



# Mailchimp

Locations: Georgia (HQ)

Industries: Email Marketing

## RISK LEVEL:



High Risk

### DESCRIPTION:

Mailchimp, which is a subsidiary of Intuit, has terminated business with Christian and conservative groups for a wide array of alleged offenses based on its broad and vague terms and conditions. Mailchimp has suspended political groups, faith-based groups, and the Babylon Bee, a conservative-leaning satirical news organization. Mailchimp does not provide viewpoint protections for its employees. Mailchimp opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. The company funded Black Lives Matter and does not appear to discriminate against charitable organizations based on views or beliefs. For these reasons, Mailchimp 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**

*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 regardless to avoid potential further cancellation (1). Mailchimp also terminated the account of the Virginia Citizens Defense League, a 2nd Amendment support group (2). Mailchimp de-platformed the Northern Virginia Tea Party (3). Mailchimp de-platformed the group, Russian Faith, from using its emailing services without any warning or explanation (45).*

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

*Mailchimp offers a nonprofit discount and matches employee donations to charities. Mailchimp's nonprofit discount eligibility is unclear, and it does not publish charitable giving guidelines (1)(2).*

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

*Mailchimp does not provide viewpoint protections for its employees (1).*

### Corporate Governance and Public Policy

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

*Mailchimp opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (1)(2). The company specifically boosted voting registration efforts in Georgia, later denouncing the state's efforts to secure the electoral process and advocated for the John Lewis Voting Rights Advancement Act (3)(4)(5). Mailchimp requires unconscious bias trainings for its employees (6). Mailchimp's CEO Ben Chestnut is a signatory of CEOs For Gun Safety (7)*

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

*Mailchimp has donated to Black Lives Matter (1). Mailchimp partnered with an advocacy group to fund hormone replacement therapy and "gender-affirming products and treatments", though it is unclear whether these services were to be extended to youths under the age of 18 (2)(3).*

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

*Mailchimp does not have its own PAC (1). Mailchimp's parent company, Intuit Inc., has not used its PAC donations or lobbying for ideological purposes (2)(3)(4).*

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