



Keap

Locations: Arizona (HQ)

Industries: CRM & Project Management, Software and Services

RISK LEVEL:



Lower Risk

DESCRIPTION:

Keap, an all-in-one CRM and email marketing software, has not terminated business relationships due to views or beliefs. Keap released an article supporting the Black Lives Matter movement and implemented unconscious bias training to its leadership training. However, it has not used its corporate funds for ideological causes. For these reasons, Keap receives a Lower 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. Lower Risk

Keap has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

Keap does not publish charitable giving guidelines.

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

Keap does not publish a nondiscrimination policy⁽¹⁾.

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. Lower Risk

Keap published an article on its website highlighting the company's support for the Black Lives Matter movement and informed readers that it would be implementing unconscious bias training for all of its leaders ⁽¹⁾.

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

Keap has not used corporate funds to advance ideological causes, organizations, or policies.

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

Keap does not operate a PAC at this time.

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