



Pure Storage

Locations: California (HQ)

Industries: Cloud & Data Storage

RISK LEVEL:



High Risk

DESCRIPTION:

Pure Storage received a score of 95 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC). By complying with HRC's controversial demands, Pure Storage increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Pure Storage forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Pure Storage does not protect employees from viewpoint discrimination. Pure Storage has supported the Equality Act and opposed election security initiatives. The company is a member of the "Don't Ban Equality" business coalition. For these reasons, Pure Storage receives a High 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. **Medium Risk**

Pure Storage received on the 2023 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)(3). However, Pure Storage has not publicly terminated business relationships due to religious beliefs or political views.

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

Pure Storage(1)(2)(3)

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

Pure Storage indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2)(3). Pure Storage does not provide viewpoint protections for its employees (4).

Corporate Governance and Public Policy

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

Pure Storage indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2)(3). customers and harming shareholders. Pure Storage signed an open letter in support of the Equality Act (4). The company is a member of the Civic Alliance, which advocates against election security legislation (5). Pure Storage's CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (67).

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

Pure Storage 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 (1)(2)(3). customers and harming shareholders. Pure Storage and its foundation, the Pure Good Foundation, have not supported ideological groups hostile to freedom of expression (4)(5).

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

Pure Storage indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2)(3). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Pure Storage does not operate a PAC or report on its lobbying at this time (4)(5)(6).

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