



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

RISK LEVEL:



Medium Risk

## DESCRIPTION:

Alloy often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. 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. From its career page: “Alloy encourages individuals from a broad diversity of backgrounds to apply for positions especially people of color, lesbian, gay, bisexual, transgender, queer and non-binary people” (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).

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

Alloy provides a benefits package for employees which 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).

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**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).

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