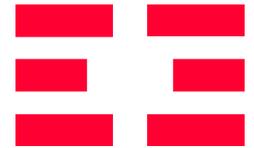




# Salesforce (Slack, Tableau, Mulesoft) RISK LEVEL:

Locations: California (HQ)  
Industries: CRM & Project Management



High Risk

## DESCRIPTION:

Salesforce is a software-as-a-service CRM provider and the owner of Slack Technologies, Tableau, and more. Salesforce CEO, Marc Benioff, leverages corporate power to change policies he does not like or terminate clients with whom he disagrees. Salesforce dropped the Republican National Committee as a client, refuses to license its CRM to firearms vendors, and has threatened to divest from certain states based on state legislation. By complying with the HRC's controversial demands, Salesforce increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Salesforce forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Salesforce provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. America First Legal filed a letter with the EEOC requesting a civil rights investigation into Salesforce over discriminatory practices in hiring. The company does not appear to discriminate against charitable organizations based on views or beliefs guidelines, but does not provide viewpoint protections for its employees. Salesforce funds Planned Parenthood. Salesforce is a gold partner of the Human Rights Campaign (HRC), a founding member of the Partnership for Global LGBTI Equality (PGLE), and pledged \$1 million dollars to BLM and related causes. The company regularly uses its reputation to push gender ideology and is a corporate partner of the National LGBT Chamber of Commerce. The company is a signatory of the Business Roundtable's 2019 Statement on the Purpose of Corporation, which promotes stakeholder capitalism. Salesforce has also donated to the Equality PAC. The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. Salesforce is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race. For these reasons, Salesforce receives a High Risk rating.

## Corporate Weaponization

**Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. High Risk**

*Salesforce used to work with the Republican National Committee but dropped them as a client in 2021 (1)(2). Salesforce CEO, Marc Benioff, threatened to withdraw Salesforce events and presence in Indiana, Georgia, and North Carolina due to state-level laws (3)(4). The company also will not do business with anyone who legally sells firearms or accessories (5)(6). Salesforce received a score of 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (7)(8). Slack banned Libs of TikTok from the*

messaging platform without explicit explanation (9).

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

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

**Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. High Risk**

Salesforce's HRC 2023 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Salesforce does not provide viewpoint protections for its employees (3). America First Legal filed a letter with the EEOC requesting a civil rights investigation into Salesforce over discriminatory practices in hiring (4)(56).

## Corporate Governance and Public Policy

**Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk**

(1)(2)(3). The company corporately advocates for the Equality Act and was part of the Freedom for All Americans coalition, which advocated for federal legislation that would overrule state laws designed to protect girls' sports and similar laws (4)(5). Salesforce also denounced state election integrity efforts (6). In 2016, Salesforce CEO, Marc Benioff, signed an open letter to then-Missouri House of Representatives Speaker Todd Richardson opposing SJR39, a religious freedom bill (7). Salesforce has vocally opposed other religious freedom legislation (8). Benioff also used corporate leverage to oppose the North Carolina bathroom bill, HB2, which required people to use the bathroom of their biological gender (9)(10). Salesforce also signed onto an amicus brief asking for the Supreme Court to rule against Jack Phillips and force him to make a cake for a gay wedding (11). The company also joined an amicus brief against President Trump's travel ban in 2017 (12). In 2021, Marc Benioff denounced the Texas abortion law and offered to relocate employees out of the state (13). Salesforce opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (14). CEO Benioff spoke out in opposition to the overturning of Roe v. Wade (15). Salesforce subsidiary Slack's CEO, Stewart Butterfield, is a signatory to CEOs For Gun Safety (16). Salesforce's HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (17)(18). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Salesforce CEO, Marc Benioff, is a member of the Business Roundtable and Former CEO Keith Block signed its 2019 Statement on the Purpose of Corporation, which promotes stakeholder capitalism over traditional obligations to shareholders and customers (19)(2021).

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

Salesforce provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4)(5). The company's HRC 2023 CEI rating indicates

the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (6)(7). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Salesforce funds Planned Parenthood and has pledged over \$1 million to BLM-related causes, including the ACLU (8)(9)(10)(11). The company is a gold partner of the HRC and a founding member of the PGLE (12)(13). Salesforce previously offered \$50,000 relocation packages to employees who wanted to leave Indiana after a religious freedom law was enacted in the state in 2015 (14). The company is also a corporate partner of the National LGBT Chamber of Commerce (15). Salesforce is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race (16)(17).

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**Uses corporate political contributions for ideological, non-business purposes.**

**High Risk**

Salesforce's HRC 2023 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Salesforce has donated to the Equality PAC (3)(4).

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