



Peloton Interactive

Locations: New York (HQ)

Industries: Consumer Durables and Apparel, Media and Entertainment

RISK LEVEL:



High Risk

DESCRIPTION:

Peloton scored a 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Peloton 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, marketing, and philanthropic support. Peloton forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Peloton promised to be an "antiracist organization" and funds the research of prominent antiracist author Ibram X. Kendi. Peloton regularly uses its corporate reputation and funds to support gender ideology and has lobbied for the Equality Act. The company pledged \$20 million to BLM and related causes and is a corporate partner of the NGLCC. Peloton opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. For these reasons, Peloton 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**

Peloton received a score of 100 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). Peloton 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**

Peloton (1)(2).

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

Peloton indicates the company forces employees to attend multiple, controversial trainings 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). Peloton does not provide

viewpoint protections for its employees (3).

Corporate Governance and Public Policy

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

Peloton signed an open letter in support of the Equality Act and signed a letter from the HRC, which condemned “anti-LGBTQ” legislation, including bills protecting women’s and girls’ sports (1)(2). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (3). Peloton has pledged to be an “anti-racist organization” and promised to fight “systemic racism” (4). In response to the death of George Floyd, Peloton had two of its instructor’s host classes that consisted of anti-racist advocacy (56). Peloton indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (7)(8). By doing so, the company risks dividing employees, alienating customers and harming shareholders.

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

Peloton 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 (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Peloton funds the work of anti-racist scholar Ibram X. Kendi through his Center for Antiracist Research at Boston University (3). Peloton pledged a total of \$20 million to Black Lives Matter and related causes (4)(5). The company is also a corporate partner of the National LGBT Chamber of Commerce (6).

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

Peloton 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. Peloton does not operate a PAC at this time but has lobbied for the Equality Act (3)(4)(5).

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