



Nintendo

Locations: Japan (HQ)
Industries: Media and Entertainment

RISK LEVEL:



Lower Risk

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DESCRIPTION:

Nintendo is Lower Risk. The company does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Nintendo does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects 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. Lower Risk

Nintendo has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

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

Nintendo likely uses Benevity as its charitable giving platform. Benevity vets charities according to the Southern Poverty Law Center's Hate List, which includes mainstream libertarian, conservative, family, and religious advocacy organizations (1)(2)(3).

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

Nintendo protects its employees against viewpoint discrimination (1).

Corporate Governance and Public Policy

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

Nintendo has maintained a written policy of keeping politics out of its products (1). The company has not supported ideological causes or policies (2).

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

Nintendo 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. Lower Risk

Nintendo does not operate a PAC at this time but has not lobbied for ideological purposes (1)(2)(3).

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