technology & Communications Sector – Internet Media & Services Industry

Code	Metric(s)	Baseline metrics*	2025 results
TC-IM-000.A	Entity-defined measure of user activity	3.8M subscribers	3.8M subscribers
TC-IM-000.B	<ol style="list-style-type: none"> 1 Data processing capacity, and 2 Percentage outsourced 	<ol style="list-style-type: none"> 1 70,000 MIPS, 2 100% outsourced 	<ol style="list-style-type: none"> 1 215,000 MIPS, 2 100% outsourced
TC-IM-000.C	<ol style="list-style-type: none"> 1 Amount of data storage, and 2 Percentage outsourced 	<ol style="list-style-type: none"> 1 24 PB, 2 100% outsourced 	<ol style="list-style-type: none"> 1 42 PB, 2 100% outsourced

SASB Accounting Standards: Technology & Communications – Internet & Media Services

Topic	Metric(s)	Baseline metrics	2025 results
Environmental Footprint of Hardware Infrastructure	TC-IM-130a.1: <ol style="list-style-type: none"> 1 Total energy consumed, 2 Percentage grid electricity, 3 Percentage renewable // Unit of Measurement: Gigajoules (GJ), Percentage (%)	Ancestry is currently assessing across our real estate footprint to provide this metric in future reports.	<ol style="list-style-type: none"> 1 39,495 GJ, 2 100%, 3 0%
	TC-IM-130a.2: <ol style="list-style-type: none"> 1 Total water withdrawn, 2 Total water consumed; percentage of each in regions with High or Extremely High Baseline Water Stress // Unit of Measurement: Thousand cubic meters (m3), Percentage (%)	Ancestry is working globally with our landlords to establish water usage baselines.	

Topic	Metric(s)	Baseline metrics	2025 results
Environmental Footprint of Hardware Infrastructure	TC-IM-130a.3: Discussion of the integration of environmental considerations into strategic planning for data center needs	Ancestry’s teams assess office footprints to ensure we are embedding sustainability in our agreements and minimizing unused space. Our Scope 1, 2, and 3 emissions continue to decrease year-over-year.	
Data Privacy, Advertising Standards & Freedom of Expression	TC-IM-220a.1: Description of policies and practices relating to targeted advertising and user privacy	Ancestry provides notices to our customers about behavioral advertising and user privacy in the following documents: PRIVACY PHILOSOPHY , PRIVACY STATEMENT , ABOUT COOKIES	
	TC-IM-220a.2: Number of users whose information is used for secondary purposes	Ancestry does not use customer data for secondary purposes without their consent, except on certain ancillary sites 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.	
	TC-IM-220a.3: Total amount of monetary losses as a result of legal proceedings associated with user privacy // Unit of Measurement: Reporting Currency	None	In 2025, we paid de minimis amounts to settle matters that we do not view as materially related to user privacy.
	TC-IM-220a.4: 1 Number of law enforcement requests for user information 2 Number of users whose information was requested, 3 Percentage resulting in disclosure // Unit of Measurement: Number, Percentage (%)	1 11 valid law enforcement requests received, 2 Law enforcement requested information on 35 individuals, 3 14% of law enforcement requests resulted in disclosure	1 9 valid law enforcement requests received, 2 Valid law enforcement requests covered 11 users, 3 78% of law enforcement requests resulted in disclosure, none of which included DNA information
	TC-IM-220a.5: List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	None	N/A
	TC-IM-220a.6: Number of government requests to remove content, percentage compliance with requests // Unit of Measurement: Number, Percentage (%)	0	0

Topic	Metric(s)	Baseline metrics	2025 results
Data Security	TC-IM-230a.1: 1 Number of data breaches, 2 Percentage that are personal data breaches, 3 Number of users affected // Unit of Measurement: Number, Percentage (%)	0	0
	TC-IM-230a.2: Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Ancestry prioritizes safeguarding customer privacy and data security through robust policies, advanced protections, and transparent practices. Key measures include multi-factor authentication for account access and regular third-party assessments to ensure compliance with industry standards. Our team completes mandatory and advanced privacy training programs, alongside ongoing security awareness and phishing prevention exercises. As a co-founder of the Coalition for Genetic Data Protection we publish consumer privacy best practices in collaboration with industry leaders. We provide transparent and clear communication about data collection and usage to users.	
Employee Recruitment, Inclusion & Performance	TC-IM-330a.1: Percentage of employees that require a work visa // Unit of Measurement: Percentage (%) Note to TC-IM-330a.1 – The disclosure shall include a description of any potential risks of recruiting employees that require a work visa and how the entity manages these risks	12%	10.3%
	TC-IM-330a.2: Employee engagement as a percentage // Unit of Measurement: Percentage (%)	75% ¹ <i>¹ 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.</i>	77%
	TC-IM-330a.3: Percentage of gender and racial/ethnic group representation ² for 1 Management, 2 Technical staff, and 3 All other employees // Unit of Measurement: Percentage (%) <i>² Ancestry measures percentage of women and people from diverse backgrounds. Ancestry defines diverse backgrounds as: Black or African American; Native Hawaiian or Other Pacific Islander; Asian; Hispanic or Latino; American Indian or Alaska Native; or Two or More Races.</i>	1 Management: 40.1%, 2 Technical staff: 36.9%, 3 All other employees: 57.7%	1 Management: 44%, 2 Technical staff: 47.5%, 3 All other employees: 69.8%
Intellectual Property Protection & Competitive Behavior	TC-IM-520a.1: Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations // Unit of Measurement: Reporting Currency	\$0	\$0

We connect everyone with their past so they can discover,
preserve, and share their unique family stories.

