



VirTra

Locations: Arizona (HQ)
Industries: Technology Hardware and Equipment

RISK LEVEL:



Lower Risk

DESCRIPTION:

VirTra 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, the company 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

VirTra 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. N/A

VirTra does not publish charitable giving guidelines (1).

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

VirTra appears to prioritize diversity over merit in its leadership composition. From its 2025 Proxy Statement: "[In evaluating director candidates,] the Committee considers other factors it deems appropriate based on the current needs and desires of the Board, including, but not limited to, Board diversity" (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

VirTra supports DEI within its business practices. From its Careers page: "VirTra strives to create an environment that embraces diversity and promotes an inclusive culture open to those with diverse characteristics" (1). Otherwise, the company has not supported

ideological causes or policies (2).

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

VirTra 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

VirTra does not operate a PAC or report on its lobbying at this time (1)(2)(3).

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