



**VIEWPOINT  
DIVERSITY  
SCORE**

# **2023 Business Index**

**Findings and Recommendations**

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## Message from Alliance Defending Freedom's SVP of Corporate Engagement

This year marks the second edition of the Viewpoint Diversity Score Business Index. The Business Index exists to inspire companies to adopt a business culture that respects civil liberties. The Index's 42 benchmarks and suite of model policies are a roadmap for ending viewpoint-based cancellations, discrimination against employees because of their religious and social beliefs, and public advocacy that damages religious freedom, free speech, employee relations, and corporate brands.



As this report details, we've experienced remarkable successes in year one.

Eight companies improved their scores in 2023. The two companies with the largest jumps – [Fidelity Information Services](#) (32 points) and [M&T Bank](#) (11 points) – are also the two top scoring companies this year. The companies experienced these gains and sit atop the Index largely because they agreed to be transparent by completing the survey portion of the Business Index.

We've also seen investors and financial professionals, civil society groups, state treasurers, and state attorneys general cite the Business Index as a measuring stick of corporate respect for civil liberties. A number of investment managers including Inspire Insight, the National Center for Public Policy Research, and The Bahnsen Group have engaged companies to improve their scores and participate in the survey portion of the Business Index. Advocacy inspired by the Business Index and directed at [JPMorgan Chase](#) has also generated much-needed attention on politicized de-banking – a significant threat to free speech and religious freedom that the Index was specifically designed to combat.

The Chase story wonderfully encapsulates our year one impact. David Bahnsen, a Chase shareholder and Business Index advisory council member, filed a shareholder resolution citing the Business Index, raising concerns over the rise in politicized de-banking, and asking Chase to conduct an audit of its impact on customers' civil liberties. Chase responded by asking the Securities and Exchange Commission to block the resolution. Thankfully, the SEC denied Chase's request, which cleared the path for Mr. Bahnsen to introduce the resolution to all Chase shareholders. As Mr. Bahnsen said in [one media interview](#), his team had "three extensive meetings directly with senior leaders at JPMorgan Chase" where they "engage[d] them in serious conversation about these matters."

He added: "I do not believe this would have ever gotten any internal attention apart from this effort, nor do I think senior leadership understood or appreciated that there were even people like us out there before this." [Chase also acknowledged](#) that as a result of these efforts, they are actively considering participating in the survey portion of the Business Index later this year.

This epitomizes our approach. We seek to engage America's largest corporations to create positive and lasting change that protects everyone's free speech and religious freedom from corporate overreach. Each survey completed, resolution filed, and conversation with senior leadership advances the ball.

Despite these year-one accomplishments, we know that there is much more to be done to forge a business culture that respects civil liberties and free markets. We also know we cannot do this alone. Indeed, many of the successes described above resulted from the effort of key allies and partners in this work. We look forward to plowing more ground and cultivating new and deeper partnerships in year two!

Sincerely,

**Jeremy Tedesco**

Senior Counsel, Senior Vice President for Corporate Engagement

[Alliance Defending Freedom](#)

# Viewpoint Diversity Score Advisory Council

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**Andrew Abela**  
Dean of The Bush School of Business at  
Catholic University of America



**David Bahnsen**  
Founder, Managing Partner, and Chief  
Investment Officer of The Bahnsen Group



**Jerry Bowyer**  
Forbes contributor, contributing editor of  
AffluentInvestor.com, and Senior Fellow  
in Business Economics at The Center for  
Cultural Leadership



**Robert P. George**  
McCormick Professor of Jurisprudence  
and Director of the James Madison  
Program in American Ideals & Institutions,  
Princeton University



**Bob Doll**  
Chief Investment Officer for Crossmark  
Global Investments



**Matt Monson**  
Partner and Portfolio Manager at  
Sovereign's Capital



**Andrew Olivastro**  
Vice President for Outreach at The  
Heritage Foundation



**John Siverling**  
Director of Private Markets and Impact  
Advocacy for OneAscent, and President of  
OneAscent Capital LLC



**Mike Sharrow**  
President & CEO for The C12 Group



**Robert Netzly**  
CEO of Inspire Investing



**Peter Rex**  
Founder & CEO of Rex

# Executive Summary

The goal of the Viewpoint Diversity Score Business Index, and our advocacy efforts as a whole, is to convince powerful companies in tech, banking, and financial services to respect free speech and religious freedom. The Business Index is an initiative of Alliance Defending Freedom, one of the nation's most respected and successful Supreme Court advocates, working to preserve the freedoms of speech and religion for all Americans. Drawing on ADF's expertise as a global advocate for fundamental freedoms, the Business Index is the first comprehensive benchmark designed to measure corporate respect for civil liberties. We are releasing this year's results in partnership with Inspire Insight, a leading investment technology service that provides faith based investing data and ratings to thousands of institutions.

## What We Scored:

This year the Business Index scored 75 leading technology platforms, banks, financial service providers, and media companies based on a scale of 0% (extremely poor) to 100% (perfect). Each company was rigorously evaluated based on publicly available policies and practices, as well as their general level of transparency. Overall scores are based on three broad categories of activity:








Each company's overall score represents its cumulative performance on these three sections.

## What We Look For:

Across all three categories, our methodology evaluated whether companies treat customers, vendors, employees, and nonprofits equally regardless of their political or religious views. We also look at whether companies are using their business resources or their brands to support public figures or causes hostile to fundamental freedoms.

## Top 5 Worst Performers Overall:

These companies' lack of transparency – their refusal to participate in the survey portion of the Business Index – combined with the number of red flags our evaluation identified, caused them to score the lowest overall.

		Overall Scores
	Airbnb	2%
	Alphabet	4%
	Amazon	4%
	eBay	5%
	Microsoft	5%

## Executive Summary

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### Key Red Flags:

This year's results indicate many areas where companies need to improve when it comes to respecting peoples' freedom of expression and belief.

- 1. Vague or imprecise terms in service policies that give companies unbridled discretion to censor content or deny service.**

64% of companies have policies that impose vague or imprecise restrictions on expression.
- 2. Mandating DE&I for vendors.** A large number of companies we scored go beyond requiring vendors to meet reasonable legal requirements, and actually require them to participate in DE&I as a condition of receiving contracts.

36% of companies require vendors to implement divisive DE&I practices.
- 3. Insufficient disclosure around third-party requests to cancel or censor.** Many tech and financial service providers receive requests from governments or NGOs to cancel or restrict service to certain people or groups. Yet, none of the companies we scored met basic transparency thresholds for disclosing these requests.
- 4. Companies do not ensure respect for diverse views in their workplaces.** No companies scored disclosed a policy ensuring protections similar to our [Workplace Viewpoint Diversity Policy](#).








91% of companies are known to promote divisive concepts in workforce trainings.
- 5. Companies are promoting divisive concepts through workplace trainings like Critical Race Theory and other problematic content.** This drives employees apart and makes them less likely to trust and respect each other.
- 6. Only 7% of scored companies allow employees to form faith-based Employee Resource Groups even though [90% of Fortune 500 companies](#) allow ERGs for other affinities like race and sexual orientation.**
- 7. An overwhelming majority of companies - 78% - have policies that prevent or threaten to prevent employees from giving to religious charities, either because of their religious status, practices, or related advocacy.**
- 8. 58% of companies directed 45% or more of their political spending to members of Congress who sponsored or co-sponsored legislation that would harm First Amendment liberties.**
- 9. 63% of scored companies use their brands and dollars to support harmful legislation aimed at rolling back free speech and religious freedom protections.**
- 10. 57% of companies have policies that likely discriminate against religious nonprofits by preventing them from receiving corporate grants or discounts because of what they say or believe.**

## Executive Summary

### Signs of Progress:

The 2023 results revealed many reasons for optimism. Eight companies improved their overall scores from 2022, while 13 and 14 companies respectively did the same on the market and workplace sections. Two companies also improved their scores in the third section, public square.

### 8 Companies Improved Overall Scores Since 2022:

		Overall Score Improvement
	Fidelity National Information Services	+32%
	M&T Bank	+11%
	GoDaddy	+6%
	Citigroup	+3%
	Silicon Valley Bank*	+2%
Morgan Stanley	Morgan Stanley	+2%
	Meta	+1%
	Adobe	+1%

\* Scored prior to closure

## Executive Summary

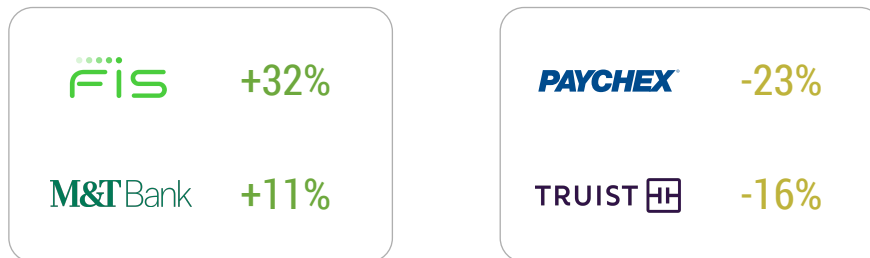
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### Transparency Is Key:

Transparency signals good faith and is important for trust with shareholders, customers, and employees. Each company scored is invited to complete the survey portion of our Business Index every year to help us gauge whether their policies and practices respect viewpoint diversity across their products and services, workforces, and public affairs.

Participating in the survey is an important way for companies to demonstrate equal transparency and to highlight their internal commitment to free speech and religious freedom.

#### 2023 Biggest Gains vs. Losses on Transparency



Companies that completed the survey for the 2023 release of the Business Index received points for transparency. Making a good faith effort to be equally transparent on the Business Index is a significant predictor of improvement. The two top scoring companies this year, [Fidelity Information Services](#) and [M&T Bank](#), each improved by 32 and 11 points respectively. Those gains were largely because both companies completed the survey – and each received points for transparency.

By contrast, the two companies that lost the most ground since 2022, [Truist](#) and [Paychex](#), completed the survey in 2022 but didn't participate this year. Those companies went down by 16 and 23 points respectively. Each lost points for declining to complete the survey.

**Participating in the survey portion of the Business Index is essential to becoming accountable and transparent on respecting freedom and true diversity.**



## Executive Summary

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### Key Recommendations:

#### Market

Customers & Vendors

- 1 Prevent Viewpoint Discrimination in Terms & Policies
  - 2 Respect Free Speech & Religious Freedom in Vendor Codes
  - 3 Improve Transparency around Service Cancellations
- 

#### Workplace

Employees

- 1 Prioritize & Protect Viewpoint Diversity
  - 2 Respect Civil Liberties at Work & Off the Clock
  - 3 Guarantee Employees of Faith Equal Protection & Opportunity
  - 4 Respect Employee Charitable Choice
- 

#### Public Square

Civil Society

- 1 Ensure Political & Social Positions Do No Harm to Free Speech & Religious Freedom
- 2 Be Accountable to Shareholders
- 3 Stop Supporting Illiberal Causes & Respect Faith-Based Charities
- 4 Participate in the Viewpoint Diversity Score Survey

# Methodology

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Companies were scored on the market, workplace, and public square sections based on forty-two performance indicators that assess corporations' commitments, policies, and practices relevant to their impact on civil liberties. Each of these indicators are designed to identify terms, phrases, and other evidence that can shed light on a company's norms for managing its services, workforce, and public engagement.

Our analysis leans heavily on written policies, procedures, and similar materials because they inform how companies think about and approach important decisions.

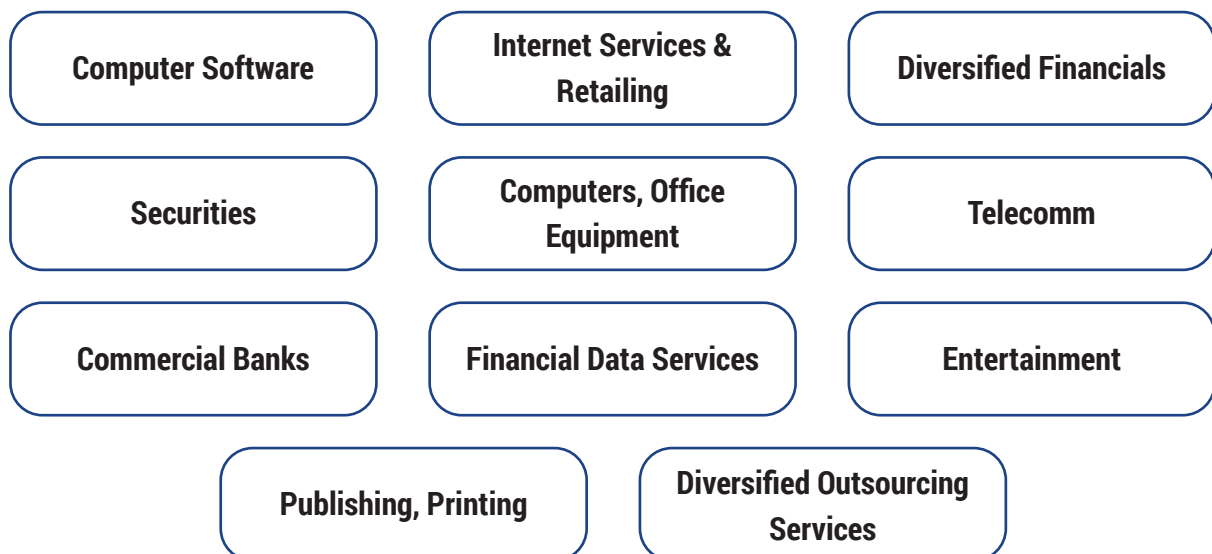
## Data Collection:


Data for assessing companies was acquired through two primary sources: First, from voluntary disclosures made by individual companies that participated in the Viewpoint Diversity Score survey – a set of questions we send the companies we score each year. Second, from publicly available information, including reports, filings, press releases, third-party statements, terms of service, community standards, and general use policies.

## How Companies were Selected:

While respecting viewpoint diversity is important for any company, the Business Index focused on industries that have the greatest potential to impact individuals' or institutions' freedom of speech or religion. These include industries that provide essential banking, payment processing, and cloud services, or that serve as platforms for third-party speech. For the 2023 edition, the Index specifically focused on the most powerful companies in several major industries.

## Industries Represented:





"No American should have to worry that their bank will suddenly cancel their account because of their religious or political beliefs. Together with like-minded shareholders, customers, and concerned citizens, I'm calling on Chase Bank and other financial institutions to treat all customers equally, regardless of religious or political points of view. These companies should provide much needed transparency by participating in the Viewpoint Diversity Score Business Index and taking immediate steps to correct their current course."

**Ambassador Sam Brownback**  
**National Committee for Religious Freedom**

# Market














## Customers & Vendors

The market section of the Business Index evaluates whether companies serve and respect customers and vendors equally. That means ensuring that policies and practices reflect a commitment to viewpoint diversity and nondiscrimination, regardless of a third-party's political or religious values.

The Business Index evaluated policies and practices that fall under three general headings to score companies on the market section:

- Terms of Service and Related Policies
- Supplier Codes and Requirements
- Transparency in Service Cancellations

## 13 Companies improved their scores on this section since 2022:

		Market Score Improvement
	CitiGroup	+11%
	GoDaddy	+8%
	SVB Financial Group*	+7%
	Apple	+5%
	KeyCorp	+5%
	Meta	+5%
	Fidelity National Information Services	+4%
	Adobe	+3%
	Fifth Third Bancorp	+3%
	Huntington Bancshares	+3%
	PNC Financial Services Group	+3%
	State Street	+3%
	Wells Fargo	+3%

\* Scored prior to closure

## KEY RECOMMENDATION 1: Prevent Viewpoint Discrimination in Terms & Policies

**64% of companies** have policies that contain vague or unclear terms under which they could censor content or deny service.



The Business Index looks at whether terms of use and service contain language that creates a high risk of censorship or service restriction based on a customer's or user's viewpoint.

Risky policies include those that: use unclear and imprecise terms such as "hate" or "intolerance" that allow for arbitrary and viewpoint-based enforcement; limit protections against harmful behavior to members of protected groups; or restrict content or expression based on a particular point of view.

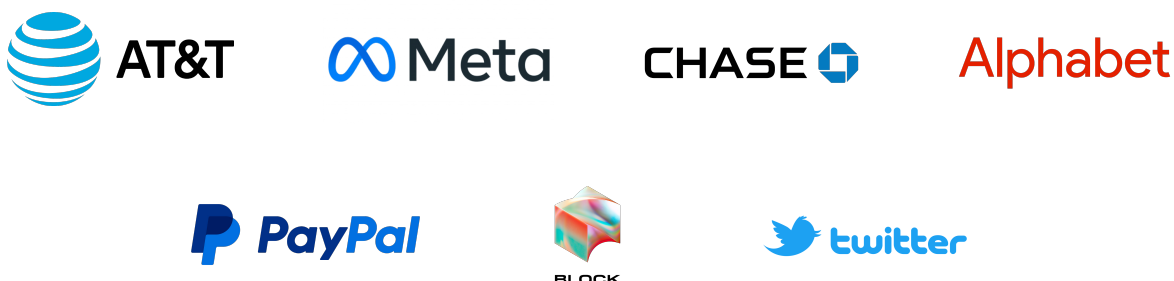


## ● Unclear or Imprecise Terms & Policies

When companies use inherently subjective terms in their policies, they place the expression of customers or users at risk. That's because such policies can easily have multiple interpretations and be applied in numerous different ways.

High Risk	Okay
 <p>Apple</p> <p>“We will reject apps for any content or behavior that we believe is over the line. What line, you ask? Well, as a Supreme Court Justice once said, ‘I’ll know it when I see it’. And we think that you will also know it when you cross it.”</p> <p><b>App Store:</b> <a href="#">See citation</a></p>	 <p>GoDaddy</p> <p>“We are often asked to take action on content that others find objectionable.... [W]e will refrain from taking action unless the content falls into a few important categories.... If content goes beyond... expression and crosses over to inciting violence, we will take appropriate action....”</p> <p><b>Content policy:</b> <a href="#">See citation</a></p>
<p>Provides nearly unlimited discretion for the company to engage in viewpoint discrimination.</p>	<p>Provides more objective barriers for when the company will or will not censor speech.</p>

Other companies' unclear or imprecise policies risk viewpoint-based discrimination, including:



### ➔ Go Deeper

See [specific guidance](#) on identifying and reducing the risk that terms of use or service policies could be used to discriminate based on a customer's religious or political views.

Visit: [www.viewpointdiversityscore.org/resources](http://www.viewpointdiversityscore.org/resources)

## ● Harmful behavior policies that fail to protect everyone & risk censoring speech

At least 31% of benchmarked companies publicly disclose policies aimed at restricting harmful behavior like bullying or harassment that may unintentionally restrict customer expression. This is especially common with major internet platforms like [Alphabet](#), [Meta](#), and [Twitter](#).

### Case in Point: twitter

#### Twitter Deplatformed The Babylon Bee under “Hateful Conduct Policy”

[According to the New York Post](#), “Twitter locked the account of a right-leaning parody site, The Babylon Bee, after it awarded Rachel Levine, the transgender Biden administration official, the title of ‘man of the year.’” The company cited its “hateful conduct policy” as its basis for doing so.

#### What Twitter’s Policy Said:

“You may not promote violence against or directly attack or threaten other people on the basis of race, ethnicity, national origin, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease. We also do not allow accounts whose primary purpose is inciting harm towards others on the basis of these categories.”

Accessed 10/25/2022: [See citation](#)

### Well-meaning harmful behavior policies often suffer from two significant shortcomings:

1. Failure to protect everyone – not just protected groups – from harmful behavior that is a legitimate target of restriction.
2. Risk of enforcement in a manner that undermines the freedom of expression.

These two flaws often turn policies meant for good into tools for censoring content or activity based on its perceived offensiveness to certain people or groups.



### ➔ Go Deeper

See [suggestions](#) for prohibiting legitimately harmful use or activity without restricting speech based on personal characteristics or identifiers.

Visit: [www.viewpointdiversityscore.org/resources](http://www.viewpointdiversityscore.org/resources)



## ● Policies that explicitly restrict content or access to services based on someone's viewpoints

Another pitfall to avoid is becoming a *de facto* "arbiter of truth" by restricting the expression of views that contradict certain ideological narratives. This often takes the form of ruling certain opinions out of bounds when it comes to political or social issues.

Sometimes these policies apply broadly to content across a platform or service, such as [Etsy](#) or [Amazon](#). But more often, these policies are aimed at restricting advertisers seeking to advocate for certain social or political positions.



### Takes a Step in the Right Direction

[Bloomberg reports](#) that the company "won't label social media posts that appear to be false in order to avoid the appearance that the company is trying to censor speech online... hinting that the company is taking a different approach than other technology firms in dealing with disinformation."

### Spotlight

#### Pinterest "Community Guidelines"

"We limit the distribution of or remove such content and accounts, including... [those that promote d]enial of an individual's gender identity or sexual orientation, and support for conversion therapy and related programs...."

Accessed 3/22/2023: [See citation](#)

While there may be legitimate reasons for a company to limit or restrict formal political advertising as defined by the Federal Election Commission, broader "cause" or "issue-based" restrictions effectively bar certain views from reaching audiences through digital mediums. In today's digital public square "freedom of reach" is essential to freedom of speech, and ads are central to that equation. Preventing viewpoint-based restrictions on the largest digital ad services is of paramount importance to protecting free speech.

21% of top brands' policies impose viewpoint-based restrictions on ad-placements or access to services.



### ➔ Go Deeper

See [guidelines](#) for preventing viewpoint discrimination in digital ad or general service policies.

Visit: [www.viewpointdiversityscore.org/resources](http://www.viewpointdiversityscore.org/resources)

## Customer Anti-Viewpoint Discrimination Policy

**Only 19%** of companies have a clear policy publicly banning discrimination against customers based on religion or ideology

One area where nearly all companies fell short is ensuring adequate nondiscrimination protections for customers and users with respect to their religious or political beliefs. Only 17% of companies say they prohibit discrimination against customers based on religion, and only 1% do the same with respect to political views/ideology.

Even then, nondiscrimination policies often don't go far enough. Such policies should clearly state that

the company will not restrict access or deny service simply because a particular view may be perceived by some as offensive, upsetting, or objectionable.

### M&T Bank

#### This Policy is a Good Start:

"As part of our commitment to provide fair lending, M&T requires its officers, employees, agents and third parties we deal with to act in accordance with the letter and spirit of all fair lending laws and regulations by performing all aspects of lending (including the marketing of credit products, the application process, making of credit decisions, servicing, collection and foreclosure activities) without regard to...[r]eligion [or p]olitical affiliation..."

Accessed 3/22/2023: [See citation](#)



#### → Go Deeper

See [model product or service Anti-Viewpoint Discrimination Policy](#).

Visit: [www.viewpointdiversityscore.org/resources](http://www.viewpointdiversityscore.org/resources)

## ● Transparent Notice of Service Restriction or Cancellation

43% of companies provide at least minimally acceptable notice when they choose to censor user speech or restrict service. While social media platforms generally provide better notice than other types of service providers, companies of all stripes have a long way to go.

To receive full points, companies must:

1. Notify customers of any restriction on service within 24 hours where there is no contractual relationship, and at least 30 days in advance where a contractual relationship exists between the company and the customer.
2. Include a specific reason for the sanction – not just a general reference.
3. Note the specific type and duration of any sanction imposed.
4. Apply notification practice to all relevant products and services.



### Minimal Notice Policy from PayPal

"If we close your PayPal account or terminate your use of the PayPal services for any reason, we'll provide you with notice of our actions..."

Accessed 3/22/2023: [See citation](#)

Transparent notice of cancellation is especially important for financial service providers that are essential access points to the marketplace. Customers have a right to know why financial services are being restricted or denied. Banks and payment processors can and must do better.

## ● Freedom of Expression or Religion in CSR Reporting

Of the companies scored, 5% explicitly reference freedom of religion or freedom of speech, three or more times in their civil, human rights, or ESG reports. 9% mention either concept two times. And 8% reference one or both concepts once. Every company should incorporate free speech and religious freedom into any existing civil, human rights, or ESG frameworks.



## KEY RECOMMENDATION 2: Respect Free Speech & Religious Freedom in Vendor Codes

A large number of companies benchmarked on the Business Index (36%) use their supplier codes to interfere with the freedom of third-party businesses to make decisions about their own hiring, employment practices, and workplace cultures. Often, this can mean forcing vendors to adopt policies and practices that are contrary to their values or mission. Vendors should not be forced to implement divisive practices or give up the freedom to determine their own hiring and employment policies as a requirement of doing business.

36%

Companies mandate DE&I or related practices.

0

Companies disclose vendor workforce freedom policy.

12%

Companies ban religious or political discrimination against vendors.

### ● Vendor Freedom in Hiring & Employment

Many vendors are smaller enterprises with diverse values and beliefs. Too often, surrendering bedrock values like free speech and religious liberty becomes the price of business for smaller companies seeking to gain contracts with their larger counterparts.

While some supplier codes advance commendable aims – such as prohibiting the use of child labor or other illegal activities – many do not. This includes requirements regarding workplace training, diverse sourcing practices, and diversity, equity, and inclusion (DE&I), which could interfere with the ability of these smaller enterprises to participate in contracts when the requirements of doing so directly conflict with their values and mission. Large companies especially should recognize and affirm the freedom of third-party vendors to make their own decisions about hiring and employment practices (within legal limits) without undue interference from a contracting client.

#### → Go Deeper

See [model Third-Party Workforce Freedom Policy](#).

Visit: [www.viewpointdiversityscore.org/resources](http://www.viewpointdiversityscore.org/resources)

## DE&I Mandates & Related Practices

So-called DE&I has raised significant controversy across Corporate America. Employees are often required to participate in trainings or other activities that label them as “oppressed” or “oppressors” based on the color of their skin, their biological sex, or their religious or political views. But 36% benchmarked companies also require their vendors to implement these same divisive practices as a requirement of participating in contracts. That includes companies like [Citigroup](#), [AT&T](#), [Bank of America](#), and [Capital One](#).

Vendor DEI mandates distract businesses from providing the best value to their customers and shareholders. Moreover, these requirements politicize the marketplace, by imposing *de facto* ideological litmus tests on third parties seeking to contract with larger companies.



### Citigroup Requires Third-Party Funds to “[Embed] Racial and Gender Equity into Asset Management”

“We will review managers of third-party funds included in our platform on a periodic basis and assess their diversity, equity and inclusion characteristics as to whether their firm’s policies and practices are consistent with evolving industry standards that provide more opportunities for women and traditionally underrepresented minorities in asset management. Investing in diverse, high-performing asset managers is invaluable, and we will ensure consistency with our fiduciary responsibility to clients.”

Accessed 1/11/2023: [See citation](#)

## Political or Religious Discrimination Against Vendors

### Leading by Example



Both companies disclose policies that prohibit religious or political discrimination against vendors.

While a significant percentage of companies mandate DEI for vendors, only 9 of the 75 companies scored disclose a commitment to not discriminate against contractors based on their religious or ideological commitments. This is a major shortcoming in companies’ stated commitment to nondiscrimination.

## KEY RECOMMENDATION 3: Improve Transparency around Service Cancellations

Zero out of the 75 companies scored provide basic transparency around decisions to restrict content or access to services. While businesses may publish general guidelines identifying the types of activities or content they will ban, there is often hidden guidance that companies rely on behind the scenes to make these calls. Even more concerning, many companies can be influenced by governments or censorious private actors to take action against a person or group because of what they say or believe.

When companies restrict content or the ability of customers to access their services, they need to show their work. That means disclosing which sources they're relying on to make determinations about cancellations.



### ● Criteria for Restricting Content or Service

Some companies use undisclosed internal processes for singling out content for censorship or targeting certain people or groups for cancellation.

These can – and do – leave the door open to overt discrimination. If companies choose to create internal flagging procedures or guidance, they need to make the existence of those documents and processes publicly known.

#### Case in Point: CHASE

##### “Red-Dotting”

A former Chase executive [has described](#) the bank's so-called “red-dotting” practice, where Chase employees can flag customers for de-banking based on their perceived reputational or social risk.

## ● Blocking or Restricted Service Lists

Similarly, companies also use lists – both internal and external – to flag what they deem objectionable speech or activities. As is the case with hidden criteria, the risk is that the people or groups who end up on these lists often don't know they are being targeted and have little to no recourse.

Even worse, many of these lists are compiled by partisan external actors explicitly seeking to pressure companies to de-fund, de-platform, de-bank, and censor people who hold mainstream American values.

Companies need to disclose what – if any – lists or external databases they rely on in deciding whether to restrict content or access to their services.

**ORACLE**

**Oracle Partnered with Global Disinformation Index**

According to [Reclaim The Net](#), “multinational software giant Oracle has terminated its relationship with the Global Disinformation Index (GDI), a British organization funded by the US State Department.”

## ● Government or NGO Requests to Cancel

Over the last year, significant evidence of collusion between powerful governments, NGOs, and corporations acting together to censor speech has come to light. To curtail this troubling trend, companies should disclose the specific requests they receive from public and private entities to deny or restrict service to a person or group.

Disclosures should include:

1. The name of the entity (or representative).
2. The nature of the request.
3. The rationale.
4. Whether and how the company chooses to respond.

This kind of robust transparency would go a long way in helping to restore trust in key tech and financial service providers.



#TwitterFiles

According to [Fox News](#), the Twitter Files revealed numerous ways that government and even private entities were colluding to censor speech – like suppressing the Hunter Biden Laptop story.

# Workplace

## Employees















The workplace section of the Business Index assesses whether corporations extend workplace protections, opportunities, and privileges to employees of all faiths and political perspectives on an equal basis.

The Business Index evaluated policies and practices within the following categories to score companies on the workplace section:

- Human Rights and EEO Related Policies
- Career Webpages and ESG Reports
- Employee Conduct and Political Activity Policies
- Diversity, Equity, and Inclusion Practices
- Workforce Onboarding and Diversity Training
- Employee Resource Group Standards and Practices
- Employee Matching Gift Requirements



## 14 Companies improved their scores on this section since 2022:

		Workplace Score Improvement
	Fidelity National Information Services	+57%
	M&T Bank	+12%
	GoDaddy	+8%
	Morgan Stanley	+5%
	Bread Financial	+2%
	Adobe	+2%
	Zions Bancorp	+2%
	Bank of New York Mellon	+2%
	Akamai Technologies	+2%
	Block, Inc	+2%
	Citigroup	+2%
	Regions Financial	+2%
	Goldman Sachs Group	+1%
	Western Union	+1%

## KEY RECOMMENDATION 1:

### Prioritize & Protect Viewpoint Diversity

Nearly every Fortune 1000 corporation claims to value diversity. Yet, while companies pay lip-service to this principle, they often neglect or even oppose viewpoint and religious diversity. Companies that respect viewpoint diversity are better equipped to serve people and communities with diverse values, recruit and retain top talent, build trust with key stakeholders, and contribute to a public culture that supports liberal democracy and open markets. Companies can have diversity of sex or race but still lack viewpoint diversity because people who share the same characteristics don't all think alike.

#### ● Workplace Viewpoint Diversity Policy

Few companies prioritize viewpoint diversity. And even fewer implement protections to ensure that employees are not discriminated against for holding diverse views on matters of public concern.

Companies could take a major step forward by adopting a simple policy that:

1. Communicates the value of religious and ideological diversity in the workplace and specifies that employees will not be required to accept or affirm views that conflict with their consciences.
2. Encourages mutual understanding and respect.
3. Recognizes the business value of respecting genuine viewpoint diversity.



## Promote Viewpoint Tolerance on Career Webpages & DE&I Reports

### Spotlight



"We seek to continually foster and support the principles and values of our company by promoting an environment that is inclusive of the diverse values, opinions, experience, culture and needs of our employees, clients and communities."

Accessed 1/31/2023: [See citation](#)

BOK Financial Affirms Importance of Diverse Views.

61% of companies scored explicitly mention viewpoint, religious, or political diversity on their career webpages or employee recruitment materials. And 60% have a similar reference in their workforce DE&I related reports or materials. Explicit references to viewpoint diversity (or synonymous concepts) in outward facing recruitment materials and reports is essential to signaling that the company is serious about true diversity – including ideas and beliefs.

## Prohibit Religious Discrimination

Every company scored includes religion in their EEO policy or a similar policy. While barring religious discrimination is required by law, many companies have a long way to go in effectively applying these standards.

By implementing the full suite of policies and best practices recommended in this report, companies can bolster their commitment to religious nondiscrimination – and avoid the ethical, reputational, and legal risks associated with discriminatory policies or practices.

### Case in Point: Kroger

#### Kroger Sued over Religious Discrimination

The [EEOC found](#) that the company "violated federal law when it fired two employees who asked for a religious accommodation to avoid wearing an emblem they believed contradicted their religious beliefs."

## KEY RECOMMENDATION 2:

### Respect Civil Liberties at Work & Off the Clock

Employees should not have to give up the liberty to be involved in their communities and advocate for causes they care about off the clock. Unfortunately, in our highly politicized culture, there is a real risk that employers will penalize workers for expressing certain views that diverge from entrenched political narratives. Workers need to know that they have the freedom to express their views and participate in the democratic process without fear of being discriminated against at work. That requires both protecting civil liberties explicitly and affirming the importance of respect for diverse views in employee groups and trainings.

#### ● Workplace Viewpoint Diversity Policy

There are two major ways that companies chill their employees' civil rights.

1. When companies lack explicit policies that affirm that employees will not be punished for lawfully exercising their civil liberties of religion, speech, and peaceable assembly outside of work.
2. When companies write viewpoint-based or overly broad restrictions into their employee social media policies. These restrictions can act as a barrier for employees to engage in expressive activity off the clock.



In addition to removing viewpoint-based restrictions on employee's (non-work) social media use, companies should adopt an Off-Duty Civil Rights Policy.

## Workplace

**Case in Point:** 

**“Can a corporate exec speak as a mom about COVID rules?”**

“During the pandemic, Sey took to Twitter, op-eds and local TV, speaking out against shutdowns of schools and playgrounds. She wrote about the impact of remote learning on students and eventually opposed mask mandates for children altogether.”

Levi's [fired a top executive](#) (Jennifer Sey) for speaking out against COVID school closures on her personal time and through private channels.

 **Go Deeper**

See [model Off-Duty Civil Rights Policy](#).

Visit: [www.viewpointdiversityscore.org/resources](http://www.viewpointdiversityscore.org/resources)

## ● Include Viewpoint Diversity in Employee Councils

Some companies have boards or councils intended to voice employee views to management. These “diversity councils” sometimes consist of representatives from various Employee Resource Groups (ERGs) or are comprised of employees who represent different affinities or positions in the company. To the extent that companies facilitate these

kinds of employee organizations, it's crucial that they include a mandate to encourage viewpoint diversity – specifically in terms of political, religious, and social values.



## ● Prioritize True Diversity in Hiring & Recruitment

The same general commitment to viewpoint diversity should carry over into employee recruitment strategies. While hiring departments tout the benefits of belonging to identity-based diversity groups, companies should also emphasize the importance of diversity of thought. As a practical strategy for boosting viewpoint diversity in hiring, companies should host employee recruitment events in communities and at institutions where prospective candidates share social values that differ from the predominantly progressive, and leftward-leaning cultures at many large institutions.

### C-Suite Disconnect

An [Ipsos poll](#) commissioned by Viewpoint Diversity Score found that 55% of respondents favored stronger state-level protections for certain parental rights, while large corporations overwhelmingly opposed them.

**Big business is out of step with everyday Americans.**

There are exciting opportunities for new partnerships between corporations, civil society organizations, and colleges and universities to help companies better reflect the religious and political diversity of the people and communities they serve.

## ● Include Viewpoint Diversity in DE&I Training

Diversity trainings should emphasize diversity that extends beyond personal characteristics or other identifiers. To the degree that companies offer or require DE&I trainings, they should cover religious and political diversity. Specifically, they need to include practical examples and guidance on respecting others who hold different perspectives.

### Spotlight



Confirmed that its diversity training instructs employees on respecting religious and political differences.

## Remove Divisive Concepts from Workforce Trainings

91% of companies scored are known to promote divisive concepts associated with radical ideas like Critical Race Theory under the banner of DE&I. This approach divides workforces by labeling people as “oppressed” or “oppressors” based on factors such as race, sex, or religious beliefs.

According to an [Ipsos poll](#) commissioned by Viewpoint Diversity Score, a plurality (40 percent) of employees in the U.S. say this approach divides, rather than unites, colleagues, while the same number say they are less likely to trust others or feel included at work if they were told in

a company-sponsored training that they were complicit in racism or oppression based on their skin color, sex, or religion. And nearly 1 in 4 survey respondents say they either have been or know someone who has been asked by their employer to affirm that they are complicit in systemic racism and/or oppression.

Companies need to audit their workforce trainings to identify and remove divisive concepts, as well as find viable alternatives that promote workplace unity and respect.

### Spotlight

#### **N** Netflix Promotes CRT in Workplace Trainings

“To date, our team has held more than 120 workshops for teams and folks of all levels, on topics like privilege, bias and intersectionality.”

Accessed 2/9/2023: [See citation](#)

Corporate promoters of CRT and related concepts include many of America’s top brands.



### → Go Deeper

[See specific guidance](#) on identifying divisive concepts in trainings, as well as alternative approaches that foster unity and respect in the workforce. See services offered by [BrighterSideHR](#) and [Real Unity Training Solutions](#).

Visit: [www.viewpointdiversityscore.org/resources](http://www.viewpointdiversityscore.org/resources)

## KEY RECOMMENDATION 3:

### Guarantee Employees of Faith Equal Protection & Opportunity

Companies often fall short when it comes to ensuring that employees of all faiths are respected and included in the workplace. Unlike other factors Corporate America prioritizes, faith commitments span distinctions including sex, race, background, and experience. Faith is often integral to people's identity. Yet companies often do little to ensure that faith is welcome at work – and sometimes even treat employees of faith like second-class citizens. Creating healthy, vibrant workplace cultures depends in no small part on ensuring an environment where faith is authentically respected and valued.

#### ● Have a Clear Process for Faith-Specific Employee Resource Groups to Form

Employee Resource Groups (ERGs) are one way that many Fortune 1000 companies promote diversity and community for employees based on different interests and affinities. ERGs provide a place within the company where different groups of employees can find those with shared interests and backgrounds, seek out professional development, and act as a sounding board for corporate leadership on issues that impact the wider workforce.

90%

90% of Fortune 500 companies have ERGs\*

7%

But only 7% of scored companies have faith-based ERGs

69% of Americans identify with a Christian Religion. 7% with a non-Christian Religion.

[Gallup Poll: "How Religious Are Americans?"](#)

The companies scored on the Business Index commonly recognize ERGs based on factors such as race, sexual orientation, or veteran status. But most of these companies lack similar opportunities for employees of faith despite the fact that America's workforce overwhelmingly identifies as religious.



## Workplace

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To address this inconsistency, companies need to:

- 1. Ensure their policies permit religious ERGs to form specific to each faith (e.g., Christian, Muslim, Jewish, Hindu, etc.)**

### Companies that Include or Would Allow Faith-Specific ERGs



Some companies prefer to only allow interfaith ERGs to form. But that approach neglects the rich diversity and significant differences between various faith traditions. In order to account for employees of diverse faiths, companies need to ensure that distinct groups can be formed to adequately represent everyone.

- 2. Disclose a clear process for employees to form ERGs within the company.**

A clear, transparent process ensures that employees are able to take the initiative. This also reduces the likelihood of encountering unnecessary bureaucratic hurdles.



## ● Ensure Religious ERGs have Executive Sponsors & are Treated Equally

Allowing faith-based ERGs to form is a necessary first step to respecting religious diversity. Beyond that, however, companies need to make sure those groups actually have the same opportunities and resources as other existing ERGs.

Practically, companies need to ensure that:

### 1. Each faith-based ERG has an executive sponsor or champion.

Being heard on issues that impact people in the workforce is a significant reason for forming an ERG. If companies give ERGs input on decisions, religious ERGs should be at the table. Part of making that a reality is ensuring that religious ERGs have a person at the VP level or higher in the organization who shares their values and faith commitments and can represent them in the c-suite.

### 2. Religious ERGs are afforded the same advantages and opportunities as non-religious ERGs.

Companies that permit religious ERGs need to also ensure an equal playing field between religious and non-religious groups. That means that religious ERGs should have access to the same resources and enjoy the same visibility as other groups. (E.g., inclusion on corporate websites, funding, internal recruitment opportunities, ability to represent the company to external stakeholders or prospective hires, and access to management.) Similarly, religious ERGs should not be subject to any standards or requirements that are not also applied to other ERGs.

## ● Ensure New Hire & Supervisor Training Covers Religious Discrimination & Accommodation Practices

Communicating the importance of preventing religious discrimination and understanding the company's policies around religious accommodation are important. But only two companies – [Fidelity Information Services](#) and [M&T Bank](#) – confirmed that their trainings cover one or both of these themes for new hires and supervisors.

These mandatory trainings are a crucial mechanism for companies to ensure literacy around religious discrimination and the companies' processes for requesting, reviewing, or granting religious accommodations. Top brands can and must do far better.

#### Leading by Example

Both companies disclosed that trainings for new hires and supervisors provide at least an intermediate level of guidance on religious discrimination and accommodation practices.

## ● Maintain a Strong Religious Accommodation Policy

While every company scored affirms that they don't discriminate on the basis of religion, no company disclosed a religious accommodation policy. This is especially concerning since Title VII already requires most companies to make religious accommodations in many circumstances.

A strong religious accommodation policy is important for ensuring that employers don't discriminate against or unduly hinder the religious exercise of their employees. Faith is important to well-being and to maintaining healthy business cultures. Making sure employees of faith are respected is a good reason to implement strong religious accommodation policies that:



1. Communicate a general commitment to religious diversity in the workplace.
2. Limit the circumstances under which a religious accommodation would NOT be granted to those that would impose "a significant difficulty or expense" on the company.
3. Define the specific parameters considered in determining "undue hardship."
4. Provide some general types or examples of accommodations the company might grant.
5. Specify a clear process for requesting a religious accommodation.

### → Go Deeper

See model [Religious Accommodation Policy](#)

Visit: [www.viewpointdiversityscore.org/resources](http://www.viewpointdiversityscore.org/resources)

## KEY RECOMMENDATION 4:

### Respect Employee Charitable Choice

Employee-matching gift programs are an important way companies foster volunteerism and community engagement among their workforces. These programs typically allow employees to have their donation to a charity matched by their employer or provide paid time to engage in community service. But while these programs generally allow matching gifts to a broad array of charities, companies often bar employees from giving to causes because of their religious status or their religious views on matters of public concern.

This is religious discrimination, and it restricts charitable choice and forces employees to leave their faith at the door.

78%

Companies have policies that exclude or threaten to exclude charities based on their religious, status, practices, or issue-related advocacy.



## ● Ensure no Charity is Excluded from Employee-Matching Gifts Because of Religion or Religious Advocacy

Companies should review their policies – or the policies of their third-party program manager – to identify and eliminate restrictions on employee giving to charities based on either:

1. The charity's religious status or practices. This might include policies that outright ban religious organizations, or that disqualify religious organizations based on their constitutionally protected faith-based employment practices or their administration of programming in accordance with religious beliefs.
2. The charity's advocacy on issues of public concern. This might include policies that ban a religious organization that advocates for orthodox religious views on marriage, human sexuality, abortion, or other important social issues. If the company permits donations to charities that engage in advocacy work, they should not discriminate based on the religious nature of the advocacy.

Companies should avoid terms like “hate” or “bigotry” in matching gift policies. These terms are inherently subjective and are often used as a license to deny funding to charities with disfavored views.

### Spotlight



#### Bank of America Restricts Giving to Religious Charities

“We do not provide general funding to any organization whose purpose is to promote or to discourage the observance or proselytization of religious beliefs.... We do not provide funding to any organization that discriminates based on...religion... sex, sexual orientation, gender identity....or espouses hate.”

Accessed 2/7/2023: [See citation](#)

# Public Square

## Civil Society



The public square section of the Business Index assesses corporations' broader impact on free speech and religious freedom. We examine their charitable giving, political spending, and public advocacy to determine whether their activities contribute to, or undermine a society marked by tolerance and civil discourse.

The Business Index evaluated policies and practices within the following categories to score companies on this section:

- Corporate Political Spending
- Engagement on Legislation or Litigation
- Record of Opposition to Shareholder Accountability
- Public Support for Free Speech and Religious Freedom
- Participation in Viewpoint Diversity Score Survey
- Record of Support for Certain Groups and Causes
- Corporate Charitable Giving Requirements







## 2 Companies improved their scores on this section since 2022:

Public Square Score  
Improvement

 M&T Bank	M&T Bank	+22%
 FIS	Fidelity National Information Services	+15%

## 80% of Companies scored lower on this section since 2022

Public Square Score  
Decrease

 Huntington	Huntington Bancshares	-20%
 BOK FINANCIAL	BOK Financial	-24%
 FIRST HORIZON	First Horizon National	-24%
 PAYCHEX	Paychex	-29%
 TRUIST 	Truist Financial	-29%

## KEY RECOMMENDATION 1:

### Align Political Spending with Free Speech & Religious Freedom

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Corporations are becoming increasingly more than market actors. They are emerging as political and social advocates as well. This introduces a whole new set of risks, not the least of which is potentially alienating shareholders, customers, and employees who disagree with particular positions corporations take on contentious political issues. This calls for caution. While companies should generally avoid divisive causes, it is especially important that they make certain that any political engagement does not alienate key constituencies. Even more, they should ensure that their activities at minimum do no harm to civil liberties and, preferably, make positive contributions to a culture of free speech and religious freedom that benefits everyone, regardless of what they believe.





## Align Political Spending with Free Speech & Religious Freedom

Many corporations choose to support political candidates for public office through special PACs. It is important for corporate political spending to reflect the ideological and religious diversity of shareholders, customers, and employees. When it comes to civil liberties, companies should be wary of throwing a disproportionate amount of their political spending (45% or more) behind incumbents who have supported legislation that would discriminate against people or groups based on their religious or political views.

### Top Five Corporate Supporters of Candidates with **Negative** Track Records



1. **Companies need to ensure that less than 45% of their political contributions flow to Congressional candidates who support laws that would curtail essential free speech and religious freedom protections.**

59% of companies scored directed 45% or more of their political spending to candidates with negative track records on respecting free speech and religious freedom.

2. **Companies should make sure that at least 30% of their political contributions go to Congressional candidates who support protections for civil liberties.**

Only 3% of companies scored directed 30% or more of their political spending to candidates with positive track records on respecting free speech and religious freedom.

### Only Two Companies Spend 30% on Candidates with **Positive** Track Records



→ **Go Deeper**

[See the legislation](#) we used to determine individual company scores on this criteria.

## ● Reevaluate Support for Laws or Litigation that Undermine Protections for Civil Liberties

**63% of companies** scored directly supported legislation or legal action to roll back protections for free speech and religious freedom.

Similar to political spending, companies are increasingly taking positions on controversial legislation and litigation. But the positions taken by many large corporations are out of step with the interests of many of their shareholders, customers, and employees.

1. [Harmful legislation](#) supported by scored companies includes the Equality Act, a piece of federal legislation that would add “sexual orientation” and “gender identity” as protected

classes to nondiscrimination laws. The Equality Act would coerce uniformity of thought and action relating to beliefs about marriage, sex, and what it means to be male and female. It would also harm female athletes, forcing them to compete against men in athletic events and to share private spaces with men. In addition, it would harm religious freedom by forcing people who willingly serve everyone to promote messages and celebrate events that conflict with their beliefs.

### Scored Companies that Support the Equality Act

BlackRock



fiserv.



2. Legal advocacy that undermines core liberties, including an amicus brief signed by [Alphabet](#), [Apple](#), and [PayPal](#) that sided with a government-attempt to [prevent](#) a faith-based foster care agency from serving children in need as part of the city of Philadelphia’s foster care program. The U.S. Supreme Court unanimously ruled that the government’s actions violated the Constitution—directly contradicting these companies’ position.

### → Go Deeper

See [model Pledge to Respect Freedom of Expression and Belief Through Corporate Advocacy and Political Engagement](#).

Visit: [www.viewpointdiversityscore.org/resources](http://www.viewpointdiversityscore.org/resources)

## KEY RECOMMENDATION 2: Be Accountable to Shareholders

Corporations should welcome engagement from shareholders to boost respect for civil liberties. When shareholder proposals raise legitimate concerns over a company's impact on free speech and religious freedom and make reasonable requests, they should refrain from asking the SEC to block the resolution. Additionally, the board should refrain from recommending a vote against such measures.

### Case in Point: JPMORGAN CHASE & CO.

#### Chase Attempts to Block Shareholder Resolution on Politicized De-banking

"[Nation's largest bank](#) sought to avoid shareholder transparency on politicized debanking, called upon to participate in ADF Viewpoint Diversity Score Business Index"



## KEY RECOMMENDATION 3: Stop Supporting Illiberal Causes & Respect Faith-Based Charities

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Corporations often engage in charitable activity and give to a wide variety of causes and groups. Many also routinely use their platforms to voice support for humanitarian causes and human rights. When corporations engage on social issues either through giving or weighing in on public matters, they should include support for free speech and religious liberty. Companies also should reevaluate support for groups that work against these foundational freedoms and ensure faith-based charities are not excluded from receiving corporate grants.

### ● Publicly Support Freedom of Religion or Expression

Insofar as companies use their voices to speak up on important human rights issues, they should make free speech and religious freedom part of that advocacy. That doesn't mean companies have to take sides on hot-button issues. Often, they can voice support by sponsoring an event where civil discourse is encouraged, or even by standing against government censorship.



## ● End Support for Organizations that Collude with Government or Private Actors to Restrict Freedom

At the same time, companies need to consider how they may be using their charitable dollars to support organizations specifically working to undermine free speech and religious freedom. That includes organizations that help governments or private actors censor speech, exclude people or groups from funding or services because of their beliefs, or that seek to pass laws that would undermine protections for civil liberties.

**47% of companies scored are known to support illiberal causes or organizations seeking to censor speech or undermine civil liberties. Those organizations include:**



## ● Ensure no Charity is Excluded from Corporate Giving Based on Religion or Advocacy

Corporations that provide grants or funding to non-profits directly or through a separate foundation should make sure to include religious organizations. While businesses often use their resources to back secular causes – including those associated with controversial issues – many companies restrict faith-based organizations from accessing grants, funding, and discounted services because of what they believe. This undermines companies' ability to give back to the diverse religious communities they serve.

57%

Companies have policies that exclude or threaten to exclude charities based on their religious status or practices.

33%

Companies have policies that exclude or threaten to exclude charities based on issue-related advocacy.

## Public Square

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Companies should review their policies – or the policies of their third-party program manager – to identify and eliminate two common types of restrictions on corporate charitable giving.

### 1. The charity's religious status or practices.

This might include policies that outright ban religious organizations, or that disqualify religious organizations based on their constitutionally protected faith-based employment practices or their administration of programming in accordance with religious beliefs.

### 2. The charity's advocacy on issues of public concern.

This might include policies that ban a religious organization that advocates for orthodox religious views on marriage, human sexuality, abortion, or other important social issues. If the company permits donations to charities that engage in advocacy work, they should not discriminate based on the religious nature of the advocacy.

Companies should avoid imposing requirements like DE&I mandates or using terms like “hate” or “bigotry” in corporate giving policies. These requirements or terms are inherently subjective and are often used as a license to deny funding to charities with disfavored views.

#### Spotlight

##### Disney Restricts Giving to Religious Charities

Disney Does Not Support: “Faith-based organizations or religious programs whose principal purpose is promulgating a particular religious faith, creed, or doctrine, and whose programs do not serve the broader public regardless of religious belief.”

Accessed 2/7/2023: [See citation](#)

#### Spotlight

##### Wells Fargo Imposes DE&I on Non-Profits

“Grant proposals are also evaluated based on the following considerations... [their p]romot[ion of] diversity, equity, and inclusion and leverage [of] racial equity/ social justice and sustainability best practices and principles...”

Accessed 2/17/2023: [See citation](#)

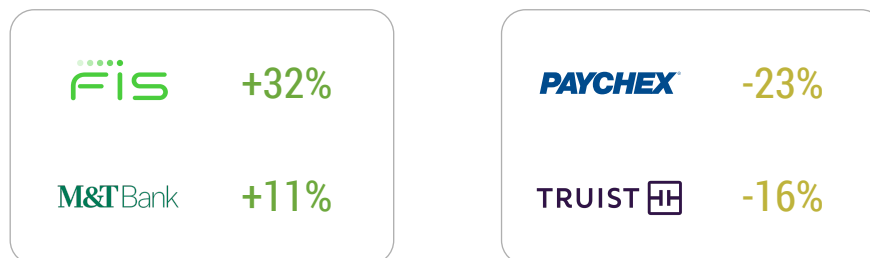
## KEY RECOMMENDATION 4: Participate in the Viewpoint Diversity Score Survey

Companies often tout their commitment to transparency related to a number of matters including environmental stewardship and DE&I. However, it is important for companies to be equally transparent on policies and practices that impact the free speech and religious freedom of their shareholders, employees, and customers.

Each company scored is invited to complete the survey portion of our Business Index each year to help us gauge whether their policies and practices respect viewpoint diversity across their products and services, workforces, and public affairs.

Participating in the survey is an important way for companies to demonstrate equal transparency and to highlight their internal commitment to free speech and religious freedom.

### 2023 Biggest Gains vs. Losses on Transparency



Companies that completed the survey for the 2023 release of the Business Index received points for transparency. Making a good faith effort to be equally transparent on the Business Index is a significant predictor of improvement. The two top scoring companies this year, [Fidelity Information Services](#) and [M&T Bank](#), each improved by 32 and 11 points respectively. Those gains were largely because both companies completed the survey.

By contrast, the two companies that lost the most ground since 2022, [Truist](#) and [Paychex](#), completed the survey in 2022 but didn't participate this year. Those companies went down by 16 and 23 points respectively. Both lost points for refusing to complete the survey.

# Acknowledgements

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“The [Viewpoint Diversity Score Business] Index is not designed as a way to build a list of companies to boycott, nor to use to decide which companies investors should divest from. Instead it is intended as an objective yardstick to take to companies in a strategy of active engagement.”

**Jerry Bowyer**  
**Forbes contributor, contributing editor of**  
**AffluentInvestor.com, and Senior Fellow**  
**in Business Economics at The Center for**  
**Cultural Leadership**

## Appendix A | Scores

### Diversified Outsourcing Services

Company Name	Overall	Market	Workplace	Public
Paychex	12%	15%	5%	21%
<b>Average</b>	<b>12%</b>	<b>15%</b>	<b>5%</b>	<b>21%</b>

### Financial Data Services

Company Name	Overall	Market	Workplace	Public Square
Fidelity National Information Services	50%	14%	67%	65%
Bread Financial	12%	10%	10%	18%
Moody's	10%	8%	12%	11%
Western Union	11%	8%	8%	21%
Visa	10%	5%	13%	9%
Global Payments	10%	5%	13%	9%
Euronet Worldwide	10%	8%	5%	21%
Block, Inc.	9%	5%	12%	11%
Fiserv	9%	10%	8%	9%
Mastercard	9%	8%	10%	9%
PayPal Holdings	5%	5%	8%	0%
<b>Average</b>	<b>13%</b>	<b>8%</b>	<b>15%</b>	<b>17%</b>

### Diversified Financials

Company Name	Overall	Market	Workplace	Public
American Express	13%	8%	18%	8%
<b>Average</b>	<b>13%</b>	<b>8%</b>	<b>18%</b>	<b>8%</b>

## Appendix A | Scores

### Commercial Banks

Company Name	Overall	Market	Workplace	Public
M&T Bank	25%	13%	20%	47%
BOK Financial	17%	13%	13%	26%
Fifth Third Bancorp	15%	13%	10%	26%
Comerica	14%	5%	13%	26%
First Horizon National	14%	13%	7%	26%
Huntington Bancshares	14%	13%	12%	18%
Regions Financial	14%	8%	15%	18%
SVB Financial Group*	14%	15%	10%	18%
Bank of New York Mellon	13%	10%	12%	18%
Northern Trust	12%	15%	7%	18%
Capital One Financial	12%	10%	15%	9%
Zions Bancorp.	11%	8%	10%	18%
Citigroup	11%	21%	12%	0%
First Republic Bank*	11%	8%	8%	21%
Popular Inc	11%	13%	5%	21%
Morgan Stanley	11%	5%	15%	9%
Signature Bank*	10%	8%	7%	21%
PNC Financial Services Group	10%	8%	12%	9%
KeyCorp	10%	10%	10%	9%
Wells Fargo	10%	8%	12%	9%
Goldman Sachs Group	10%	5%	13%	8%
JPMorgan Chase	9%	8%	10%	9%
Citizens Financial Group	9%	8%	5%	18%
State Street	9%	8%	10%	9%
Discover Financial Services	8%	10%	7%	9%
Truist Financial	8%	5%	10%	9%
Bank of America	8%	5%	10%	8%
US Bancorp	8%	5%	8%	9%
<b>Average</b>	<b>12%</b>	<b>10%</b>	<b>11%</b>	<b>16%</b>

\* Scored prior to closure

## Appendix A | Scores

### Securities

Company Name	Overall	Market	Workplace	Public
Apollo Global Management	15%	8%	8%	35%
Charles Schwab	13%	10%	10%	21%
BlackRock	7%	8%	7%	8%
<b>Average</b>	<b>12%</b>	<b>9%</b>	<b>8%</b>	<b>22%</b>

### Entertainment

Company Name	Overall	Market	Workplace	Public
Netflix	10%	8%	12%	10%
Fox	10%	8%	7%	18%
Warner Bros. Discovery	8%	6%	10%	8%
Walt Disney	5%	0%	7%	8%
<b>Average</b>	<b>8%</b>	<b>5%</b>	<b>9%</b>	<b>11%</b>

### Publishing, Printing

Company Name	Overall	Market	Workplace	Public
News Corp	14%	13%	13%	18%
<b>Average</b>	<b>14%</b>	<b>13%</b>	<b>13%</b>	<b>18%</b>

### Computer Software

Company Name	Overall	Market	Workplace	Public
Intuit	11%	3%	12%	18%
Citrix Systems	9%	8%	10%	11%
Oracle	8%	5%	10%	9%
Zoom Video Communications	7%	0%	5%	21%
Adobe	6%	3%	7%	11%
Microsoft	5%	8%	5%	0%
<b>Average</b>	<b>8%</b>	<b>4%</b>	<b>8%</b>	<b>12%</b>

## Appendix A | Scores

### Computers, Office Equipment

Company Name	Overall	Market	Workplace	Public
Apple	8%	13%	10%	0%
<b>Average</b>	<b>8%</b>	<b>13%</b>	<b>10%</b>	<b>0%</b>

### Internet Services and Retailing

Company Name	Overall	Market	Workplace	Public
Rackspace	13%	13%	8%	21%
Twilio	10%	8%	7%	21%
Meta	10%	8%	12%	8%
Uber Technologies	9%	8%	15%	0%
Akamai Technologies	9%	5%	12%	11%
GoDaddy	8%	13%	8%	0%
Snap, Inc	7%	0%	5%	21%
Lyft	6%	13%	5%	0%
Etsy	6%	0%	7%	11%
Twitter	5%	8%	7%	0%
eBay	5%	3%	5%	9%
Pinterest	5%	0%	5%	11%
Alphabet	4%	3%	8%	0%
Amazon.com	4%	3%	8%	0%
Airbnb, Inc.	2%	0%	5%	0%
<b>Average</b>	<b>7%</b>	<b>5%</b>	<b>8%</b>	<b>8%</b>

### Telecommunications

Company Name	Overall	Market	Workplace	Public Square
Verizon Communications	11%	13%	12%	9%
AT&T	10%	8%	13%	8%
Charter Communications	10%	10%	5%	18%
Comcast Corporation	7%	3%	8%	8%
<b>Average</b>	<b>9%</b>	<b>8%</b>	<b>10%</b>	<b>11%</b>

## Appendix A | Scores

### 2022-2023 Overall Changes

Company Name	2022	2023	Change
Fidelity National Information Services	18%	50%	▲ 32%
M&T Bank	14%	25%	▲ 11%
GoDaddy	2%	8%	▲ 6%
Citigroup	8%	11%	▲ 3%
SVB Financial Group*	12%	14%	▲ 2%
Morgan Stanley	9%	11%	▲ 2%
Meta	9%	10%	▲ 1%
Adobe	5%	6%	▲ 1%
Bank of New York Mellon	13%	13%	— No Change
Bread Financial	12%	12%	— No Change
Apple	8%	8%	— No Change
Microsoft	5%	5%	— No Change
Akamai Technologies	9%	9%	— No Change
Block, Inc.	9%	9%	— No Change
Euronet Worldwide	10%	10%	— No Change
Fifth Third Bancorp	15%	15%	— No Change
Goldman Sachs Group	10%	10%	— No Change
Regions Financial	14%	14%	— No Change
Western Union	11%	11%	— No Change
Visa	11%	10%	▼ 1%
Twitter	6%	5%	▼ 1%
First Republic Bank*	12%	11%	▼ 1%
KeyCorp	11%	10%	▼ 1%
Oracle	9%	8%	▼ 1%
Zions Bancorp.	12%	11%	▼ 1%
Mastercard	10%	9%	▼ 1%
Capital One Financial	13%	12%	▼ 1%
Citizens Financial Group	10%	9%	▼ 1%

\* Scored prior to closure

## Appendix A | Scores

### 2022-2023 Overall Changes (cont.)

Rackspace	14%	13%	▼ 1%
State Street	10%	9%	▼ 1%
PNC Financial Services Group	12%	10%	▼ 2%
Comerica	16%	14%	▼ 2%
Global Payments	12%	10%	▼ 2%
Huntington Bancshares	16%	14%	▼ 2%
Amazon.com	6%	4%	▼ 2%
eBay	7%	5%	▼ 2%
Bank of America	10%	8%	▼ 2%
PayPal Holdings	7%	5%	▼ 2%
BOK Financial	20%	17%	▼ 3%
First Horizon National	17%	14%	▼ 3%
Fiserv	12%	9%	▼ 3%
Snap, Inc	10%	7%	▼ 3%
Wells Fargo	13%	10%	▼ 3%
Airbnb, Inc.	5%	2%	▼ 3%
US Bancorp	12%	8%	▼ 4%
Discover Financial Services	13%	8%	▼ 5%
Alphabet	9%	4%	▼ 5%
JPMorgan Chase	15%	9%	▼ 6%
Truist Financial	24%	8%	▼ 16%
Paychex	35%	12%	▼ 23%
<b>Overall Average:</b>	<b>12%</b>	<b>11%</b>	<b>▼ 1%</b>
<b>Median:</b>	<b>11%</b>	<b>10%</b>	<b>▼ 1%</b>

## Appendix A | Scores

### 2022-2023 Market Changes

Company Name	2022	2023	Change
Citigroup	10%	21%	▲ 11%
GoDaddy	5%	13%	▲ 8%
SVB Financial Group	8%	15%	▲ 7%
Apple	8%	13%	▲ 5%
KeyCorp	5%	10%	▲ 5%
Meta	3%	8%	▲ 5%
Fidelity National Information Services	10%	14%	▲ 4%
Adobe	0%	3%	▲ 3%
Fifth Third Bancorp	10%	13%	▲ 3%
Huntington Bancshares	10%	13%	▲ 3%
PNC Financial Services Group	5%	8%	▲ 3%
State Street	5%	8%	▲ 3%
Wells Fargo	5%	8%	▲ 3%
eBay	3%	3%	— No Change
Mastercard	8%	8%	— No Change
Airbnb, Inc.	0%	0%	— No Change
Akamai Technologies	5%	5%	— No Change
Amazon.com	3%	3%	— No Change
Bank of New York Mellon	10%	10%	— No Change
Block, Inc.	5%	5%	— No Change
BOK Financial	13%	13%	— No Change
Bread Financial	10%	10%	— No Change
Capital One Financial	10%	10%	— No Change
Citizens Financial Group	8%	8%	— No Change
Comerica	5%	5%	— No Change
Discover Financial Services	10%	10%	— No Change
Euronet Worldwide	8%	8%	— No Change
First Horizon National	13%	13%	— No Change



## Appendix A | Scores

### 2022-2023 Market Changes (cont.)

First Republic Bank	8%	8%	— No Change
Fiserv	10%	10%	— No Change
Goldman Sachs Group	5%	5%	— No Change
Microsoft	8%	8%	— No Change
Morgan Stanley	5%	5%	— No Change
Oracle	5%	5%	— No Change
PayPal Holdings	5%	5%	— No Change
Rackspace	13%	13%	— No Change
Regions Financial	8%	8%	— No Change
Snap, Inc	0%	0%	— No Change
Twitter	8%	8%	— No Change
Western Union	8%	8%	— No Change
M&T Bank	15%	13%	▼ 2%
Zions Bancorp.	10%	8%	▼ 2%
Visa	8%	5%	▼ 3%
Bank of America	8%	5%	▼ 3%
US Bancorp	8%	5%	▼ 3%
Alphabet	8%	3%	▼ 5%
Global Payments	10%	5%	▼ 5%
Paychex	20%	15%	▼ 5%
JPMorgan Chase	15%	8%	▼ 7%
Truist Financial	15%	5%	▼ 10%
<b>Overall Average:</b>	<b>8%</b>	<b>8%</b>	<b>0%</b>
<b>Median:</b>	<b>8%</b>	<b>8%</b>	<b>0%</b>

## Appendix A | Scores

### 2022-2023 Workplace Changes

Company Name	2022	2023	Change
Fidelity National Information Services	10%	67%	▲ 57%
M&T Bank	8%	20%	▲ 12%
GoDaddy	0%	8%	▲ 8%
Morgan Stanley	10%	15%	▲ 5%
Bread Financial	8%	10%	▲ 2%
Adobe	5%	7%	▲ 2%
Zions Bancorp.	8%	10%	▲ 2%
Bank of New York Mellon	10%	12%	▲ 2%
Akamai Technologies	10%	12%	▲ 2%
Block, Inc.	10%	12%	▲ 2%
Citigroup	10%	12%	▲ 2%
Regions Financial	13%	15%	▲ 2%
Goldman Sachs Group	12%	13%	▲ 1%
Western Union	7%	8%	▲ 1%
Meta	12%	12%	— No Change
JPMorgan Chase	10%	10%	— No Change
Bank of America	10%	10%	— No Change
PNC Financial Services Group	12%	12%	— No Change
Airbnb, Inc.	5%	5%	— No Change
Apple	10%	10%	— No Change
BOK Financial	13%	13%	— No Change
Capital One Financial	15%	15%	— No Change
Citizens Financial Group	5%	5%	— No Change
Euronet Worldwide	5%	5%	— No Change
Fifth Third Bancorp	10%	10%	— No Change
First Horizon National	7%	7%	— No Change
First Republic Bank	8%	8%	— No Change
Fiserv	8%	8%	— No Change

## Appendix A | Scores

### 2022-2023 Workplace Changes (cont.)

Global Payments	13%	13%	— No Change
Huntington Bancshares	12%	12%	— No Change
KeyCorp	10%	10%	— No Change
Microsoft	5%	5%	— No Change
Oracle	10%	10%	— No Change
Rackspace	8%	8%	— No Change
SVB Financial Group	10%	10%	— No Change
Twitter	7%	7%	— No Change
Visa	13%	13%	— No Change
Mastercard	10%	10%	— No Change
Wells Fargo	13%	12%	▼ 1%
Comerica	15%	13%	▼ 2%
State Street	12%	10%	▼ 2%
eBay	7%	5%	▼ 2%
Amazon.com	10%	8%	▼ 2%
US Bancorp	10%	8%	▼ 2%
Discover Financial Services	10%	7%	▼ 3%
PayPal Holdings	12%	8%	▼ 4%
Alphabet	13%	8%	▼ 5%
Snap, Inc	10%	5%	▼ 5%
Truist Financial	24%	10%	▼ 14%
Paychex	39%	5%	▼ 34%
<b>Overall Average:</b>	<b>10%</b>	<b>11%</b>	<b>▲ 1%</b>
<b>Median:</b>	<b>10%</b>	<b>10%</b>	<b>0%</b>

## Appendix A | Scores

### 2022-2023 Public Square Changes

Company Name	2022	2023	Change
M&T Bank	25%	47%	▲ 22%
Fidelity National Information Services	50%	65%	▲ 15%
GoDaddy	0%	0%	— No Change
Apple	0%	0%	— No Change
Twitter	0%	0%	— No Change
Microsoft	0%	0%	— No Change
PayPal Holdings	0%	0%	— No Change
Alphabet	0%	0%	— No Change
Amazon.com	0%	0%	— No Change
Citigroup	0%	0%	— No Change
Bank of America	11%	8%	▼ 3%
Goldman Sachs Group	11%	8%	▼ 3%
Capital One Financial	13%	9%	▼ 4%
eBay	13%	9%	▼ 4%
Global Payments	13%	9%	▼ 4%
Mastercard	13%	9%	▼ 4%
Morgan Stanley	13%	9%	▼ 4%
Oracle	13%	9%	▼ 4%
State Street	13%	9%	▼ 4%
Visa	13%	9%	▼ 4%
Meta	13%	8%	▼ 5%
Adobe	17%	11%	▼ 6%
Akamai Technologies	17%	11%	▼ 6%
Block, Inc.	17%	11%	▼ 6%
Bank of New York Mellon	25%	18%	▼ 7%
Bread Financial	25%	18%	▼ 7%
Citizens Financial Group	25%	18%	▼ 7%
Regions Financial	25%	18%	▼ 7%

## Appendix A | Scores

### 2022-2023 Public Square Changes (cont.)

SVB Financial Group	25%	18%	▼ 7%
Zions Bancorp.	25%	18%	▼ 7%
Comerica	38%	26%	▼ 12%
Fifth Third Bancorp	38%	26%	▼ 12%
Euronet Worldwide	33%	21%	▼ 12%
First Republic Bank	33%	21%	▼ 12%
Rackspace	33%	21%	▼ 12%
Snap, Inc	33%	21%	▼ 12%
Western Union	33%	21%	▼ 12%
Airbnb, Inc.	13%	0%	▼ 13%
Discover Financial Services	25%	9%	▼ 16%
Fiserv	25%	9%	▼ 16%
JPMorgan Chase	25%	9%	▼ 16%
KeyCorp	25%	9%	▼ 16%
PNC Financial Services Group	25%	9%	▼ 16%
US Bancorp	25%	9%	▼ 16%
Wells Fargo	25%	9%	▼ 16%
Huntington Bancshares	38%	18%	▼ 20%
BOK Financial	50%	26%	▼ 24%
First Horizon National	50%	26%	▼ 24%
Paychex	50%	21%	▼ 29%
Truist Financial	38%	9%	▼ 29%
<b>Overall Average:</b>	<b>21%</b>	<b>13%</b>	<b>▼ 8%</b>
<b>Median:</b>	<b>25%</b>	<b>9%</b>	<b>▼ 16%</b>

## Appendix B | Scored Legislation

### 01: Legislation Harming Free Speech or Religious Freedom

For the People Act (117th Congress S.1 and H.R.1): H.R. 1 imposes unworkable and invasive regulations on the ability of individual Americans and groups of citizens to discuss vital policy issues with elected officials or the public and to exercise constitutionally protected freedoms of speech, association, and religion. The bill also intrudes upon private financial decisions made by everyday citizens, subjecting them to harassment and intimidation simply for giving to causes they believe in.<sup>1</sup>

Equality Act (117th Congress S.393 and H.R.5; 116th Congress S.788 and H.R.5): This legislation poses serious threats to religious freedom, free speech, and the progress women have made toward true equality in law and culture. Among other things, the law would:<sup>2</sup>

1. harm the over-400,000 children in our nation's foster care system by closing down faith-based adoption and foster care providers who believe children thrive best in a home with a married mother and father.
2. threaten the many faith-based social service organizations that receive federal grants to enable them to better serve the most vulnerable among us every day. These organizations would be prohibited from living out their beliefs about marriage or human sexuality as a condition of continuing to receive federal funding.
3. deny federal financial aid to students at faith-based colleges and universities unless those schools abandon policies and practices reflecting their sincerely held beliefs about marriage and sexuality.
4. nullify many of the opportunities previously guaranteed by Title IX, which provides women equal access to education opportunities on the same basis as men. It could mandate that men who identify as women be allowed to compete for spots on female sports teams, women's scholarships, and other academic and sports-related opportunities designed specifically for women.

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<sup>1</sup> See "Here's What We Know About H.R. 1—the "For the People Act" <https://adflegal.org/blog/heres-what-we-know-about-hr-1-people-act> (accessed 04/19/2022).

<sup>2</sup> See "The Problem" <https://allforfreedom.com/the-problem/> (accessed 04/19/2022); see "Truth about the Equality Act" <https://www.usccb.org/equality-act> (accessed 04/19/2022); see "What is the Equality Act" <https://erlc.com/resource-library/articles/what-is-the-equality-act/> (accessed 04/19/2022); see "Heritage Explains: The Equality Act, How Could Sexual Orientation and Gender Identity (SOGI) Laws Affect You?" <https://www.heritage.org/gender/heritage-explains/the-equality-act> (accessed 04/19/2022); see "Grounds for the Equality Act Are Simply Not There" <https://www.religiousfreedominstitute.org/blog/grounds-for-the-equality-act-are-simply-not-there> (accessed 04/19/2022).

## Appendix B | Scored Legislation

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5. violate the privacy and safety of women and force them to share sex-separated spaces, such as showers, locker rooms, and other private areas, with men.

Fairness for All Act (117th Congress H.R. 1440; 116th Congress H.R. 5331): The Fairness for All Act poses the same threats to religious freedom, free speech, and women and girls as the Equality Act. However, it proposes narrow exemptions for some religious organizations. These “exemptions” set apart a small number of groups to enjoy the most basic of First Amendment protections, while stripping fundamental rights from everyone else.<sup>3</sup>

Do No Harm Act (117th Congress H.R. 1378; 116th Congress S.593 and H.R. 1450): The Do No Harm Act would strip certain people of faith of the protections that the Religious Freedom Restoration Act provides for people of all faiths. It handpicks certain religious beliefs and practices—specifically those related to abortion, marriage, and human sexuality—and deprives them of the protection of federal law.<sup>4</sup>

Respect for Marriage Act (117th Congress, S.8404): The Respect for Marriage Act would require the federal government to “recognize without limit any marriage definitions that a state adopts,” opening citizens and faith-based non-profits who make business or administrative decisions based on their religious beliefs to legal attack.<sup>5</sup>

Right to Contraception Act (117th Congress, S.4557): The Right to Contraception Act would give the Food and Drug Administration (FDA) sole authority to redefine “contraceptives” as including abortifacients, requiring health care providers to offer abortifacients and information related to them alongside contraceptives despite state or federal laws like the Religious Freedom Act of 1993 (RFRA).<sup>6</sup>

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<sup>3</sup> See “Misguided Fairness for All Act Would Undermine Religious Liberty” <https://www.heritage.org/religious-liberty/commentary/misguided-fairness-all-act-would-undermine-religious-liberty> (accessed 04/19/2022); see “The Problem” <https://allforfreedom.com/the-problem/> (accessed 04/19/2022).

<sup>4</sup> See “3 Reasons the Religious Freedom Restoration Act Should Be Preserved” <https://adflegal.org/blog/3-reasons-religious-freedom-restoration-act-should-be-preserved> (accessed 04/19/2022).

<sup>5</sup> See “83 groups to Leader McConnell: Stand firm against legislation attacking religious freedom, marriage” <https://adflegal.org/press-release/83-groups-leader-mcconnell-stand-firm-against-legislation-attacking-religious-freedom> (accessed 08/17/2022).

<sup>6</sup> See “House passes contraception bill that threatens life and religious liberty”, <https://erlc.com/resource-library/articles/house-passes-contraception-bill-that-threatens-life-and-religious-liberty/> (accessed 08/17/2022).

## Appendix B | Scored Legislation

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### 02: Legislation Protecting Free Speech or Religious Freedom

Child Welfare Provider Inclusion Act (117th Congress H.R. 1750 and S.656; 116th Congress H.R. 897 and S.274): This legislation would prevent federal agencies and state governments from discriminating against child welfare providers on the basis of their religious beliefs or moral convictions. <sup>7</sup>

Conscience Protection Act (117th Congress S.401): This legislation would protect healthcare professionals who refuse to perform, refer for, pay for, or otherwise participate in abortion. <sup>8</sup>

Free Speech Fairness Act (117th Congress H.R. 837; 116th Congress H.R. 949 and S.330): This legislation would allow non-profit organizations to speak freely in the ordinary course of their business on all matters of life, including elections and candidates, if they choose to do so. <sup>9</sup>

### 03: Religious Freedom Restoration Acts (RFRA) Enacted Since 2010

1. Free Exercise of Religion Protected Act (Louisiana, 2010)
2. Kansas Preservation of Religious Freedom Act (Kansas, 2013)
3. Kentucky Religious Freedom Restoration Act (Kentucky, 2013)
4. Arkansas Religious Freedom Restoration Act (Arkansas, 2015)
5. Indiana Religious Freedom Restoration Act (Indiana, 2015)
6. Mississippi Religious Freedom Restoration Act (Mississippi, 2016)
7. Georgia Religious Freedom Restoration Act (Georgia, 2016): Vetoed by Governor Nathan Deal.
8. Missouri Religious Freedom Restoration Act (Missouri, 2016): Defeated in a house committee vote.
9. An Act to provide protections for the exercise of religious freedom (South Dakota, 2021)
10. Montana Religious Freedom Act (Montana, 2021)

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<sup>7</sup> See “Explainer: The Child Welfare Provider Inclusion Act” <https://erlc.com/resource-library/articles/explainer-the-child-welfare-provider-inclusion-act/> (accessed 04/19/2022); see “Put Children Ahead of Misguided Political Agendas” <https://adflegal.org/blog/put-children-ahead-misguided-political-agendas> (accessed 04/19/2022).

<sup>8</sup> See “After the Election: Defending the Freedom of Conscience in Healthcare” <https://adflegal.org/blog/after-election-defending-freedom-conscience-healthcare> (accessed 04/19/2022); see “ERLC supports the Conscience Protection Act” <https://erlc.com/resource-library/articles/erlc-supports-the-conscience-protection-act-2/> (accessed 04/19/2022).

<sup>9</sup> See “ADF joins letter to congressional leaders encouraging prioritization of Free Speech Fairness Act” <https://adflegal.org/press-release/adf-joins-letter-congressional-leaders-encouraging-prioritization-free-speech> (accessed 04/19/2022).



# Appendix C | The Risk of Unclear or Imprecise Terms in Product or Service Policies

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## Overview:

Companies must understand how their product/service access and use policies impact the freedom of individuals and groups to publicly voice diverse viewpoints, operate businesses and nonprofits consistent with a wide array of beliefs, and participate equally in the marketplace. While it's common for companies to require customers/users to comply with certain standards as a condition of using their products and services (e.g., prohibiting certain illegal or unethical practices such as using a product/service to commit fraud or violate intellectual property rights) businesses must guard against including terms that could be used to unduly restrict stakeholders' speech or expressive activity.

## Relevant Policies or Practices:

Any policy or requirement that conditions access/use of a product or service on adherence to certain standards of conduct or speech. Depending on the company and industry, this might include:

- terms of use/service
- content moderation policies/guidelines
- e-commerce marketplace seller guidelines/standards
- algorithmic system use policies
- ad content policies and ad targeting policies
- risk avoidance/risk mitigation/identifying and managing social risks or impacts/social risk/systemic risk policies
- code of ethics
- human rights policy

## Risk Factor(s):

Policies that could be used to condition/restrict use of a product or service for unreasonably broad, undefined reasons.

## Appendix C

### Steps to Identify and Mitigate Risk:

Eliminate unclear or imprecise restrictions on what customers or users can say or do.

**Unclear:** A term is unclear if it (1) is so vague that an individual of ordinary intelligence is forced to guess at its meaning, or (2) invites arbitrary and discriminatory enforcement due to a grant of unfettered discretion or lack of objective standards. Terms that lack clarity and grant broad discretion threaten free speech because they have the potential to become a means of suppressing particular viewpoints.

**Imprecise:** A term is imprecise if it fails to narrowly target the specific harmful activity it is designed to prohibit. Imprecise terms imperil free speech because they risk prohibiting substantial amounts of speech beyond the harmful activity that the regulation aims to prohibit.

Avoiding unclear and imprecise language will significantly reduce the risk of enforcing terms of service (TOS), content moderation policies, and other similar policies in a manner that undermines freedom of expression. The table below provides guidance to help companies avoid terms that pose a serious risk of suppressing speech and/or expressive activity.

#### Good TOS/Content Policy

- Uses precise terms with common meanings known to average persons.
- Uses precise terms that target the specific harmful activity.
- Avoids subjective terms that could apply to a customer's/seller's/ creator's/user's religious or ideological views on matters of public concern.

#### Bad TOS/Content Policy

- Uses terms that would require average person to guess at their meaning.
- Uses imprecise terms that allow speech that is not the target of the policy to be swept up in its prohibition.
- Uses subjective terms that could apply to a customer's/seller's/ creator's/ user's religious or ideological views on matters of public concern.

## Appendix C


### TOS/Content Policy Examples:

#### Key

Text with ~~strikethrough~~ and **highlighted in yellow** = Original verbiage that is unclear and/or imprecise.

Text highlighted in **green** = Verbiage added or changed to improve or clarify original text.

Text NOT highlighted and without ~~strikethrough~~ = Acceptable verbiage.

 = Policy contains unacceptable verbiage.

 = Acceptable policy.



We don't sell certain content including content that **we determine is hate speech**, promotes the abuse or sexual exploitation of children, contains pornography, glorifies rape or pedophilia, or advocates terrorism, **or other material we deem inappropriate or offensive**.

<https://www.amazon.com/gp/help/customer/display.html?nodeId=201995150>



You may not use the PayPal service for activities that:

... 2. relate to transactions involving ... (f) **the promotion of hate**, violence, racial or **other forms of discriminatory conduct**, **other forms of intolerance that is discriminatory** or the financial exploitation of a crime, ...

<https://www.paypal.com/us/webapps/mpp/ua/acceptableuse-full>

## Appendix C



### 3. Code of Conduct.

a. By agreeing to these Terms, you're agreeing that, when using the Services, you will follow these rules:

.... vii. Don't engage in activity that is harmful to you, the Services or others (e.g., transmitting viruses, stalking, posting terrorist or violent extremist content, **communicating hate speech**, or advocating violence against others).

<https://www.microsoft.com/en-us/servicesagreement#serviceslist>



We prohibit content that makes violent threats against an identifiable target. Violent threats are declarative statements of intent to inflict injuries that would result in serious and lasting bodily harm, where an individual could die or be significantly injured, e.g., "I will kill you."

<https://help.twitter.com/en/rules-and-policies/hateful-conduct-policy>



Dehumanizing individuals or groups by calling them subhuman, comparing them to animals, insects, pests, disease, or any other non-human entity.

<https://support.google.com/youtube/answer/2801939?hl=en#zippy=%2Cother-types-of-content-that-violates-this-policy>

## Appendix C

### Unclear/Imprecise Terms:

The below table includes terms that are inherently subjective and prone to overbroad application, such that any use of these terms in a company's policies, regardless of definition, poses a significant danger to customer's/seller's/creator's/user's freedom of expression and freedom of religion or belief (FoRB).

Bias	Harm
Bigotry	*Inaccurate
Controversial	Inflammatory
Dangerous speech	Infringing
Denigrating	Insensitive
Degrading	Indecent
Demeaning	Intolerance/Intolerant
Derogatory	Misinformation
Discriminatory (speech)	*Not credible
Disinformation	Objectionable
Disrespectful	Offensive
Discourteous	Over the line
Extreme/Extremism/Extremist	*Questionable
Excessive	Unacceptable
Fake News	*Unsubstantiated claims
*False/Fraudulent	*Generally accepted practices of the Internet community
Gratuitous	**Social/reputational risk/harm
Gross exaggeration	**Brand damage/brand damaging activities
Good taste	Violates or harms public order or morals
Hate group	Hateful/Hateful conduct
Hate speech	

\*These terms may be acceptable if they refer to commercial activity or describe product/service offerings.

\*\*Social risk and brand damage policies are not per se unclear or imprecise, however they can be used to restrict expression if not carefully defined.

# Appendix D | Prohibiting Legitimately Harmful Use or Activity Without Limiting Speech Based on Personal Characteristics or Identifiers

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## Overview:

Companies must understand how their product/service access and use policies impact the freedom of individuals and groups to publicly voice diverse viewpoints, operate businesses and nonprofits consistent with a wide array of beliefs, and participate equally in the marketplace. While it's common for companies to require customers/users to comply with certain standards as a condition of using their products and services (e.g., prohibiting certain illegal or unethical practices such as using a product/service to commit fraud or violate intellectual property rights) businesses must guard against including terms that could be used to unduly restrict stakeholders' speech or expressive activity.

## Relevant Policies or Practices:

Any policy or requirement that conditions access/use of a product or service on adherence to certain standards of conduct or speech. Depending on the company and industry, this might include:

- non-discrimination, harassment, or bullying policies
- terms of use/service
- content moderation policies/guidelines
- e-commerce marketplace seller guidelines/standards
- algorithmic system use policies
- ad content policies and ad targeting policies
- risk avoidance/risk mitigation/identifying and managing social risks or impacts/social risk policies
- code of ethics
- human rights policy

## Risk Factor(s):

Policies that limit protection against legitimately harmful behavior to individuals with certain personal characteristics or identifiers – instead of protecting everyone from the behavior.

Policies that could be used to condition/restrict use of a product or service based on a subjective judgment about whether certain views are offensive to a member of a protected group.

## Appendix D

### Steps to Identify and Mitigate Risk:

Apply policies that prohibit legitimately harmful behavior such as “bullying” and “harassment” equally to everyone, irrespective of personal characteristics or identifiers. Policies that bar harmful conduct based on certain personal characteristics serve a laudable and important purpose. However, experience has shown that these policies can at times pose two problems: (1) by limiting their scope to certain personal characteristics, they fail to protect everyone from the harmful conduct they ban, and (2) they are sometimes relied on to justify suppressing a particular point of view or punishing the exercise of religion.

The below table provides guidance to help companies apply their policies equally and reduce the risk that policies will be used/applied in ways that restrict expression.

Good TOS/Content Policy	Bad TOS/Content Policy
<ul style="list-style-type: none"> <li>• Defines harmful conduct without reference to a list of protected characteristics or identifiers (E.g., race, sex, religion, sexual orientation, and gender identity).</li> <li>• Protects all customers/sellers/creators /users from the targeted harmful conduct.</li> <li>• Avoids unclear and imprecise terms that risk treating mere expressions of political, religious, or social views on matters of public concern as harassing, “hateful,” “threatening,” “violent,” “discriminatory,” or the equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>• Defines harmful conduct based on a list of protected characteristics or identifiers (E.g., race, sex, religion, sexual orientation, and gender identity).</li> <li>• Provides no protection from the targeted harmful conduct to customers/sellers/creators/users whose personal characteristics are not listed in the policy.</li> <li>• Includes unclear and imprecise terms that could treat mere expressions of political, religious, or social views on matters of public concern as harassing, “hateful,” “threatening,” “violent,” “discriminatory,” or the equivalent.</li> </ul>

## Appendix D

### TOS/Content Policy Examples:


#### Key

Text with ~~strikethrough~~ and **highlighted in red** = Defines prohibited conduct or expression based on personal characteristics.

Text with ~~strikethrough~~ and **highlighted in yellow** = Original verbiage that is unclear and/or imprecise.

Text highlighted in **green** = Verbiage added or changed to improve or clarify original text.

Text NOT highlighted and without ~~strikethrough~~ = Acceptable verbiage.

 = Policy contains unacceptable verbiage.



We prohibit content that wishes, hopes, promotes, incites, or expresses a desire for death, serious bodily harm, or serious disease ~~against an entire protected category and/or individuals who may be members of that category~~ **against anyone**.

<https://help.twitter.com/en/rules-and-policies/hateful-conduct-policy>



**Hate speech** [S]peech that encourages violence is not allowed on YouTube. We remove content promoting violence or **hatred** against **anyone**. ~~individuals or groups based on any of the following attributes~~

- Age
- Caste
- Disability
- Ethnicity
- Gender Identity and Expression
- Nationality
- Race
- Immigration Status
- Religion
- Sex/Gender
- Sexual Orientation
- Victims of a major violent event and their kin
- Veteran Status

<https://support.google.com/youtube/answer/2801939?hl=en>



## Appendix D



Etsy does not allow hate speech. Hate speech occurs when Etsy bans violent, offensive, derogatory or demeaning language is incitement or encouragement of violence directed at a person or group based on their one or more protected group attributes.

<https://www.etsy.com/legal/policy/anti-discrimination-and-hate-speech/123551108902>



You may not promote violence against, threaten, or harass an individual or group of people. other people on the basis of race, ethnicity, national origin, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease.

<https://explore.zoom.us/en/community-standards/>

(Editor's note: The terms "threaten" and "harass" should either be stricken or defined in such a manner that they cannot be applied to mere expressions of political, religious, or social views on matters of public concern).

## Appendix D

### Unclear/Imprecise Terms:

Avoid terms frequently used in conjunction with harmful conduct policies that risk unduly restricting expression. Policies that pose these concerns often frame their restrictions using one or more of the below terms.

Bigotry	Harass/Harassment/Harassing
Bully/Bullying	Hate group
Degrading	Hate speech
Dehumanizing	Hateful/Hateful conduct
Demeaning	Harm
Denigrating	Intolerance/Intolerant
Derogatory	Misgendering
Directly attack	Threaten
Discriminating/Discriminatory	Violence
Deadnaming	

# Appendix E | Preventing Viewpoint Based Discrimination in Product or Service Policies

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## Overview:

Companies must understand how their product/service access and use policies impact the freedom of individuals and groups to publicly voice diverse viewpoints, operate businesses and nonprofits consistent with a wide array of beliefs, and participate equally in the marketplace. While it's common for companies to require customers/users to comply with certain standards as a condition of using their products and services (e.g., prohibiting certain illegal or unethical practices such as using a product/service to commit fraud or violate intellectual property rights) businesses must guard against including terms that could be used to unduly restrict stakeholders' speech or expressive activity.

## Relevant Policies or Practices:

Any policy or requirement that conditions access/use of a product or service on adherence to certain standards of conduct or speech. Depending on the company and industry, this might include:

- non-discrimination policies
- terms of use/service
- content moderation policies/guidelines
- e-commerce marketplace seller guidelines/standards
- algorithmic system use policies
- ad content policies and ad targeting policies
- risk avoidance/risk mitigation/identifying and managing social risks or impacts/social risk policies
- code of ethics
- human rights policy

## Risk Factor(s):

Policies that could be used to condition/restrict use of a product or service for unreasonably broad, undefined reasons.

## Appendix E

### Steps to Identify and Mitigate Risk:

Eliminate viewpoint-based restrictions on what stakeholders can say. Policies are viewpoint-based if they target speech because on the specific motivating ideology, opinion, or perspective of the person or group communicating the message. Unlike unclear or imprecise policies, which grant unfettered discretion that may be used to suppress disfavored views, viewpoint discriminatory policies ban specific views on particular topics, such as abortion, climate change, etc.

While certain subjects might be considered “controversial,” open discourse is essential to innovation and democracy. Respecting the freedom to voice different beliefs about matters of public concern is the moral responsibility of every business – especially those that provide important mediums for communication and commerce in the modern marketplace.

### Examples of Viewpoint Discriminatory Policies:



[We] prohibit ads for, and monetization of, content that contradicts well-established scientific consensus around the existence and causes of climate change. This includes content referring to climate change as a hoax or a scam, claims denying that long-term trends show the global climate is warming, and claims denying that greenhouse gas emissions or human activity contribute to climate change.

<https://support.google.com/googleads/answer/11221321?hl=en>



“Religious or belief organizations, [are not eligible to host] except when the activities being sponsored are non-sectarian, such as soup kitchens or shelters, and are open to all faiths. Organizations that discriminate or have exclusionary practices on the basis of religion, gender, sexual orientation, or other issues of diversity, even if this could be permitted by local laws.”

<https://www.airbnb.com/help/article/1578/hosting-a-social-impact-experience>

## Appendix E

### Terms that May Indicate the Targeting of Particular Views:

Abortion	Identity/Pronoun use
Religion	Political views
Climate Change / Climate Denial	Gun rights
Science	Gun safety
Fossil fuels	Gun violence
Conversion therapy	Sexual orientation
Sexuality	Gender
Immigration	Vaccinations

# Appendix F | Product or Service Anti-Viewpoint Discrimination Policy

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## Purpose:

To ensure that the company does not condition/restrict use of a product or service based on the ideology, opinion, or perspective of a person or group.

## Policy:

### A. Digital Service Providers:

1. [Insert Name] does not:
  - a. discriminate against users,
  - b. censor a user,
  - c. censor a user's expression, (or)
  - d. interfere with a user's ability to receive the expression of another person
2. based on:
  - a. the viewpoint of the user or another person,
  - b. regardless of whether the viewpoint is expressed on the platform or through another medium.
  - c. The company will not restrict or punish the expression of different viewpoints on matters of public concern, even when some may find those views offensive, hurtful, misguided, upsetting, discriminatory or otherwise objectionable.\*

### B. Non-Digital Service Providers:

1. [Insert Name] does not:
  - a. discriminate against [customer's/seller's/ creator's/user's]
2. based on:
  - a. religious beliefs,
  - b. (and/or) ideological viewpoints (OR political affiliation).
  - c. The company will not restrict or punish the expression of different viewpoints on matters of public concern, even when some may find those views offensive, hurtful, misguided, upsetting, discriminatory or otherwise objectionable.\*

## Risk:

This policy mitigates the risk of violating an emerging group of state laws such as Texas H.B. 20, which prohibit social media companies from engaging in certain types of content- or viewpoint-based censorship.

## Application:

\* These model provisions do not bar companies from adopting policies that prohibit, limit, restrict, or deny services based on lewd, lascivious, filthy, excessively violent, harassing, or similarly harmful content or conduct. Those policies, however, should be drafted to (1) avoid unclear and imprecise terms that imperil free speech, (2) avoid viewpoint discriminatory language, and (3) protect all stakeholders from legitimately harmful content and conduct.

# Appendix G | Third-Party Workforce Freedom Policy

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## Purpose:

To ensure that the company respects the autonomy of third-party vendors, suppliers, and contractors to make decisions about their internal employment policies and practices.

## Policy:

1. **[Insert Name]** respects the freedom of:
  - a. vendors,
  - b. suppliers, and
  - c. contractors
2. to make determinations about their own hiring and employment policies and practices consistent with
  - a. their mission,
  - b. their values, and
  - c. applicable laws.

## Application:

These model provisions do not bar companies from adopting policies that require third parties to follow applicable human rights or employment laws within relevant jurisdictions. Such policies, however, should refrain from mandating workforce policies or practices that are not strictly required by law. These policies also do not bar extra-legal requirements to protect against workplace human rights abuses in non-U.S. jurisdictions, where fundamental rights are not sufficiently protected by law, and are credibly at risk. (E.g., nations that sanction slave labor or inhumane working conditions).

# Appendix H | Viewpoint Diversity Policy

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## Overview:

Unity in the workforce requires each individual to consciously choose to value others and treat everyone with dignity and respect. Companies undermine trust, respect, and openness in the workplace when they conduct trainings or recommend resources that divide people based on categories, such as, race, sex, ideology, and religion.

## Relevant Policies or Practices:

- Workforce trainings, materials, or other resources.

## Risk Factor(s):

Employee training programs that disparage or classify a person or group as superior/inferior, oppressors/oppressed, unconsciously biased, or inherently discriminatory because of their religion, race, ideology, or sex.

## Steps To Identify and Mitigate Risk:

Using the guidelines below, audit all workplace-related trainings, programming, and resources to ensure they avoid divisive concepts. Remove resources or avoid training facilitators known to advocate these concepts.

## Guidelines for Avoiding Divisive Concepts:

\*"Divisive concepts," means any framework used in the context of employee training that denigrates a person, or particular categories of persons, because of their religion, race, ideology, or sex.

\*\*"Denigrate," means to disparage or classify a person or group as superior, inferior, oppressor, or oppressed.



# Appendix I | Off-Duty Civil Rights Policy

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**Purpose:**

To ensure the company respects the freedom of all employees to exercise their civil rights of freedom of speech, free exercise of religion, freedom of association, peaceable assembly, and protest, outside of work.

**Model Policy Language:**

[Insert Name] respects the freedom of all employees to exercise their civil rights of freedom of speech, free exercise of religion, freedom of association, peaceable assembly, and protests for social and political causes, so long as such conduct or speech: takes place outside of work; is legal and non-violent; does not disclose confidential or proprietary company information or trade secrets; is not a direct conflict of interest with the company's primary business(es); does not directly or materially interfere with the employee's job performance or business operations; and does not involve the use of company resources or property.

**Application:**

Other relevant company policies may need to be included or referenced here, such as those related to social media use; secondary employment; nondiscrimination/harassment.

Companies should periodically review all policies related to employees' exercise of their civil rights outside of work to ensure consistency with this policy.

# Appendix J | Avoiding Divisive Concepts in Workplace Training

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## Purpose:

To ensure that the company does not condition/restrict use of a product or service based on the ideology, opinion, or perspective of a person or group.

## Policy:

### A. Digital Service Providers:

1. [Insert Name] does not:
  - a. discriminate against users,
  - b. censor a user,
  - c. censor a user's expression, (or)
  - d. interfere with a user's ability to receive the expression of another person
2. based on:
  - a. the viewpoint of the user or another person,
  - b. regardless of whether the viewpoint is expressed on the platform or through another medium.
  - c. The company will not restrict or punish the expression of different viewpoints on matters of public concern, even when some may find those views offensive, hurtful, misguided, upsetting, discriminatory or otherwise objectionable.\*

### B. Non-Digital Service Providers:

1. [Insert Name] does not:
  - a. discriminate against [customer's/seller's/ creator's/user's]
2. based on:
  - a. religious beliefs,
  - b. (and/or) ideological viewpoints (OR political affiliation).
  - c. The company will not restrict or punish the expression of different viewpoints on matters of public concern, even when some may find those views offensive, hurtful, misguided, upsetting, discriminatory or otherwise objectionable.\*

## Risk:

This policy mitigates the risk of violating an emerging group of state laws such as Texas H.B. 20, which prohibit social media companies from engaging in certain types of content- or viewpoint-based censorship.

## Application:

\* These model provisions do not bar companies from adopting policies that prohibit, limit, restrict, or deny services based on lewd, lascivious, filthy, excessively violent, harassing, or similarly harmful content or conduct. Those policies, however, should be drafted to (1) avoid unclear and imprecise terms that imperil free speech, (2) avoid viewpoint discriminatory language, and (3) protect all stakeholders from legitimately harmful content and conduct.

## Appendix J

### Examples of Divisive Concepts :

A person is either an "oppressor" or is "oppressed" based on their self-asserted racial, sexual, or other identity.
One sex or race is superior or inferior.
An individual is inherently consciously or unconsciously racist or sexist by virtue of their race or sex.
A person should be discriminated against or adversely treated because of their race or sex.
A person's moral character is determined by their race or sex.
A person's race or sex makes them responsible for past transgressions of that race or sex.
That a person should feel discomfort, guilt, anguish, or any other form of psychological distress on account of his or her race or sex.
Hard work ethic and the nuclear family structure is inherently racist, sexist, or otherwise oppressive.
A person is "hateful," "bigoted," or otherwise "discriminatory" because of their sincere religious beliefs about family and sexuality.
"Unconscious/internal/implicit bias" is typically associated with divisive concepts as defined in this table. "Unconscious/internal/implicit bias" assumes a larger Critical Theory-based approach to human social relations that divides people based on their personal characteristics, and places disagreements about the prevalence and nature of actual or perceived "discrimination" outside the purview of objective, rational inquiry.
"Privilege" is typically associated with divisive concepts as defined in this table when used to designate unearned power given to a specific class or group by a given society's formal and informal institutions and which is not perceived by the possessor class or group.
Companies that invite speakers or recommend books or materials that espouse one or more of the above ideas are engaged in the promotion and/or advocacy of divisive concepts.

# Appendix K | Religious Accommodation Policy

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## **Purpose:**

To ensure that the company proactively respects religious diversity in the workplace by providing a written policy and process for employees to request religious accommodations.

## **Policy:**

### **Commitment to religious diversity in the workplace:**

[Insert Name] respects the religious beliefs, practices, and affiliations of its applicants and employees and seeks to foster a workplace environment where all individuals feel welcomed and valued. [Insert Name] provides reasonable accommodations to applicants and employees for their sincerely held religious beliefs unless doing so would be an undue hardship.

#### **1. Definition of undue hardship:**

An 'undue hardship' means an accommodation that would require significant difficulty or expense.

#### **Specific considerations in determining undue hardship:**

When determining whether a requested accommodation will require a significant difficulty or expense, [Insert Name] considers:

- A. the cost of the accommodation, including the costs of loss of productivity and of retraining or hiring employees or transferring employees from one facility to another;
- B. whether the requested accommodation will obstruct [Insert Name] from providing its customers or clients the full and equal enjoyment of the goods, services, facilities, privileges, advantages, and accommodations offered by the company.

#### **General types/examples of religious accommodation(s):**

Applicants and employees may obtain exceptions to work rules or policies that would allow them to adhere to their religious beliefs and practices. Religious accommodations may also include adjustments to the work environment. Examples of accommodations include, but are not limited to, schedule changes, exceptions to the dress code or grooming policy, job modifications, changes to job tasks, breaks, or leaves of absence. [Insert Name] strictly prohibits retaliation of any kind for requesting a religious accommodation.

#### **3. Process for requesting religious accommodation(s):**

Employees should notify their supervisor or human resources manager if they need to request a religious accommodation because their sincerely held religious belief(s) conflict(s) with their ability to perform a job requirement. Employees should specify the type of accommodation requested. The human resources manager will engage in discussions with the employees in a good faith effort to determine what accommodations may be possible and effective.

## Appendix K

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### **Application:**

Businesses should specify that accommodation requests will be considered on a case-by-case basis and reasonable requests will be granted unless they create an undue hardship. In some circumstances, the Company may ask for additional information from employees, if necessary, to assess the request. For additional information, employees should contact their supervisor or the Human Resources Department.

Companies should also ensure that all employees and managers receive training on the process for requesting accommodations, as well as the specific process for reviewing and responding to such requests. Managers responsible for administering the policy should receive specific instruction regarding when undue hardship applies and when it does not, as well as the general types of accommodations that employees may request.

# Appendix L | Pledge to Respect Freedom of Expression and Belief through Corporate Advocacy and Political Engagement

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## Purpose:

To ensure that the company publicly commits to never use corporate resources to support advocacy or causes that threaten free speech or religious freedom.

## Model Policy Language:

- **Recognizing the religious and ideological diversity of stakeholders:**  
[Insert Name] recognizes that our [customers/sellers/creators/users/employees/ shareholders/ stakeholders] hold diverse religious and ideological beliefs about a wide array of issues.
- **Pledge to respect stakeholders' fundamental freedoms of speech and religion in the public square:**  
To respect the religious and ideological diversity of our customers and external stakeholders, [Insert Name] commits to avoid [supporting any/taking a public position on any] (Choose A and/or B)
  - A. organization, legislation, advocacy campaign, legal action, (or) regulatory action, that would undermine our [customers'/sellers'/creators'/users'/employees'/stakeholders'] freedom of expression or freedom of religion or belief (FoRB).
  - B. controversial social or political issues.

## Application:

Companies should incorporate equivalent language on their public websites or in publicly accessible ESG/ CSR reports.

To avoid supporting legislation, legal action, or causes that pose risks to free speech and religious freedom, companies should develop close working relationships with NGOs that specialize in defending these liberties, both domestically and globally. Firms should also consult stakeholders with diverse religious and ideological views before taking stands on social and political issues.





**VIEWPOINT  
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