



High Risk

DESCRIPTION:

Selective Insurance Group 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. Selective Insurance 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. Medium Risk

Selective Insurance received a score of 70 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. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). The company prioritizes diversity in its supply chain (3). However, Selective Insurance Group has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (4).

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

Selective Insurance' HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Selective Insurance Group will not fund "Religious organizations or activities" (3). The company likely uses Benevity as its charitable giving platform. Benevity vets charities according to the Southern Poverty Law Center's Hate List, which includes mainstream libertarian, conservative, family, and religious advocacy organizations (4)(5)(6).

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

Selective Insurance's HRC 2025 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 a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Selective Insurance requires its employees to take DEI training (3). Selective Insurance Group does not provide viewpoint protections for its employees (4)(5).

## Corporate Governance and Public Policy

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

**High Risk**

Selective Insurance's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Selective Insurance advocates for LGBTQ Pride (3)(4). The company also signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (5). Otherwise, there are no publicly known cases of Selective Insurance using its reputation to advance ideological causes or policies (6).

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

**Medium Risk**

Selective Insurance's HRC 2025 CEI rating indicates company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2). Otherwise, there are no publicly known cases of Selective Insurance Group using corporate funds to advance ideological causes, organizations, or policies (3).

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

**High Risk**

Selective Insurance's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Selective Insurance has not used its PAC donations or lobbying for ideological purposes (3)(4)(5).

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