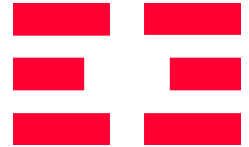


RISK LEVEL:**High Risk****DESCRIPTION:**

Pearson K12 Learning rebranded as Savvas in 2020. Savvas acquired Rubicon in 2022.

By complying with Human Rights Campaign's controversial demands, Pearson 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. Pearson 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. Pearson's educational resources are banned in multiple states because of the ideological viewpoints espoused within the curriculum. Pearson produces elementary-aged educational content containing lessons on LGBTQ, "Black Lives Matter at School", and intersectionality of identities. The company vets suppliers according to LGBTQ policies and its CEO signed the CEO's for Diversity and Inclusion pledge. For these reasons, Pearson 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. **High Risk**

Pearson received a score of 90 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group [\(1\)](#)[\(2\)](#). At least two states have decided to ban Pearson's curriculum from public school use for promoting racial ideology and "biased" statements on climate change incorporated into material intended for students [\(3\)](#)[\(4\)](#).

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

Pearson does not discriminate against charitable organizations based on views or beliefs. The company makes donations on a case-by-case basis to "provide access to quality education" [\(1\)](#).

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

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

Corporate Governance and Public Policy

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

indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). customers and harming shareholders. In recent years, Pearson has changed its publishing philosophy, leading to an ideological slant in its textbooks. In these texts intended for children, Pearson has published the terms "subconscious bias" and "intersectionality," presenting the company's opinions on these complex matters as fact (3). Furthermore, Pearson has included similar ideologies in its math textbooks, including a math problem regarding the "lack of diversity" in the New York Police Department (4). The company has also adopted "Gender Equality Guidelines" for its published works (5). Pearson's CEO signed the CEO Action for Diversity & Inclusion pledge,

which includes a commitment to promote DEI through bias education training in the workplace (6). The company also embraces ESG goals and priorities (7).

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

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). customers and harming shareholders.

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

indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Pearson does not operate a PAC at this time but has not lobbied for ideological purposes (3)(4)(5).

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