



## Snap Inc.

Locations: California (HQ)

Industries: Media and Entertainment

### RISK LEVEL:



High Risk

### DESCRIPTION:

Snap Inc. (Snapchat) terminated the account of former President Trump due to allegations of inciting "racial violence." Snap scored a 75 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, Snap increases the risk of dividing employees, alienating customers and harming shareholders. The company provides a benefits package for employees which covers travel/lodging costs for an abortion and covers transgender-related medical costs for its employees and their children. It also uses sex and gender ideology criteria in philanthropic support. Snap forces uses its corporate funds to support controversial sex and gender ideologies and organizations. 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. Snap is part of the Global Alliance for Responsible Media (GARM) and pledged support to BLM and related causes. The company mandates all new employees attend unconscious bias trainings. Snap denounced various states' legislative efforts to protect election integrity and security. For these reasons, Snap Inc. 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.** **High Risk**

*Snap Inc. canceled former President Trump's account. Snap Inc's CEO stated that Snapchat "simply cannot promote accounts in America that are liked to people who incite racial violence, whether they do so on or off our platform" (1). The company has a written policy pledging to vet vendors for LGBTQ policies. Its Supplier Code of Conduct requires vendors to include sexual orientation and gender identity in its nondiscrimination policy. (23)(4)(5).*

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

*Snap Inc. does not discriminate against charitable organizations based on views or beliefs (1)(2)(3).*

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

*Snap Inc. 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**

*Snap puts all new employees through unconscious bias training (1). The company supports LGBTQ Pride (2). Snap's CEO Evan Spiegel is a member of the Business Roundtable but has not supported ideological initiatives (34).*

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

*1)(2)(3)(4). The company 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 (3)(4). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. The company is a member of the Global Alliance for Responsible Media (5)(6)(7). Through the Pride Month Spotlight Challenge, Snap Inc. will grant \$10,000 in prizes to creators "who can best express their Pride preparation process" (8). Snap pledged support to Black Lives Matter and related causes (9)(10).*

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

**Lower Risk**

*Snap Inc. does not operate a PAC or engage in lobbying at this time (1)(2).*

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