



PURE Insurance

Locations: New York (HQ)
Industries: Insurance

RISK LEVEL:



Lower Risk

DESCRIPTION:

PURE Insurance is Lower Risk. The company does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. PURE Insurance does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled 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

PURE Insurance received a score of 25 on the 2025 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, PURE Insurance has not canceled customers, suppliers, or vendors based on political views or religious beliefs [\(3\)](#).

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

PURE Insurance does not appear to discriminate against charitable organizations based on views or beliefs [\(1\)](#).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. Medium Risk

PURE Insurance does not publish a nondiscrimination policy [\(1\)](#)[\(2\)](#).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

PURE Insurance's CEO, Martin Leitch, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to

promote DEI through bias education training in the workplace, strategize on DEI programs/initiatives with other signatories, and engage boards of directors when developing and evaluating DEI strategies (1)(2). The company partnered with the NeuroLeadership Institute to launch a training program called INCLUDE: The Neuroscience of Smarter Teams, to promote inclusion in the workplace (3). PURE Insurance scored a 25 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (3)(4).

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

PURE Insurance has not used corporate funds to advance ideological causes, organizations, or policies (1).

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