



Puma

Locations: Massachusetts (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

DESCRIPTION:

Puma provides a benefits package for employees which covers travel/lodging costs for an abortion. Puma funds GLAAD directly and the ACLU indirectly, and the company has released public statements that the American justice system is "broken." The company's CEO signed the CEO Action for Diversity and Inclusion pledge. However, Puma protects its employees against viewpoint discrimination and has not publicly terminated business relationships based on views or belief. Puma does not discriminate against charitable organizations based on views or beliefs. For these reasons, Puma 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. Lower Risk

Puma 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. Lower Risk

Puma does not discriminate against charitable organizations based on views or beliefs (1).

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

Puma protects its employees against viewpoint discrimination (1). Puma's CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (2)(3).

Corporate Governance and Public Policy

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

Puma's #REFORM social justice initiative claims to "stand up against the broken U.S. criminal justice system" (1).

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

Puma provides a benefits package for employees which covers travel/lodging costs for an abortion. Puma states that it will “provide confidential travel support to employees and their families residing in states that will not offer family planning services,” including abortion⁽¹⁾. Puma donates to a wide variety of LGBTQ advocacy groups, such as the Gay and Lesbian Alliance Against Defamation ⁽²⁾. The company’s #REFORM social justice program supports the American Civil Liberties Union ⁽³⁾.

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

N/A

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

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