

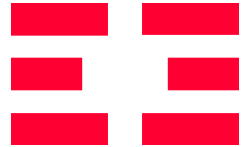


Match Group

Locations: Texas (HQ)

Industries: Media and Entertainment, Software and Services

RISK LEVEL:



High Risk

DESCRIPTION:

Match Group is High Risk. The company 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. Match Group 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

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 [\(2\)](#). The company received a score of 90 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 [\(3\)\(4\)](#).

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 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies [\(1\)\(2\)](#). It does not publish charitable giving guidelines [\(3\)\(4\)](#). Match Group likely uses Benevity as its charitable giving platform. Benevity vets charities according to the Southern Poverty Law Center's Hate List, which includes mainstream libertarian, conservative, family, and religious advocacy organizations [\(5\)\(6\)\(7\)](#).

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

Match Group's HRC 2025 CEI rating indicates the company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company [\(1\)\(2\)](#). The company does not provide viewpoint protections for its employees [\(3\)\(4\)](#).

Corporate Governance and Public Policy

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

High Risk

Match Group's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). The company enabled users on certain apps to post a #BlackLivesMatter icon on their dating profile (3). The company and its subsidiaries signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (4). The company appointed the disgraced former president of the HRC, Alphonso David, to its Safety Council (5). The company and OkCupid is a member of the "Don't Ban Equality" business coalition, which advocates against any abortion restrictions because they are "bad for business" (6).

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

High Risk

Match Group provides a benefits package for employees that covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4)(5). Its 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. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (6)(7). The company is a platinum sponsor 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). Tinder has donated directly to the BLM Global Network (13)(14). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (15).

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

High Risk

Match Group's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). The company 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. The company does not operate a PAC at this time but has not lobbied for ideological purposes (3)(4)(5)(6).

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