



# Peloton Interactive

Locations: New York (HQ)

Industries: Consumer Durables and Apparel, Media and Entertainment

RISK LEVEL:



Medium Risk

## DESCRIPTION:

Peloton Interactive 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. Peloton covers the cost of "medically necessary transition-related care" for its employees and their children but does not discriminate against religious organizations in its charitable giving. 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. For these reasons, Peloton 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**

*Peloton received a score of 100 on Human Rights Campaign's Corporate Equality Index. Among other requirements, this means the company has a written policy pledging to vet vendors for LGBTQ policies (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. Lower Risk**

*Peloton does not discriminate against religious organizations in its charitable giving (1)(2).*

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

*Peloton 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**

*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 prohibits teaching gender identity and sexual orientation in schools 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 instructors host classes that consisted of anti-racist advocacy (5).*

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

*(1)(2). 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 a corporate partner of the National LGBT Chamber of Commerce (6).*

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

*Peloton does not operate a PAC at this time but has lobbied for the Equality Act (1)(2).*

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