



Original BARK Co

Subsidiaries: BarkBox Inc.

Locations: New York (HQ)

Industries: Consumer Durables and Apparel, Household and Personal Products

RISK LEVEL:



Medium Risk

DESCRIPTION:

Bark 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

BARK 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

Bark 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

Bark offers DEI training to its employees (1). The company appears to prioritize diversity over merit in its recruitment. From its 2025 10-K report: "Diversity Sourcing & Recruitment: Promote an inclusive approach to hiring diverse talent through our recruiting processes and sourcing pools" (2). Bark appears to prioritize diversity over merit in its business structure through the establishment of disability targets for its hiring program. The company is seeking "at least 7% of our workers as people with disabilities" (3)(4). Bark does not provide viewpoint protections for its employees (5).

Corporate Governance and Public Policy

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

Bark's former CEO Manish Joneja signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace, strategize on DEI programs/initiatives with other signatories, and engage boards of directors when developing and evaluating DEI strategies (1)(2). Bark supports DEI within its business practices, employing a Vice President of Talent & Diversity (3). The company supports DEI within its business practices. From its 2026 Proxy Report: "Specific responsibilities of our Compensation Committee include:...reviewing our policies, programs and initiatives focusing on diversity and inclusion with respect to our leadership and workforce" (4). The company supports ESG within its business practices. From its 2026 Proxy Report: "We are committed to conducting business in an environmentally sustainable and socially responsible manner, and to managing the risks and opportunities that arise from ESG issues" (5).

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

Bark 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

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

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