

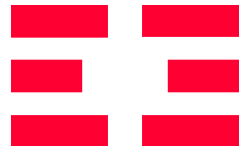


Denny's Corporation

Locations: South Carolina (HQ)

Industries: Food Beverage and Tobacco

RISK LEVEL:



High Risk

DESCRIPTION:

By complying with the HRC's controversial demands, Denny's Corporation 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. Denny's Corporation uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. For these reasons, Denny's Corporation 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

Denny's Corporation received a score of 85 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). In 2015, a man filed a religious discrimination lawsuit against Denny's, claiming he was terminated due to his religious headwear (3)(4).

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

Denny's Corporation does not discriminate against charitable organizations based on views or beliefs and describes employees' charitable giving as "volunteering their time, making charitable contributions, serving food to those in need and helping raise money for local schools, churches, hospitals and athletic teams" (1). The company (2)(3)

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

Denny's Corporation does not protect employees from viewpoint discrimination (1).

Corporate Governance and Public Policy

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

Denny's Corporation signed an open letter in support of the Equality Act (1). The company also pulled its ads from Facebook in an attempt to get the media giant to take a tougher stance on "misinformation" (2). The company's HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (3)(4). 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

1). The company's HRC 2023 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 (2)(3). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders.

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

Denny's does not operate a PAC at this time (1). The company's HRC 2023 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (2)(3). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders.

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