

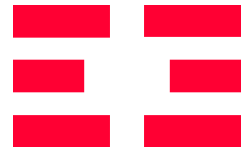


Match Group

Locations: Texas (HQ)

Industries: Media and Entertainment, Software and Services

RISK LEVEL:



High Risk

DESCRIPTION:

Match Group is the parent company of Match.com, Tinder, Hinge, and other online dating services. Match Group has banned various conservative users from its platforms. By complying with Human Rights Campaign's controversial demands, Match Group increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, and philanthropic support. Match Group uses its reputation and corporate funds to support controversial sex and gender ideologies and organizations. The company provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. The company does not provide its employees with protections against viewpoint discrimination but has not publicly terminated business relationships based on views or beliefs. Match Group funds Black Lives Matter and Planned Parenthood and is a platinum partner of the Human Rights Campaign (HRC). Match advocates for the Equality Act, pro-abortion policy, and more. For these reasons, Match Group receives a High Risk rating.

Corporate Weaponization

Has denied service to 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**

Match Group kicked users off its platforms for attending January 6, 2021, protests [\(1\)](#). One conservative banned from Tinder claimed to have been kicked off due to political discrimination [\(2\)](#). Match Group received a score of 85 on the 2023 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 [\(3\)\(4\)](#).

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

Match Group's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies [\(1\)\(2\)](#). Hinge matches employee donations to charity and does not seem to restrict faith-based charities [\(3\)](#). Match Group does not publicly discriminate against faith-based charities [\(4\)](#).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion.

High Risk

Match Group's HRC 2023 CEI rating indicates the company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Match Group does not protect its employees from viewpoint discrimination (3).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. **High Risk**

Match Group enabled users on certain apps to post a #BlackLivesMatter icon on their dating profile (1). Match Group and its subsidiaries advocate for the Equality Act (2). The company appointed the disgraced former president of the HRC, Alphonso David, to its Safety Council (34)(5).

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

(1)(2)(3)(4)(5). Match Group's HRC 2023 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 (6)(7). The company is a platinum partner of the HRC (8). Hinge also hosted a fundraiser for an LGBTQ advocacy group (9). Tinder fundraised for the HRC to advocate for the Equality Act and also hosted a "Queer Made" fundraiser (10)(11). Hinge pledged to donate to the National Black Justice Coalition (12). OkCupid also fundraised for Planned Parenthood (13). Tinder has donated directly to the BLM Global Network (14)(15).

Uses corporate political contributions for ideological, non-business purposes.

High Risk

Match Group terminated their donations to the Republican Attorneys General Association following online activist pressure to support the protection of abortions. The company announced that it would terminate donations to the Democratic equivalent group as well (1).

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