

# Impact Report

## BLACKLIGHT

2.3M

Blacklight scans have empowered our audience to understand who and what is tracking them around the internet.

75%

of ad trackers were removed from the Immunize Nevada site following The Markup's investigation.

## STATE LEGISLATION

After Blacklight revealed how many state-run COVID-19 vaccine information sites were riddled with tracking software, [Nevada Assembly minority leader Robin Titus introduced legislation](#) to broaden the state's existing privacy laws.

## REPORTING

6

Democratic senators sent a letter to the Consumer Financial Protection Bureau to formally raise concerns about the tenant screening industry, citing our Locked Out investigation with The New York Times

## CITIZEN BROWSER

*“For far too many Americans, long-held biases and systemic injustices contained within certain algorithms are perpetuating inequalities and barriers to access.”*

- REP. DORIS MATSUI

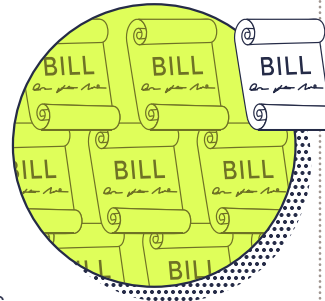
Our investigation inspired Sen. Ed Markey and Rep. Doris Matsui to introduce The Algorithmic Justice and Online Platform Transparency Act.

## GOOGLE

### FEDERAL LEGISLATION

Our investigation into Google's self-preferencing in search results contributed to Reps.

David Cicilline and Lance Gooden sponsoring [The American Choice and Innovation Online Act](#) prohibiting large tech platforms from favoring their own products and services.



# “Race”

was dropped from its student risk algorithm by Texas A&M after we found that [A&M and other major universities were using the demographic data as a predictor of student success.](#)



Analyzing 2M+ mortgage applications revealed [89 urban areas with racial disparities in loan denials](#) countrywide.

# A year into remote schooling, telemedicine, and Zoom justice, it is clear that **technology is no longer just an industry—it is the architecture of our reality.** But is this architecture the right foundation for our future?

**T**he Markup, a nonprofit news organization, exists to explore that question and to provide answers. We use technology to investigate technology – how it shapes today’s workplaces, social circles, and the functioning of democracy. We provide data-driven investigations to reveal and explain the consequences of choices made by “Big Tech,” the giants who dominate technology. And our approach to journalism-as-a-service empowers consumers with tools and knowledge to make informed choices.

From the halls of Congress to your local

protest, consumers and policymakers are awakening to issues of data privacy, algorithmic bias, and misinformation. The Markup offers data, not anecdotes, to guide the way. And we do all of this with a team of 30 on a budget smaller than what a Big Tech company would spend on snacks. Our moment is now.

For technology to truly fulfill its potential to connect, create, and catalyze, we must work together to hold it to higher standards. The impact we make, the decision-makers we reach, the algorithms we explain—all that happens because of the support of people like you.

**ARE YOU IN?  
LET’S TALK.**

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