



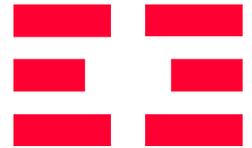
The Knot Worldwide

Subsidiaries: XO Group, WeddingWire, Hitched, The Bash, Bump Media, Something Green

Locations: New York (HQ)

Industries: Commercial and Professional Services

RISK LEVEL:



High Risk

View this company on 1792 Exchange: <https://1792exchange.com/company/the-knot/>

DESCRIPTION:

The Knot 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. The Knot 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 High Risk corporately boycotts, divests, or sanctions regions, people groups, or industries.

In 2019, The Knot cut ties with videography company MediaMansion for turning down a request to film a same-sex wedding. The Knot removed MediaMansion's storefront from its website and terminated its contract (1). The Knot received a score of 100 on the 2026 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 (2)(3)(4). The Knot received a score of 100 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 (5)(6).

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

The Knot's HRC 2026 CEI rating indicates the company forces employees to attend at least one, controversial training on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2)(3). The Knot's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (4)(5). However, the company does not appear to discriminate against charitable organizations based on views or beliefs (6)(7).

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

High Risk

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Corporate Governance and Public Policy

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

High Risk

The Knot's HRC 2026 CEI rating indicates the company potentially 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)(3). The Knot'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 (4)(5). The Knot 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 (6). The company was part of the Freedom for All Americans coalition, which advocated for federal legislation that would overrule state laws designed to protect girls' sports and similar laws (7). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. The Knot opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (8)(9). The Knot opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (10). The company is a member of the "Don't Ban Equality" business coalition, which advocates against any abortion restrictions because they are "bad for business" (11). The Knot supports DEI within its business practices, employing a DEI Council (12). The Knot also has filters when you are searching for a wedding venue to sort by demographics of the owner (13). The Knot is committed to net zero emissions by 2050 (14).

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

High Risk

The Knot 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). The Knot's HRC 2026 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, lab monitoring, and mental health benefits. The company also covers at least five of the following services: reconstructive hair removal, cosmetic hair removal, tracheal shave or reduction, facial surgeries, voice modification surgery, voice modification therapy, lipoplasty or filling for body masculinization or feminization, and travel and lodging expenses. Additionally, the company has potentially 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 (3)(4)(5)(6). The Knot'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. 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 (7)(8). The Knot encourages and allows donations to a wide variety of ideological organizations hostile to freedom of expression, such as BLM, Color of Change, HRC, and Planned Parenthood (9)(10). Its parent company, The Knot Worldwide, is a corporate partner of the National LGBT Chamber of Commerce (11)(12).

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

High Risk

The Knot'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 Knot does not operate a PAC or engage in lobbying at this time (3)(4)(5).

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