



23andMe

Locations: California (HQ)

Industries: Pharmaceuticals Biotechnology and Life Sciences

RISK LEVEL:



Medium Risk

DESCRIPTION:

23andMe often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. 23andMe 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. Medium Risk

23andMe received a score of 30 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues, indicating it prioritizes sexual issues over merit (1)(2). 23andMe has a strongly DEI-influenced hiring process, mandating at least one "diverse" candidate in each interview process and requires hiring teams to participate in "Inclusive Interview Training" (3)(4). Additionally, 23andMe requires that suppliers submit a DEI scorecard as an integral part of the supplier selection process (5). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (6).

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

23andMe does not publish charitable giving guidelines (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

23andMe does not provide viewpoint protections for its employees (1). The company also launched trainings on "Unconscious Bias, Microaggressions, and Allyship" for employees, and the company requires hiring teams to undergo "Inclusive Interview Training" (2).

Corporate Governance and Public Policy

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

High Risk

23andMe has referred to itself as an "activist brand" (1). The company publicly opposed and refused to cooperate with Trump-era LGBTQ-related policy (2). 23andMe has published statements advocating on behalf of postmodern gender theory and supporting life-altering hormone treatments for children (3)(4). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (5). 23andMe opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (6). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (7). 23andMe is a member of the "Don't Ban Equality" business coalition, which advocates against any abortion restrictions because they are "bad for business" (8). The company's Chief Legal and Regulatory Officer, Kathy L. Hibbs, co-signed a letter to law firms demanding an improvement in diversity in order to retain business with the company (9). 23andMe CEO, Anne Wojcicki, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (10)(11).

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

High Risk

23andMe has pledged support to Black Lives Matter and related causes (1)(2). The company has donated its products to the National Urban League (3).

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

Lower Risk

23andMe does not operate a PAC at this time but has not lobbied for ideological purposes (1)(2)(3).

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