

Alta Equipment Group

Locations: Michigan (HQ)

Industries: Commercial and Professional Services

RISK LEVEL:



Lower Risk

View this company on 1792 Exchange: <https://1792exchange.com/company/alta-equipment-group-inc/>

DESCRIPTION:

Alta Equipment Group, Inc. 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 implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, Alta Equipment Group 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

Alta Equipment Group 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. Lower Risk

Alta Equipment Group does not appear to discriminate against charitable organizations based on views or beliefs (1).

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

Alta Equipment Group appears to prioritize diversity over merit in its recruitment. From its DEI at Alta website page: "At Alta, we are committed to building a diverse and inclusive workforce by actively seeking talent from underrepresented groups and fostering an environment where everyone feels valued and empowered to succeed" (1). The company does not provide viewpoint protections for its employees (2).

Corporate Governance and Public Policy

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

Alta Equipment Group supports DEI within its business practices, employing a diversity & inclusion committee (1). The company supports DEI within its business practices. From its DEI at Alta website page: "Our DEI journey is still in its early stages, and we're dedicated to building a thoughtful framework with initiatives that truly benefit all Alta employees" (2). Otherwise, there are no publicly known cases of the company using its reputation to advance ideological causes or policies (3).

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

Alta Equipment Group 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

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

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