



Deckers Brands

Subsidiaries: Teva, UGG, HOKA, Sanuk

Locations: California (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

DESCRIPTION:

Deckers Brands, an athletic shoes & apparel company, vets international vendors according to LGBTQ policies and does not provide viewpoint protections for its employees. Deckers Brands implemented mandatory "anti-racism" training for employees and is a member of the Civic Alliance, which opposes strengthening voting legislation. The company regularly donates and uses its reputation to support ideological groups such as Planned Parenthood, Black Lives Matter (BLM), and the Human Rights Campaign (HRC). Deckers Brands discriminates against some religious organizations in its charitable giving. The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. Ugg is a gold partner of PFLAG. However, the company has not publicly terminated business relationships based on views or beliefs. For these reasons, Deckers Brands receives a Medium 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. **Medium Risk**

Deckers Brands promotes divisive sex and gender policies. Its Supplier Code of Conduct requires international vendors to include sexual orientation and gender in their nondiscrimination policy [\(1\)](#). However, Deckers Brands has not publicly terminated business relationships due to political views or religious beliefs.

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

Deckers Brands' charitable giving guidelines require that organizations abide by its nondiscrimination policy, including on the basis of sexual orientation and gender identity, thereby excluding some religious charities [\(1\)](#).

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

Deckers Brands 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

Deckers Brands is a member of Civic Alliance, which opposes legislation that strengthens the integrity of elections (1). In 2021, subsidiary Teva launched an LGBTQ-inspired line of footwear that was paired with a donation to the HRC (2). UGG a subsidiary of Deckers co-led an International Women's Day campaign with Planned Parenthood in 2022 and a six-hour "virtual dance party" with BLM co-founder Patrisse Cullors in Los Angeles (3)(4). Deckers Brands also implemented mandatory anti-racism and implicit bias training in 2021 (56). Deckers Brands opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (7).

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

Deckers Brands and its subsidiaries pledged \$1 million to Black Lives Matter and related causes (1)(2)(3). The company's subsidiary UGG also launched a donation campaign to Planned Parenthood in 2022 (4). Deckers's subsidiary brand Teva made a \$35,000 donation to the HRC in 2021 (5). The company also contributed to the Trevor Project and GLAAD in 2021 (67)(8)(9).

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

N/A

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

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