



## WD-40 Company

Subsidiaries: WD-40 Manufacturing Company, HPD Laboratories, Inc., Heartland Corporation  
Locations: California (HQ)  
Industries: Materials

### RISK LEVEL:



**Medium Risk**

### DESCRIPTION:

WD-40 is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. The company occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard 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. Medium Risk**

*WD-40 integrates ESG into its business practices. From its 2024 ESG Report: "To ensure that ESG is fully integrated into our business strategy and everyday thinking and acting, we have embedded sustainability into the company's strategy and made our senior executives accountable" (1). The company promotes divisive sex and gender policies. Its Distributor and Supplier Code of Conduct requires international vendors to include sexual orientation and gender identity in their nondiscrimination policy (2). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (3).*

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

*WD-40's Memory Making Fund will not give to "Sectarian or denominational religious groups" (1).*

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

*WD-40 offers inclusion and belonging training and unconscious bias courses to its employees (1). The company protects its employees against viewpoint discrimination (2).*

### Corporate Governance and Public Policy

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

WD-40 is committed to net zero emissions by 2050 (1). The company supports DEI within its business practices. From its 2024 ESG Report: "The combination of the Board's, management's, and

employees' perspectives underscores the business value of all diversity, equity, inclusion, and belonging initiatives, which we refer to as Better Together" (2). It supports ESG within its business practices. From its ESG Web Page: "At WD-40 Company, our commitment to Environmental, Social, and Governance (ESG) principles is central to our number one value of doing the right thing" (3).

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

WD-40 has not used corporate funds to advance ideological causes, organizations, or policies (1).

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**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk**

WD-40 does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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