



# 2026 ESG Fact Sheet





**AI is changing how we build, get our product out to customers, and support each other along the way. What isn't changing is our commitment to our people and our broader community.**

We have believed in the power of ESG since inception. Today, we continue to create a more inclusive environment for our teams and customers, to strive for sustainable practices, and to lead with transparent, ethical governance.

As AI changes the tech landscape, some may use it to sidestep environmental impacts, wall themselves off, or engage in creative accounting practices. But we are proud to say that ESG is and always will be core to how we operate.

**Spenser Skates** | Chief Executive Officer, Co-Founder

# Our vision is what guides us.

Amplitude has spent years helping companies understand what their users like, what they don't, and—most importantly—why. Now, Amplitude has embraced AI to transform not just how companies build, but how they transform their customers' lives, so their products and digital experiences can deliver more value and more growth than they ever thought possible.

# Our culture is what unites us.

Culture is our most powerful tool for creating long-term impact. We embed our values into the way we interview, work, promote, and celebrate in order to create an environment that empowers people and teams to do great things.

## Our Cultural Values



### Humility

No ego. We operate from a place of empathy and openness and seek to understand many points of view.



### Growth Mindset

We're tenacious in the face of challenges and seek input in order to grow ourselves and others.



### Ownership

We take the initiative to solve problems that drive our shared company success.



### Customer Centricity

Our success is only possible when our customers succeed, and we put them at the center of everything we do.

**“Culture is ultimately defined by behavior, and everyone at Amplitude approaches their work with respect and collaboration. We may disagree at times, but we challenge each other thoughtfully and respectfully to achieve the best outcomes.”**



**RAN CHEN**

Head of Growth, Product

We've built a community of tenacious problem-solvers who want to do right by our customers, community, and each other. That's why Amplitude is regularly recognized for its innovation, culture, and benefits.

- #1 product analytics solution for 22 quarters running and named a Best Marketing & Digital Advertising Software Product for 2026, according to G2
- Named as one of Fast Company's Most Innovative Companies of 2026
- Recognized as a Leader and a customer favorite in The Forrester Wave™: Digital Analytics Solutions, Q3 2025
- Recognized as the only Leader in The Forrester Wave™: Feature Management and Experimentation Solutions, Q3 2024
- Recognized in the Newsweek Excellence Index 2024



# Our people are what define us.

We value the contributions of every team member and strive to foster an environment where everyone can develop, be recognized, and share in our achievements. We are constantly improving our approaches to how we hire, engage and take care of our team.

## Employee Health and Well-Being

As an organization, Amplitude's top priorities are to maintain the health and wellbeing of our employees and their families. To achieve this goal, we offer a robust and comprehensive program with a variety of options to best meet employee's needs.



### Inclusive Health Benefits

Amplitude offers Global Health Plan coverages that are inclusive of our diverse employee populations and their respective backgrounds and communities they belong to. Benefits are globally consistent and locally sensitive.



### Family Friendly Benefits

We provide parental leave, financial support for child care, paid time off, and much more to make it easier to spend valuable time with family and friends.



### Mental Health and Wellness

Modern Health and our Employee Assistance Program help employees learn to stress less, be more focused, and improve their happiness through evidence-based technology and their own personal wellness coach.



### Fertility Benefits

Amplitude partners with Carrot for fertility healthcare and family-forming benefits up to a \$5,000 lifetime maximum. Carrot provides comprehensive, inclusive fertility health and family-forming benefits to Amplitudeers. With Carrot, Amplitudeers can virtually chat with experts, explore educational resources, find a vetted provider, and use employer-sponsored funds to pay for care. In addition, Amplitude's Kaiser plan covers a lifetime maximum of 3 IVF cycles. Amplitude's Aetna plans provide a lifetime maximum of 3 egg retrieval cycles.



### Professional Learning and Development

We provide a generous annual stipend to further the learning & development of our employees to try to foster continual growth personally and in their careers.



# Diversity, Equity & Inclusion

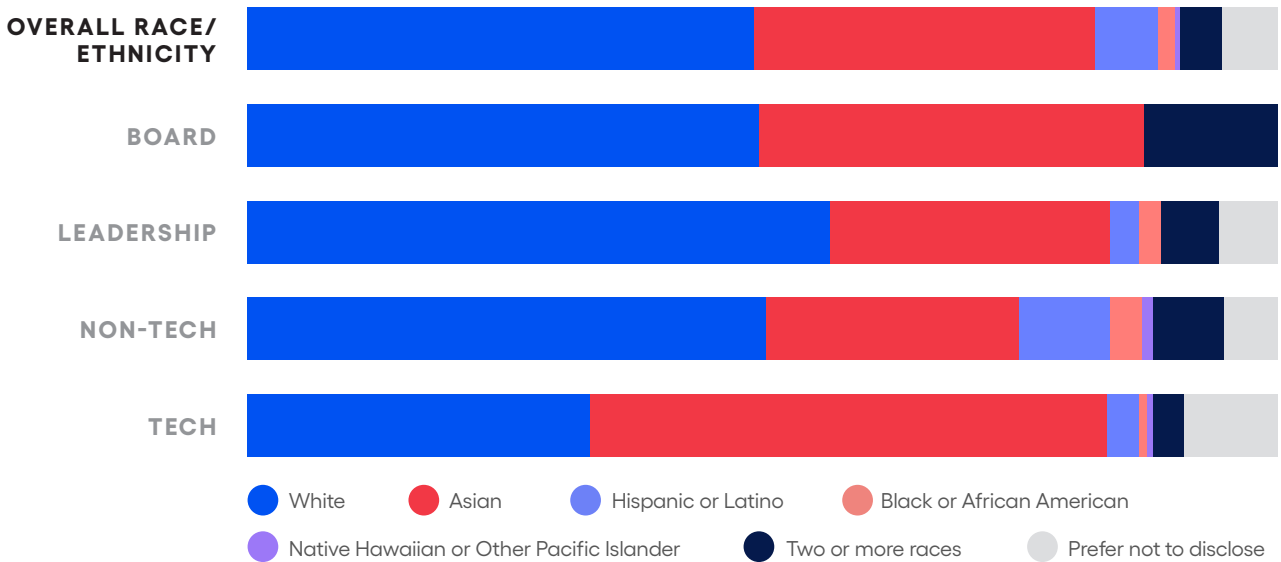
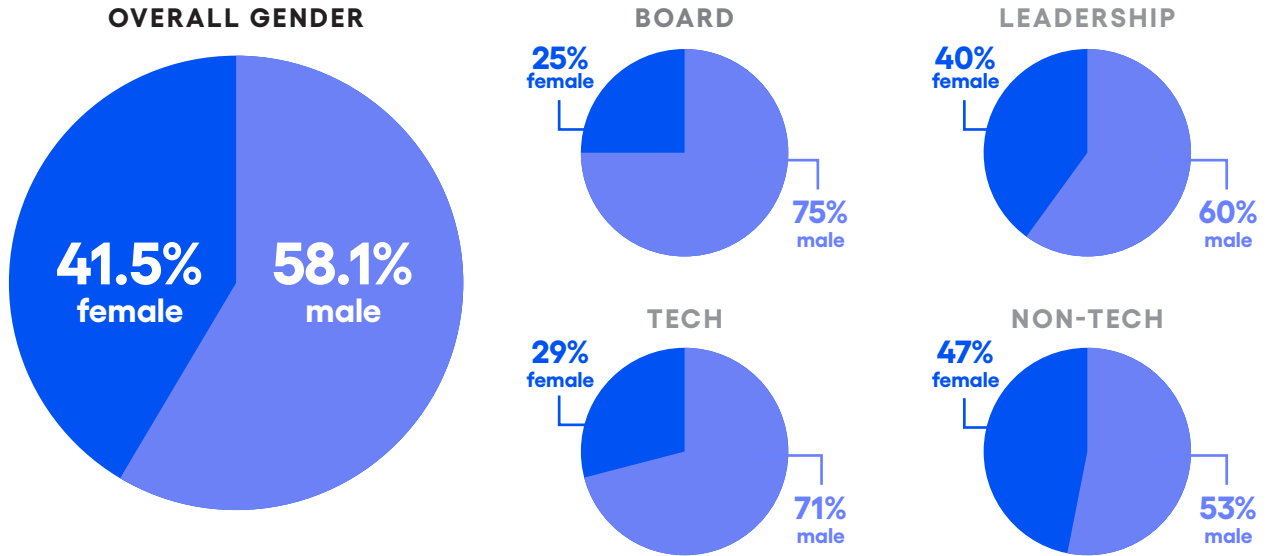
In 2025, Amplitude's commitment to Diversity, Equity, and Inclusion (DEI) was centered on the principle of mutual investment: pouring into our people so they can pour into our collective success.

This year's report reflects the deliberate and active commitment of Amplitude and our DEI Team to ensuring every Amplitudeer doesn't just belong, but thrives. We see our people, their unique backgrounds, perspectives, and lived experiences, as our greatest source of innovation. We are committed to fostering an equitable environment where every Amplitudeer has the opportunity, resources, and support to develop, grow, and truly shine.

When we pour into our Amplitudeers, they become powerful engines of change. The energy, insight, and innovation they generate fuel Amplitude, strengthening our ever-evolving culture and powering our products. In turn, Amplitude continues to help customers build better products by delivering a platform and experience where technology will never leave them frustrated.

Our pledge is to keep building a brighter, more inclusive future that not only sets a new standard for the industry but ensures Amplitude always values our people, our company, and all of our customers.

# 2025 Demographics



The diversity data presented above is based on self-reported information from our employees as of December 31, 2025, reflects judgments about our organizational structure and does not include employees who declined to provide the relevant information. The Native American grouping includes Native Americans, Alaska Natives, Native Hawaiian and other Pacific Islanders per U.S. EEO-1 reporting requirements. Leadership is defined as all people managers.

We firmly believe that inclusion is just as important as diversity. We aim to cultivate a sense of belonging through our Communities—an organized network of Employee Resource Groups (ERGs) centered around shared identities, interests, and activities, with the aim to promote connection, inclusivity, and belonging across teams and timezones. Today, our ERGs include:



### **BLACC**

Black Leaders at Amplitude Creating Change (BLACC) aims to boost Black representation at Amplitude, spotlight current Black employees, offer a supportive environment, and educate all staff on Black issues for a more inclusive culture.



### **Community Impact**

Empowers Amplitudeers to create positive, sustainable change in our global communities through active charity work in our local communities.



### **Change Makers**

Aims to create an inclusive workplace through the collaborative efforts of our Employee Resource Groups (ERGs) and empowers employees to contribute their unique perspectives through networking, professional development, and cultural initiatives in line with Amplitude values.



### **Empowered**

Aims to serve and celebrate Amplitudeers from historically marginalized and underrepresented groups, supporting a company-wide culture that is inclusive, values diversity, and welcomes new perspectives and ideas.



### **LEAAP**

Leadership, Education, and Advancement for Asian People (LEAAP) promotes Asian inclusion at work through heightened visibility, education, and community building, fostering an inclusive culture that celebrates diversity and integration.



### **Somos**

Somos means “We are” in Spanish and is Amplitude’s Hispanic, Latino, and Latiné ERG for all employees and allies. This is our inclusive space to connect, celebrate, develop, and amplify all of our unique cultures, voices, and collective impact. Despite our differences, we find ways to understand, support, and help one another and this name reflects how our voices come together as one community.



### Parents and Caregivers

Works to remove barriers, give input on policy and decision-making, and provide resources that drive stability, compatibility, and success in both the personal and professional lives of working parents.



### Veterans

Promotes camaraderie and provides a support network for its members, increasing representation of former and current service members at Amplitude, and educating others on the value veterans bring to organizations.



### Rainbow Community

Strives to establish a safe and inclusive workplace, empowering all employees to express their authentic selves daily. Focuses on LGBTQIA+ awareness, allyship education, and community impact beyond the workplace.



### Women in Tech

Works to cultivate an inclusive environment that supports and encourages women to advance their skills and leadership potential through connection, mentorship, collaboration, and discussion.



# Our community is what inspires us.

We have a responsibility to protect our community and our planet.

## Social Impact

Amplitude deepened its focus on giving back in 2025 by combining financial support, employee giving grants, and dedicated time for hands-on service in our communities.

Amplitude is committed to strengthening our corporate social responsibility efforts by fostering community engagement and empathy through shared experiences that connect Amplitudeers with the world around them. We invest in our global communities by partnering with local organizations, providing financial support, and offering paid volunteer time off so employees can contribute to causes that align with their personal values.

In 2025, this commitment built a foundation of charitable giving grants for every Amplitudeer and hundreds of hours spent volunteering in our communities, turning individual action into collective impact. Our goal is to continue growing these programs, deepening existing partnerships while forging new ones that amplify community-led initiatives and extend Amplitude's positive impact worldwide.

Here are some of the organizations sponsored this year:

- [Next Tech Fest 2025](#)
- [AfroTech 2025](#)
- [Global Tech Advocates: Black Women in Tech](#) - "Voices in the Shadow"
- [Impact Global Wellness](#)
- [Museum of the African Diaspora](#)
- [Urban League of Greater San Francisco Bay Area](#)
- [St. Anthony's Foundation](#)
- [La Casa de las Madres](#)



## Amplitude Giving Grant

In 2024, we introduced the Amplitude Giving Grant program to empower Amplitudeers to support the causes closest to their hearts. Through this initiative, every employee can donate up to \$300 to a charity of their choice—fueling individual passions and collective impact.

In 2025, the program continued to grow, reflecting our belief that when we invest in what matters to our people, we help create ripples of positive change far beyond Amplitude.

## Global Volunteer Day

Amplitude employees came together across seven locations, dedicating approximately 325 hours to meaningful service. From local community projects to global initiatives, our teams contributed their time and effort to make a positive impact, reflecting our commitment to giving back and fostering a culture of service.

## Sustainability

We are conscious of our impact on the planet and take seriously our responsibility to be responsible environmental stewards. Our headquarters in San Francisco has the following sustainability awards & certifications:

- LEED Gold certified
- EnergyStar certified
- Fitwel Certified
- BOMA 360

As we look to grow into permanent offices in other locations, sustainability, health and safety will always be top of mind.

# Our customers are what drives us.

We succeed when our customers succeed. And today, security, privacy, and trust are paramount to our customers' success.

## Customer Trust

Maintaining our customers' trust is at the core of how we build our products. We are dedicated to protecting our customers' data and privacy and ensuring our products enable them to manage their data responsibly and meet their obligations and commitments. We have invested in the people, process, and technologies to meet and exceed security and privacy best practices. All customer data is hosted in our AWS environment, which we ensure meets our required security diligence.

We maintain the following certifications to demonstrate our dedication to Customer Trust:



**SOC 2 Type 2:** Amplitude undergoes an annual SOC2 (Service Organization Control 2) Type 2 examination by an independent auditor, covering all the trust principles (Security, Confidentiality, and Availability) that apply to our operations. This attestation validates that our security controls are aligned with industry required security practices.



**ISO 27001:** Amplitude has adopted the ISO 27001 standard as the baseline for our security governance and our Information Security Management System (ISMS). This certification provides our customers with assurance that we manage information security according to a “gold standard”.



**ISO 27017:2015:** This certification provides our customers with additional assurance that Amplitude has implemented and maintains robust, cloud-specific security controls to protect customer data and clarify shared responsibilities across our cloud services.



**ISO 27018:2019:** This certification provides our customers with additional assurance that we have a robust system of controls in place to specifically address the privacy protection of customer data.



**Data Privacy Framework:** Amplitude has certified to the U.S. Department of Commerce that it adheres to the Data Privacy Framework Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement for personal data transferred from the EU to the U.S. This certification additionally assures our customers that personal data transferred to Amplitude from the EU will be adequately protected.

We also have the following security and privacy programs, policies and principles:



### **Responsible AI use and development**

We are committed to the ethical and transparent use of AI across our internal operations and product development. Our approach is guided by internal policies that promote safety, fairness, and accountability in the deployment of AI technologies.



### **Commitment to trust and transparency**

Our customer agreements and privacy policy (each publicly available on our website) describe how we safeguard data with an effective privacy program. We also offer resources to help our customers review and assess our security and privacy programs and to enable them to operate globally in compliance with privacy laws. Please visit our [Trust](#) page for additional information about how Amplitude safeguards your data.



### **Privacy and security training for employees**

We require employees to complete privacy and security training at onboarding and annually thereafter, and provide ongoing education and awareness to maintain employee diligence.



### **Regular testing**

We perform internal and external security assessments on our products and environment.



### **Public bug bounty**

Amplitude maintains a bug bounty program with Bugcrowd, providing us with valuable, ongoing feedback from the security researcher community.



### **Our customers own and control their data**

We don't sell customer data—and we never will.



### **Privacy by design**

We build our products with our customers' privacy needs and wants in mind. We offer out-of-the-box privacy features to allow customers to control what data they capture and to comply with global privacy laws.

## Corporate Governance

We believe that good corporate governance promotes the long-term interests of our stockholders, strengthens our Board and management accountability and leads to better business performance. For these reasons, we are committed to sound corporate governance that is rooted in the highest standards of honest and ethical business conduct and compliance with applicable laws, rules and regulations.

**Corporate Governance Guidelines.** It is the duty of our Board to serve as a prudent fiduciary for our stockholders and to oversee the management of our business. To fulfill its responsibilities and to discharge its duty, our Board has adopted the procedures and standards that are set forth in our [Corporate Governance Guidelines](#), as well as our [other governing documents](#).

**Ethical Business Practices.** Honest and ethical conduct is critical to our business. Our success depends on the trust we build with our customers and partners, with our employees, and with our broader community by acting with integrity and in accordance with applicable laws. We expect every employee, officer, director, and consultant to not only read and understand our [Code of Business Conduct and Ethics](#) and our Employee Handbook, but also use good judgment and apply the highest standards of business ethics. We provide annual anti-corruption training to all employees, including management.

**Compliance Reporting Hotline.** We strongly encourage employees and other stakeholders to raise concerns they may have and be alert to possible violations and report them without fear of retaliation. Our [Compliance Hotline](#), hosted by an independent third-party provider, allows employees and other stakeholders to report any questions, concerns, or suspected violations.

## Forward-looking statements

This fact sheet contains “forward-looking” statements that are based on management’s beliefs and assumptions and on information currently available to management. Forward-looking statements include, but are not limited to, statements about Amplitude’s ESG goals. Forward-looking statements include all statements that are not historical facts and in some cases can be identified by terms such as “anticipate,” “expect,” “intend,” “plan,” “believe,” “continue,” “could,” “potential,” “remain,” “may,” “might,” “will,” “would” or similar expressions and the negatives of those terms. However, not all forward-looking statements contain these identifying words. Forward-looking statements involve known and unknown risks, uncertainties and other factors, including factors beyond Amplitude’s control, that may cause Amplitude’s actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Further information on risks that could cause actual results to differ materially from forecasted results are included in Amplitude’s filings with the SEC. Any forward-looking statements contained in this fact sheet are based on assumptions that Amplitude believes to be reasonable as of this date. Except as required by law, Amplitude assumes no obligation to update these forward-looking statements, or to update the reasons if actual results differ materially from those anticipated in the forward-looking statements.

# Learn more about Amplitude’s commitment to Social Impact →

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## About Amplitude

Amplitude is the leading AI analytics platform, helping over 4,700 customers—including Atlassian, Burger King, NBCUniversal, and Square—build better products and digital experiences. With powerful AI Agents embedded across our platform, teams can analyze, test, and optimize user experiences faster than ever. Ranked #1 across multiple categories by G2, Amplitude is the best-in-class solution for product, data, and marketing teams. Learn more at [amplitude.com](https://amplitude.com).

