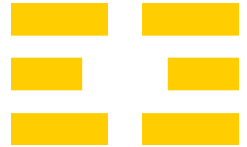




Locations: New York (HQ)
Industries: Software and Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

Alloy is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Alloy occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard 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. Lower Risk

Alloy has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

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

Alloy will not match employee donations to "any organizations with pro-life causes" (1). Alloy does not publish charitable giving guidelines (2)(3).

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

Alloy does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

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

Alloy supports abortion within its business practices. From an Alloy 2022 blog post: "As reproductive rights come under fire through our government, the leadership team at Alloy finds it essential that we take a more explicit stance in favor of reproductive rights and offer our employees more comprehensive guidelines on supporting their reproductive health moving forward" (1). Alloy supports DEI

within its business practices, employing a DEI Committee [\(2\)](#). Alloy supports LGBTQ within its business practices. From its 2023 blog post: "Alloy believes that pride takes place beyond just the month of June. It is something that we strive to honor all year round because LGBTQ+ community members exist every day" [\(3\)](#).

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

Alloy provides a benefits package for employees that covers travel costs and medical expenses for an abortion. It also funds up to 50% of legal costs for abortion lawsuits. Alloy also annually matches employee donations up to \$200 toward pro-abortion groups including Planned Parenthood, The Center for Reproductive Rights, and the National Abortion Federation. Alloy's policy explicitly forbids matching donations to any "organizations with pro-life causes" [\(1\)](#). Alloy encourages its employees to donate to a variety of LGBTQ+ organizations, including The Trevor Project and GLSEN [\(2\)](#). In 2022, Alloy donated \$45,900 to the Equal Justice Initiative [\(3\)](#). Otherwise, there are no publicly known cases of Alloy using corporate funds to advance ideological causes, organizations, or policies [\(4\)](#).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

Alloy does not operate a PAC or engage in lobbying at this time [\(1\)](#)[\(2\)](#)[\(3\)](#).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023