



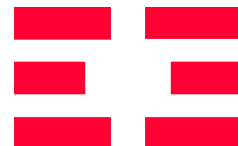
# Apple

Subsidiaries: Beats Electronics

Locations: California (HQ)

Industries: Technology Hardware and Equipment

## RISK LEVEL:



High Risk

### DESCRIPTION:

Apple is High Risk. The company 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. Apple embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. 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. High Risk**

Apple's HRC 2023-2024 CEI rating indicates the company recruits employees based on sexual identity. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). Apple removed Parler from its app store for "failing to effectively police content" (3). It did the same for Gab, even though Gab appealed the suspension, pointing out that many other approved social networks contained identical content that Apple did not scrutinize (4). Apple has also enabled censorship in other countries, including China and Taiwan (5)(6). Apple has also banned Fortnite, Metadata+, Trapster, and many other apps (7). According to various reports, including from Apple itself, the company blocks millions of apps each year; some of these banned apps are available on other platforms, such as Google Play (8). Some of these banned apps have accused Apple of banning them for political or other reasons (9). After Elon Musk became CEO of Twitter, Apple allegedly threatened to pull Twitter from its App Store (10). However, Apple CEO Tim Cook has claimed that the company "never considered removing the platform" and attributed the issue to a "misunderstanding" (11).

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

Apple's HRC 2023-2024 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Apple does not appear to discriminate against charitable organizations based on views or beliefs (3)(4).

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

Apple's HRC 2023-2024 CEI rating 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). Apple has implemented ESG requirements into its business practices, including mandatory unconscious bias training (3). Apple has

resisted shareholder pressure to include viewpoint protections in its nondiscrimination policy (4)(5). Apple fired an employee who objected to its censorship, spurring an ongoing lawsuit over political discrimination (6)(7). Apple's Entrepreneur Camp Program bars applicants based on race, excluding White or Asian applicants (8)(9). Apple does not provide viewpoint protections for its employees (10).

## Corporate Governance and Public Policy

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

**High Risk**

Apple's HRC 2023-2024 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Apple used iTunes to solicit donations for the Southern Poverty Law Center (SPLC) (3). It's CEO Tim Cook wrote a Washington Post op-ed referring to religious freedom legislation as "pro discrimination" (4). Apple opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (5). Apple opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (6). Apple signed an open letter in support of the Equality Act, a controversial bill (7). Apple voiced opposition to various state legislatures' efforts to secure their voting systems (8) Apple signed an amicus brief in opposition to the 2016 North Carolina bathroom bill HB2, which required people to use the bathroom of their biological sex (9)(10). Apple CEO Tim Cook is a member of the Business Roundtable and signed its 2019 Statement on the Purpose of a Corporation, which promotes stakeholder capitalism over traditional obligations to shareholders (11)(12). 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 (13). Apple is a Ceres Network Member, committed to net zero carbon emissions by 2040 (14)(15). Apple committed to a 2030 carbon neutrality pledge (16).

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

**High Risk**

Apple provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4)(5). Apple's HRC 2023-2024 CEI rating 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 (6)(7). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. The company stated "...we support our employees' rights to make their own decisions regarding their reproductive health. For more than a decade, Apple's comprehensive benefits have allowed our employees to travel out-of-state for medical care if its unavailable in their home state." (8). Apple has given \$1 million to the SPLC and is a Platinum Sponsor of the HRC (9)(10). Overall, Apple has pledged \$100 million to the Black Lives Matter movement and related causes (11)(12). Apple is a Titanium sponsor of Out and Equal and is a corporate partner of the National LGBT Chamber of Commerce (13)(14). The company is a silver partner of PFLAG, an LGBTQ+ activist group that promotes books for children with sexually explicit and gender fluid content and advocates against laws that inform parents of their child's gender dysphoria or prevent unapproved transgender medical treatments for minors (15)(16)(17). Apple is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race (18)(19).

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

**High Risk**

Apple's HRC 2023-2024 CEI rating 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. Apple has lobbied for the Respect for Marriage Act, which restricted religious freedoms (3)(4). Apple does not operate a PAC at this time. From its "Public Policy Advocacy" page: "Apple does not make political contributions to individual candidates or parties, and we do not have a political action committee (PAC)" (5)(6)(7).

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