



# Seismic Software

Subsidiaries: Lessonly  
Locations: California (HQ)  
Industries: Software and Services

## RISK LEVEL:



High Risk

### DESCRIPTION:

Seismic Software (Seismic) is High Risk. The company 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. Seismic embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. 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**

*Seismic received a score of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). However, Seismic has not publicly 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. High Risk**

*Seismic's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Seismic does not appear to discriminate against charitable organizations based on views or beliefs (3).*

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

*Seismic's HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Seismic requires its employees to take DEI and allyship training. The company appears to prioritize diversity over merit in its recruitment. It created Enableship, "A persistent program to source, train, and place underrepresented candidates in entry-level enablement roles" (3). The company appears to prioritize diversity over merit in its leadership composition. The company is seeking to "Achieve similar representation between managers and individual contributors for underrepresented groups". Improving the number of diverse hires is a key initiative (4). The company also states it has partnered with SV Academy and Revenue Enablement Society "to create a program to bring greater diversity and inclusion to the field of enablement" (5). Furthermore, the company states "it is equally important to increase representation at the manager level because leaders are responsible for making decisions around our people*

and our product. They influence what we build, who we hire and promote, and how we work" (6). The company requires its hiring managers to take DEI training (7). Seismic does not provide viewpoint protections for its employees (8)(9).

## Corporate Governance and Public Policy

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

Seismic's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Seismic was recognized as San Diego's Business Journal Top 50 LGBTQ+ Leader of Influence. The company also held a Juneteenth workshop (3). The company supports DEI within its business practices. From its Global Diversity, Equity, and Inclusion Report FY2024: "At Seismic, we are committed to DEI, and we have identified four strategic pillars that guide us in identifying our aspirational goals, initiatives, and progress throughout the year" (4).

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

Seismic's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Seismic Software funds the Equal Justice Initiative, an organization committed to criminal justice reform (3)(4). The company committed "3% of overall spend to diverse suppliers over the next three years". Seismic partners with AnitaB.org, which is committed to support non-binary people in technical fields, as well as help people advance their careers based on gender and gender identity instead of merit. Seismic also partners with Black in Technology, an organization "dedicated to increasing the representation and participation of Black people in the technology industry" (5)(6)(7).

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. High Risk**

Seismic's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Seismic does not operate a PAC or engage in lobbying at this time (3)(4)(5).

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