



## HubSpot

Locations: Massachusetts (HQ)

Industries: CRM & Project Management

### RISK LEVEL:



High Risk

### DESCRIPTION:

HubSpot is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. HubSpot embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. 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. High Risk**

*HubSpot's acceptable use policy prohibits content that "promotes, encourages, or facilitates: hate speech, violence, discrimination based on race, color, sexual orientation, marital status, gender or identity expression...". The company does not define hate speech (1). In April 2023, Daily Wire CEO Jeremy Boreing says HubSpot abruptly canceled its services to the company over the political views of its hosts (2)(3).*

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

*HubSpot's charitable giving guidelines require that organizations abide by its nondiscrimination policy, including on the basis of sexual orientation and gender identity, thereby excluding some religious charities (1).*

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

*Hubspot requires its employees to take "anti-discrimination" training (1). The company appears to prioritize diversity over merit in its business structure, including its recruitment and leadership composition. "We still have room to grow to recruit and retain non-binary and trans leaders as part of our commitment to LGBTQ+ inclusion" (2). It protects its employees against viewpoint discrimination (3).*

### Corporate Governance and Public Policy

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

**High Risk**

*HubSpot opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (1). The company celebrated "Transgender Day of Visibility" and encouraged its followers to add their preferred pronouns to their social media (2). The company encourages other companies to track and report ESG data (3). It is committed to net zero carbon emissions by 2040 (4).*

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

**High Risk**

*HubSpot provides a benefits package for employees that covers travel/lodging costs for an abortion (1)(2)(3). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (4).*

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

**N/A**

*HubSpot does not operate a PAC or engage in lobbying at this time (1)(2)(3).*

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