



## Groupon, Inc.

Locations: Illinois (HQ)

Industries: Consumer Services

RISK LEVEL:



Medium Risk

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### DESCRIPTION:

Groupon 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. Groupon 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**

*Groupon received a score of 70 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). However, Groupon has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (3).*

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

*Groupon's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Groupon does not publish charitable giving guidelines (3).*

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

*Groupon provides unconscious bias training for its employees (1). Groupon 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. Medium Risk**

*Groupon's former CEO, Aaron Cooper, 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. From its DEI Page: "...we try to integrate a DEI perspective into every aspect of our business" (3).*

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

*Groupon's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Groupon allegedly funds Planned Parenthood (3). Otherwise, there are no publicly known cases of Groupon using corporate funds to advance ideological causes, organizations, or policies (4).*

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

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

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