



Rakuten

Locations: Japan (HQ)

Industries: Diversified Financials

RISK LEVEL:



Lower Risk

DESCRIPTION:

Rakuten is a Japanese fintech conglomerate that provides a variety of financial and communications services, including a deal-finding browser extension. Rakuten protects its employees from viewpoint discrimination, and the company has not publicly terminated employees or clients due to ideological differences. Rakuten has joined the Civic alliance. Rakuten uses its corporate reputation to advance the LGBTQ and Black Lives Matter Movements. The company uses its corporate funds to support abortion. Rakuten does not discriminate against charitable organizations based on views or beliefs. For these reasons, Rakuten earns a Lower 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. Lower Risk

Rakuten has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

Rakuten does not discriminate against charitable organizations based on views or beliefs [\(1\)](#).

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

Rakuten protects its employees against viewpoint discrimination [\(1\)](#).

Corporate Governance and Public Policy

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

Rakuten is a member of the Civic Alliance, which opposes election security measures [\(1\)](#). Rakuten advocates for the LGBTQ movement and hosted the #WalkwithPride online parade during Pride Month [\(2\)](#). The company also revised its definition of a spouse in 2016, created gender-neutral bathrooms, and advocated for Japan's Equality Act [\(3\)](#)[\(4\)](#)

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

Rakuten published a statement that it will cover abortion expenses for all those seeking an abortion (1). Rakuten has published articles with companies to support that will donate to the LGBTQ and Black Lives Matter movements, however, it has not published whether it donates groups supporting these causes that are hostile to freedom of expression (2)(3).

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

N/A

Rakuten does not operate a PAC at this time (1).

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