



Roku Inc.

Locations: California (HQ)

Industries: Media and Entertainment

RISK LEVEL:



Lower Risk

DESCRIPTION:

Roku, a streaming device, does not provide viewpoint protections for its employees. However, it has not publicly terminated business relationships based on views or beliefs. Roku hosted the HRC ads in support of LGBTQ policy. However, the company has not used its corporate funds or lobbied for ideological purposes. For these reasons, Roku Inc. receives 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

Roku 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. N/A

Roku has not published charitable giving guidelines.

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

Roku does not provide viewpoint protections for its employees [\(1\)](#).

Corporate Governance and Public Policy

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

Roku hosted the Human Rights Campaign Equality Votes PAC ad campaign to advocate for LGBTQ-related legislation [\(1\)](#).

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

Roku has not used its corporate funds to advance ideological causes, organizations, or policies.

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

Roku does not operate a PAC at this time but has not lobbied for ideological purposes [\(1\)](#)[\(2\)](#)[\(3\)](#).

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