



# TDS Telecommunications

Subsidiaries: U.S. Cellular

Locations: Wisconsin (HQ)

Industries: Telecommunication Services

RISK LEVEL:



Medium Risk

## DESCRIPTION:

TDS Telecommunications scored a 85 on the Human Rights Campaign's (HRC) Corporate Equality Index (CEI). By complying with the HRC's controversial demands, TDS Telecommunications (TDS) 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, and philanthropic support. TDS forces employees to undergo multiple ideological trainings and uses its corporate funds to support controversial sex and gender ideologies and organizations. The company is a Brass sponsor of Out & Equal. TDS CEO is a signatory of the Business Roundtable's 2019 Statement on the Purpose of a Corporation, which promotes stakeholder capitalism over traditional shareholder obligations. However, TDS has not used its political contributions for ideological purposes. For these reasons, TDS receives a Medium 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**

*TDS received a score of 852023 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). TDS has not publicly terminated business relationships due to religious beliefs or political views.*

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

*TDSRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).*

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

*TDS 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). TDS does not provide viewpoint protections for its employees (3).*

## Corporate Governance and Public Policy

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

*TDS offers inclusion training to all its employees (1). CEO LeRoy T. Carlson is a member of the Business Roundtable and is a signatory of the Business Roundtable's 2019 Statement on the Purpose of Corporation, which promotes stakeholder capitalism over traditional shareholder obligations (2)(3).*

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

*TDS 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). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. U.S. Cellular is a Brass sponsor of Out & Equal (3).*

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

**Lower Risk**

*TDS has not used its PAC donations or lobbied for ideological purposes (1)(2)(3).*

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