



Zillow

Locations: Washington (HQ)

Industries: Real Estate

RISK LEVEL:



High Risk

DESCRIPTION:

Zillow has not publicly terminated business relationships based on views or beliefs. Zillow scored an 80 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with Human Rights Campaign's controversial demands, Zillow increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Zillow uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. 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. Zillow has donated to the Equality PAC. The company also supports the Equality Act and requires organizations abide by its nondiscrimination charitable giving policies. Zillow opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. The company denounced various states' legislative efforts to protect election integrity and security. For these reasons, Zillow 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. **Medium Risk**

Zillow received a score of 80 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 (1)(2). However, Zillow 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. **High Risk**

Zillow(1)(2). Zillow's charitable giving guidelines require that organizations abide by its nondiscrimination policy, including on the basis of sexual orientation and gender identity, thereby excluding some religious charities (3).

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

Zillow 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

Zillow indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). customers and harming shareholders. Zillow is a member of the Business Coalition for the Equality Act (3). Zillow discloses which listings have LGBT fair housing, despite the fact that it is illegal to discriminate against potential buyers for their sexual orientation or gender identity (4). Zillow's CEO signed an open letter to the Georgia General Assembly advocating for "more comprehensive" hate crime laws (5). Zillow has mandatory unconscious bias training for its employees (67). Zillow opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (89).

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

Zillow 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 (1)(2)(3). Zillow 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 (4)(5). customers and harming shareholders.

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

Zillow indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Zillow donated to the Equality PAC but has not used its lobbying for ideological purposes (3)(4).

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