

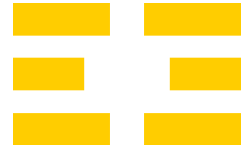


Zendesk

Locations: California (HQ)

Industries: CRM & Project Management

RISK LEVEL:



Medium Risk

DESCRIPTION:

Zendesk is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Zendesk occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. 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

Zendesk received a score of 65 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). The company was accused by investors of being "hostile to dissenting viewpoints" and is in talks to change corporate leadership because of these discussions (3)(4). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (5).

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

Zendesk's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). The company does not appear to discriminate against charitable organizations based on views or beliefs. Its charitable giving focus areas are "fostering community, creating career pathways into tech, and promoting resilience in times of crisis" (3).

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

Zendesk requires its employees to take allyship training (1). The company does not provide viewpoint protections for its employees (2)(3).

Corporate Governance and Public Policy

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

High Risk

Zendesk signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (1). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (2). It is a member of the "Don't Ban Equality" business coalition, which advocates against any abortion restrictions because they are "bad for business" (3). The company supports DEI within its business practices, employing a DEI Officer (4). The company promotes adding pronouns to electronic platforms for gender identification (5). The company also held a "Drag Photo Contest" as part of its Pride Celebrations (6).

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

High Risk

Zendesk 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). The company'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 (2)(3). The company has donated to SPLC and the HRC (4)(5). The company has donated nearly \$5.2 million for nonprofit organizations to leverage its support tools for LGBTQ groups and encourages clients to donate as well (6)(7). The company was a partner of the HRC's Foundation (8). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (9).

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

N/A

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

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