



Tinuiti

Locations: New York (HQ)

Industries: Commercial and Professional Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

Tinuiti is Medium Risk. The company 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. Tinuiti 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**

Tinuiti received a score of 45 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, Tinuiti 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**

Tinuiti's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). The company does not publish charitable giving guidelines (3).

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

Tinuiti does not provide viewpoint protections for its employees (1)(2).

Corporate Governance and Public Policy

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

Tinuiti operates a Diversity Council, Inclusion Lab and Diversity Dialogue Spaces [\(1\)](#). The company uses its blog to publish articles on Inclusive Media and in support of HRC's CEI [\(2\)](#)[\(3\)](#). Tinuiti uses its X account to support HRC initiatives [\(4\)](#)[\(5\)](#). The company supports an initiative published by E.L.F. Cosmetics on its X account. This initiative requires companies to meet racial and gender diversity quotas in company boards [\(6\)](#). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces [\(7\)](#)[\(8\)](#).

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

Tinuiti has not used corporate funds to advance ideological causes, organizations, or policies [\(1\)](#).

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

Tinuiti does not operate a PAC or engage in lobbying at this time [\(1\)](#)[\(2\)](#)[\(3\)](#).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023