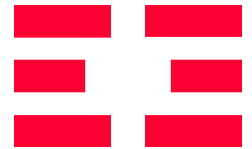




Intuit

Subsidiaries: Quickbooks, TurboTax, Mailchimp, Credit Karma, TSheets,
Locations: California (HQ)
Industries: Accounting Payroll & HR Services, Diversified Financials,
Software and Services

RISK LEVEL:



High Risk

View this company on 1792 Exchange: <https://1792exchange.com/company/intuit/>

DESCRIPTION:

Intuit is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Intuit embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

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

Intuit received a score of 100 on the 2026 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2)(3). The company received a score of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (4)(5). The company acquired Mailchimp in September 2021, right after Mailchimp temporarily suspended The Babylon Bee for "violating our standard terms of use and acceptable use policy." Mailchimp later claimed it was a mistake, but The Babylon Bee switched platforms anyway to avoid potential cancellation (6). Intuit Quickbooks changed its policy that prevented gun manufacturers and others in the firearms industry from using its services after an investigation from Senator Ted Cruz (R-TX) exposed its past discrimination and cancellation of customers (7)(8). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (9).

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

Intuit's HRC 2026 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2)(3). The company's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (4)(5). Intuit will not donate to "Schools which promote a specific religious viewpoint" (6). The company likely uses Benevity as its charitable giving platform. Benevity vets charities according to the Southern Poverty Law Center's Hate List, which includes mainstream libertarian, conservative, family, and religious advocacy organizations (7)(8)(9).

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

High Risk

Intuit's HRC 2026 CEI rating indicates the company forces employees to attend at least one, controversial training 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)(3). The company's HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (4)(5). Intuit offers unconscious bias training for all its employees (6). The company also launched a "Leading Inclusively" training for its People and Functional Managers and plans on launching an e-learning version (7). In 2018, Intuit launched a "Bronze Level Ally Training Program" a resource on how co-workers can be an effective ally (8). It does not provide viewpoint protections for its employees (9).

Corporate Governance and Public Policy

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

High Risk

Intuit's HRC 2026 CEI rating indicates the company potentially agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2)(3). The company's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (4)(5). Intuit 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 (6). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (7). Intuit's CEO Sasan Goodarzi is a member of the Business Roundtable, which supports stakeholder capitalism over traditional shareholder obligations (8). Credit Karma, a subsidiary of Intuit, marched with 200 employees in the San Francisco Pride Parade along with senior executives (9). Intuit opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (10). The company opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (11). Intuit's CEO, Susan Goodarzi, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (12)(13). The company launched a D&I strategy framework and D&I programs for its employees (14).

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

High Risk

Intuit provides a benefits package for employees that covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4). The company's HRC 2026 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, lab monitoring, and mental health benefits. The company also covers at least five of the following services: reconstructive hair removal, cosmetic hair removal, tracheal shave or reduction, facial surgeries, voice modification surgery, voice modification therapy, lipoplasty or filling for body masculinization or feminization, and travel and lodging expenses. Additionally, the company has potentially pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (5)(6)(7)(8). Intuit's HRC 2025 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. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (9)(10). The company has funded Planned Parenthood (11)(12). It has donated \$1 million to the Black Lives Matter movement and related causes (13)(14). It also funded the Boise Pride event, which featured drag shows with children as young as 11 years old included (15). The company is a Bronze sponsor of Out and Equal and is a corporate partner of the National LGBT Chamber of Commerce (16)(17). Intuit subsidiary Credit Karma sponsored a brand team to travel to LA for its Pride celebration (18). The company is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race (19)(20). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (21).

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

High Risk

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

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