



## Mattel

Locations: California (HQ)

Industries: Consumer Durables and Apparel, Media and Entertainment

### RISK LEVEL:



High Risk

### DESCRIPTION:

Mattel, a toy company, does not provide viewpoint protections for its employees but has not publicly terminated business relationships based on views or beliefs. Mattel scored a 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with Human Rights Campaign's controversial demands, Mattel increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Mattel forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. It created many ideological products including a Democrat Barbie, Republican Ken, the first gender-neutral doll, and a transgender Barbie. America First Legal filed a letter with the EEOC requesting a civil rights investigation into Mattel over discriminatory practices in hiring. The company supports the Equality Act and opposes anti-LGBTQ legislation. For these reasons, Mattel receives a High 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.** **Medium Risk**

*Mattel received a score of 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). However, Mattel 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.** **High Risk**

*Mattel(1)(2). Mattel does not discriminate against charitable organizations based on views or beliefs (3)(4).*

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

*Mattel indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Mattel does not provide*

viewpoint protections for its employees (3). America First Legal filed a letter with the EEOC requesting a civil rights investigation into Mattel over discriminatory practices in hiring (4)(5).

## Corporate Governance and Public Policy

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

Mattel indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). customers and harming shareholders. (34). Mattel created its first-ever trans-Barbie in tribute to Laverne Cox, an LGBTQ activist (5)(6). Mattel was part of the Freedom for All Americans coalition, which advocated for federal legislation that would overrule state laws designed to protect girls' sports and similar laws (78)(9). During the Black Lives Matter movement, Mattel published a statement and started the Play Fair initiative in support of the movement (10)(11). CEO Ynon Kreiz is a member of the Business Roundtable but has not supported ideological initiatives (12).

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

Mattel indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2). customers and harming shareholders. Mattel donated \$50,000 to It Gets Better an LGBTQ organization during Pride Month (3).

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

**High Risk**

Mattel indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Mattel has not used its PAC donations for ideological purposes (3)(4).

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