



Zendesk

Locations: California (HQ)

Industries: CRM & Project Management

RISK LEVEL:



Medium Risk

DESCRIPTION:

Zendesk, a software as a service company, has not publicly terminated business relationships based on views or beliefs. Zendesk scored a 65 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with Human Rights Campaign's controversial demands, Zendesk increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. The company 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. Zendesk has been accused of being "hostile to dissenting viewpoints" and is in discussions with activist investors to change leadership. Zendesk has donated to the Southern Poverty Law Center (SPLC) and the Human Rights Campaign (HRC). The company endorses the Equality Act and is a corporate partner of the National LGBT Chamber of Commerce (NGLCC). Zendesk opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. The company is a member of the "Don't Ban Equality" business coalition. However, Zendesk does not discriminate against charitable organizations based on views or beliefs. For these reasons, Zendesk receives a Medium 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. **Medium Risk**

Zendesk received a score of 65 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 (1)(2). However, Zendesk has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs. Zendesk was accused by investors of being "hostile to dissenting viewpoints" and is in talks to change corporate leadership because of these discussions (3)(4).

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

(1)(2). Zendesk does not appear to discriminate against charitable organizations based on views or beliefs (3). The company focuses its charitable giving towards fostering community, creating career pathways into tech, and promoting resilience in times of crisis.

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

High Risk

Zendesk does not provide viewpoint protections for its employees (1)(2).

Corporate Governance and Public Policy

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

Zendesk signed an open letter in support of the Equality Act and promotes adding pronouns to electronic platforms for gender identification (1)(2). The company also held a "Drag Photo Contest" as part of its Pride Celebrations (345).

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

Zendesk 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). Zendesk 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 (4)(5).customers and harming shareholders.has donated to SPLC and the HRC and is a corporate partner of the National LGBT Chamber of Commerce (6)(7)(8). 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 (9).

Uses corporate political 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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