



Under Armour

Locations: Maryland (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

DESCRIPTION:

Under Armour vets vendors according to LGBTQ policies and does not protect its employees against viewpoint discrimination. However, the company has not publicly terminated business relationships based on views or beliefs.

Under Armour supports the Equality Act, opposed new voting legislation, and allegedly held "antiracist" trainings for its white employees. Under Armour CEO left Trump's manufacturing council due to his comments in a rally in Charlottesville but does not discriminate against religious organizations in its charitable giving. However, the company covers the cost of "medically necessary transition-related care" for its employees and their children. For these reasons, Under Armour receives a Medium 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. **Medium Risk**

Under Armour received a score of 100 on the Human Rights Campaign's Corporate Equality Index. Among other requirements, this means that Under Armour has a written policy pledging to vet vendors for LGBTQ policies (1)(2). Under Armour has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

Under Armour does not discriminate against religious organizations in its charitable giving (1).

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

Under Armour does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

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

Under Armour is a member of the Business Coalition for the Equality Act and opposed Georgia's new restrictive voting law (1)(2). The company allegedly had mandatory "antiracist" trainings for white employees (3). Under Armour Founder Kevin Plank left then-President Trump's manufacturing council as a result of Trump's comments regarding the 2017 Charlottesville rally (4).

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

Under Armour has a perfect score on the HRC's 2022 Corporate Equality Index. This score indicates the company covers the cost of "medically necessary transition-related care" for its employees and their children (1)(2).

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

Under Armour does not operate a PAC at this time (1)(2).

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