

Rakuten

RakutenLocations: Japan (HQ)
Industries: Diversified Financials

RISK LEVEL:



Medium Risk

DESCRIPTION:

Rakuten is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Rakuten 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. Lower Risk

Rakuten 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

Rakuten 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. Lower Risk

Rakuten protects its employees against viewpoint discrimination (1).

Corporate Governance and Public Policy

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

Rakuten is a member of the Civic Alliance, which opposes election security measures (1). The company 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. High Risk

Rakuten published a statement that it will cover abortion expenses for all those seeking an abortion (1). The company has published articles that support companies who donate to the LGBTQ and Black Lives Matter movements, but they do not state whether they donate (2)(3). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (4).

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

Rakuten does not operate a PAC at this time and has not used its lobbying for ideological purposes (1)(2)(3).

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