



Qualtrics

Locations: Washington (HQ)

Industries: Software and Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

Qualtrics International Inc. scored a 75 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Qualtrics 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 marketing and philanthropic support. Qualtrics uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Qualtrics 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. The company has mandatory unconscious bias training for employees and has offered allyship workshops. Qualtrics encourages its customers to donate to ideological groups hostile to freedom of expression and such as Black Lives Matter (BLM). The firm co-signed a letter to law firms demanding an improvement in diversity in order to retain business with the company. However, the company does not appear to discriminate against charitable organizations based on views or beliefs and has not publicly terminated business relationships based on views or beliefs. For these reasons, Qualtrics 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**

Qualtrics has a written policy pledging to vet vendors for LGBTQ policies. Its Supplier Code of Conduct/Code of Business Ethics requires vendors to include sexual orientation and gender identity in their nondiscrimination policy. However, it has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs (1).

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

Qualtrics does not discriminate against charitable organizations based on views or beliefs (1)(2).

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

Qualtrics HRC 2023 CEI rating indicates the company provides a specific benefits guide with a comprehensive explanation of

transgender services funded by the company (1)(2). Qualtrics does not provide viewpoint protections for its employees (3). Qualtrics hosted an allyship workshop for its employees (4). Qualtrics has implemented “unconscious bias training” for employees (5).

Corporate Governance and Public Policy

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

Qualtrics 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 (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Qualtrics has explicitly encouraged users to follow Color of Change on social media and donate to the BLM organization. The company provided lists of media such as books, articles, podcasts, etc. to consume that support such causes (3). Qualtrics participated in multiple LGBTQ Pride Parades in 2022 and held other private LGBTQ events, including Virtual Variety/Drag Shows (4). The firm co-signed a letter to law firms demanding an improvement in diversity in order to retain business with the company (5).

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

Qualtrics 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). 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 (4)(5). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. The company made a direct donation of \$100,000 to BLM and matched all employee donations to the organization for three months in 2020 (6). Qualtrics also sponsored the Lesbians Who Tech Pride Summit (7).

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

Qualtrics 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. Qualtrics does not operate a PAC or engage in lobbying at this time (3)(4)(5).

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