



iRobot Corporation

Locations: Massachusetts (HQ)

Industries: Technology Hardware and Equipment

RISK LEVEL:



Medium Risk

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DESCRIPTION:

iRobot Corporation often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. iRobot Corporation occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

iRobot promotes divisive sex and gender policies. Its Code of Business Ethics requires international vendors to include sexual orientation and gender identity in their nondiscrimination policy (1). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs.

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

iRobot does not appear to discriminate against charitable organizations based on views or beliefs (1)(2).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

iRobot provides training programs on "Creating an Inclusive Workplace and Unconscious Bias" (1). However, the company does not provide viewpoint protections for its employees (2).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

iRobot's CEO Colin Angle signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (1)(2). The company supports DEI within its business practices, forming an inaugural Diversity Council. iRobot hosted an interactive Diversity Dialogue series focused on "racism, discrimination, LGBTQ community, disability biases and developing a culture of support" (3).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Lower Risk

iRobot Corporation has not used corporate funds to advance ideological causes, organizations, or policies (1).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk

iRobot has not used its PAC donations for ideological purposes and has not reported on its lobbying (1)(2)(3).

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