



Pride Global

Subsidiaries: PrideNOW

Locations: New York (HQ)

Industries: Commercial and Professional Services

RISK LEVEL:



Lower Risk

DESCRIPTION:

Pride Global does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Pride Global does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects 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. Lower Risk

Pride Global has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

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

Pride Global does not publish charitable giving guidelines (1).

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

Pride Global does not provide viewpoint protections for its employees (1)(2).

Corporate Governance and Public Policy

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

Pride Global regularly supports LGBTQ Pride and in 2021 held a company "drag brunch bingo" event advocating for LGBTQ causes (1)(2). Pride Global supports DEI within its business practices, employing a DEI Committee and hosting diversity forums (3). Otherwise, there are no publicly known cases of Pride Global using its reputation to advance ideological causes or policies (4).

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

Pride Global is a corporate partner of the National LGBT Chamber of Commerce (1). PrideNOW, a subsidiary of Pride Global, is a Promotional Sponsor of NYC Pride (2). Otherwise, there are no publicly known cases of Pride Global using corporate funds to advance ideological causes, organizations, or policies (3).

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

Pride Global does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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