



Iconik

Locations: California (HQ)
Industries: Software and Services

RISK LEVEL:



Medium Risk

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DESCRIPTION:

Iconik 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. Iconik 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. Medium Risk

Iconik integrates ESG into its business practices. The company partners with As You Sow which includes tying executive compensation to ESG metrics in its proxy voting guidelines (1)(2). However, Iconik 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. N/A

Iconik does not publish charitable giving guidelines (1).

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

Iconik does not publish a nondiscrimination policy (1).

Corporate Governance and Public Policy

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

Iconik partners with several organizations that advocate for ideological issues, such as ESG, net-zero, and gender equality (1). From its website: "Iconik's voting technology allows advisors to offer highly personalized shareholder voting to match each client's values" (2)(3). Iconik supports activist voting, publishing multiple articles on how to engage in it (4).

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

Iconik is a partner of As You Sow, a shareholder advocacy group that published proxy guidelines promoting racial justice, diversity, board composition, and net zero emissions (1). Otherwise, Iconik has not used corporate funds to advance ideological causes, organizations, or policies (2).

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

Iconik does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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