

ETHICS@ZENDESK (EZ)

Code of Conduct

#WeCare





Tom Eggemeier
CEO, Board Member

Letter from CEO

Zendesk is a company that cares. We envision a future where Zendesk powers a global economy of iconic customer experiences and long-lasting customer relationships. Our mission is to simplify the complexity of business and make it easier for companies and customers to connect.

We do this by embodying our values to lead with exceptional customer service, deliver the simplest solution, show pride in our work, and care for each other. These values are the core of our company. We demonstrate these in the way we develop our products and connect with our customers, our partners, the communities where we work, and each other.

This Code of Conduct (or “Code”) provides examples and information to guide all of us as we align our actions with our values. The Code provides the resources and information we need to run our business responsibly and fairly by codifying what we should naturally represent as Zendesk representatives. It is crucial for us to not only act within the law, but also behave ethically and strive for more than what the law requires.

We are all obliged to follow the Code, and we ask that you read it carefully and use it to guide your actions. We hope it serves as a useful reference as we work hard to grow this amazing company together.

Contents

We care about doing the right thing 

- Our mission, vision and values** 5
- Our commitment and responsibilities** 7
 - Take the initiative and be proactive 8
 - Managers' responsibilities at Zendesk 9
 - Seeking guidance and reporting potential violations 10
 - No retaliation allowed 11
 - Cooperation 11
 - Knowing how to do good 12

We care about each other 

- We are people people** 14
 - We foster a positive work environment 14
 - Health, safety, and environmental responsibilities 15
- Active bystanders care** 16

We care about our customers 

- We delight our customers with iconic products and service** 18
- We take care when selecting and working with our partners** 19
- We avoid conflicts of interest** 20
- We put it in writing and know what we are signing (and shouldn't sign)** 23
- We deal fairly with others** 24

We care about business integrity 

- We follow the law** 26
 - Competition laws 26
 - Anti-bribery and anti-corruption 27
 - Political contributions, gifts, and lobbying 28
 - Sanctions and import-export regulations 29
 - Responding to any external inquiries 30
- We use social media responsibly** 31

We care about our company 

- We keep things confidential** 33
- We protect our assets** 35
 - Intellectual property assets 35
 - Physical assets 36
- We take care with and protect data** 37
- We use artificial intelligence responsibly** 39

We care about our communities and the environment 

- We are good global citizens** 41
- We uphold human rights** 42

Further guidance and resources 

- Communication, monitoring and disciplinary action under the Code** 44
- Help us be better. If something is not right, let us know!** 45



For the best experience, we recommend using the free software Adobe Reader, or iBooks if viewing on an Apple mobile device. Interactive functionality may be limited when viewed in a web browser.

We care about doing the right thing

#dotherightthing



Our mission, vision and values

Our ethical standards are high at Zendesk. We aim to build a company filled with interesting, diverse, and passionate people who do great work and have clarity, ease, and peace of mind when it comes to doing the right thing. We understand, however, that situations can get complicated. That’s why we have created this Code to refer to whenever you face uncertainty about the right course of action.

As Zendesk rapidly grows and accelerates, it is key to ensure that we are all moving forward together. Knowing our mission, vision, and values can help us focus on what matters most and inspire us to do our best work every day. They give us a reason for the pursuit of our goals and help us understand “why” we are striving in the same direction. Our values create a guide for how we show up for each other and how we treat our colleagues, customers, and partners along the way.

Our mission is to simplify the complexity of business and make it easy for companies and customers to create connections.

Our vision is to power a global economy powered by lifelong customers.

Our working style - how we do business - reflects our values and governs our everyday interactions with the people around us.





These values are:

Lead with exceptional customer service

We model what it means to be the best in service. We honor our commitments. We meet customers where they are and take them where they need to go.

Deliver the simplest solution

We aim to reduce complexity with as much elegance as possible. This means doing business with us is easy and frictionless, and our technology and processes are purpose built.

Show pride in our work

We take pride in the impact of our work. Our enthusiasm instills confidence in our industry. We have skill and experience, and approach challenges with conviction.

Care for each other

We practice kindness. We advocate for empathy, diversity, equity, inclusion and belonging – in the places we live and work, and the world at large.

At Zendesk, we believe in standing by our values, and we do so when we live them every day. This is a fundamental part of our success. The Code serves as an extension of these values, representing our strong ethics, and guides us towards the right decisions. We live our values proudly by showing our commitment to each other, our customers, our partners, and our communities. **#liveourvalues**

Our commitment and responsibilities

Given the wide-ranging nature of potential scenarios we face, it is not possible to foresee and describe every situation specifically. So it is crucial that you understand and embrace both the literal meaning and the wider principles underlying the Code and commit to following it in your everyday actions.

We also need your help to make sure our Code is followed. That means leading by example and creating the culture and conditions which encourage decision-making based on our values. Be helpful, step in, and take action if you notice any behavior that doesn't align with our values or this Code. If you believe that anyone has violated our Code, report it to your manager, the People team, or the Compliance team in the Legal Department. We strictly prohibit any retaliation and will work to ensure there will be no negative consequences for you reporting such matters.

Q&A

Q Is the Code meant for me?

A Yes.

As part of the Zendesk community, the Code applies to you. It applies to all of our directors, officers, employees, and temporary workers, including those of our subsidiary companies. Following the Code means accepting Zendesk's values, and failing to do so can lead to disciplinary action, including dismissal. As a company with a global presence, we must also follow any relevant local laws or regulations that are stricter than those in the Code.

A reminder about other obligations

The Code presents the bare minimum standards that Zendesk expects from its directors, officers, employees, and temporary workers in the conduct of our business. It is not intended to reduce, replace or limit any other legal or contractual obligations you have towards Zendesk.



Take the initiative and be proactive

Being caring also means taking the initiative and being proactive. Each one of us has a role to play in being proactive: this involves being curious, asking questions, and seeking guidance. Ignoring issues or thinking that our values are someone else's responsibility is the wrong approach. We all contribute to our work culture. Voicing concerns is a kind and positive act. Talk to each other. Be helpful and intervene. Ask curious coaching questions if you see something that doesn't seem right. Be open to feedback and listen to any concerns raised. When issues arise, consider this Code and our values. Report any infractions, or suspected ones, to your manager, another trusted manager, the People team, or the Compliance team in the Legal Department. Though usually, we like resolving issues internally, the Code does not mean to deter you from reporting any illegal or unethical behavior to the appropriate regulators. We will ensure you can voice concerns without worrying about any backlash.




Managers' responsibilities at Zendesk


At Zendesk, we employ managers who care. Individuals in management roles have important additional responsibilities. Employees look to managers for cues about our work culture and for creating the conditions which promote and facilitate ethical decisions. Managers have a chance to demonstrate ethical conduct, set expectations, and enhance our work environment.


#leadwithintegrity





Managers are expected to:


 **Model the highest level of integrity**

 **Refer to the Code, seeking additional help when needed**

 **Treat all employees fairly and ensure their reports understand our Code and expectations**

 **Speak up about illegal acts, conflicts of interest, or unethical conduct at work**

 **Be open to concerns and make sure employees feel their voices are heard**

 **Ensure that employees know they can raise concerns without fear of retaliation**

Seeking guidance and reporting potential violations

The best starting point for seeking advice on ethics-related issues or reporting potential violations of the Code will usually be your manager or team leader. You may also report your concerns to the People team or Compliance Team using the information below:

People Team:

- Emailing Employee Relations or the People Team at peopleops@zendesk.com.
- Submitting a report online at www.zendesk.com/ethics.
 - Select “Employee Relations” or call **1-800-461-9330** (this report may be made anonymously).

Compliance Team in the Legal Department:

- Emailing ethics@zendesk.com.
- Submitting a report online at www.zendesk.com/ethics or by calling 1-800-461-9330 (this report may be made anonymously).
- Sending a slack to #ask-compliance
- Sending a letter to:
*Global Compliance Department c/o Zendesk, Inc.,
989 Market Street, San Francisco, CA 94103 USA*
(this report may be made anonymously).



Anonymity and confidentiality

When reporting suspected violations of the Code, we encourage you to disclose your identity. This makes it easier for us to address your report. However, we understand that some may feel more comfortable reporting anonymously. Should you choose to do so, please provide enough detail to let Zendesk evaluate, and if necessary, investigate the situation. If you wish to stay anonymous, you can. Zendesk will do its best to protect your confidentiality as much as the law allows. Familiarize yourself with our Global Whistleblower and Speak Up Policy which provides details on a variety of options for raising a concern or asking a question.



Here’s more resources for you:

- [Global Whistleblower and Speak Up Policy](#)
- [Ethics@Zendesk Hotline](mailto:Ethics@Zendesk)



No retaliation allowed

We do not tolerate retaliatory actions against anyone who reports a violation in good faith or participates in an investigation. We will take measures to make sure that everyone involved in an investigation understands the consequences of retaliatory behaviors. A report might not always prove to be accurate, but what is essential is that the person genuinely believed the information they shared to be truthful. We strongly promote good faith reporting. Deliberately making false reports will not be tolerated, as it diverts important resources from legitimate issues. **#notonmywatch**


Cooperation

We care about doing our part and being helpful. We cooperate with Zendesk in any investigation, and when an employee reports an issue, we act to review and resolve it. In most cases, we will not be able to disclose details of any investigation to the person reporting. We aim to promptly review and evaluate all reports. If the investigation uncovers misconduct, the responsible person(s) will be held accountable. Appropriate actions will be taken based on the specific of each case, including a thorough review of any lessons we may be able to learn as an organization. **#strongertogether**


Knowing how to make good decisions

To think through a decision or next step, here is an illustrative way to consider the right approach. If your answer is yes, head to the next step, if no stop.


Is the decision aligned with Zendesk’s core values?

YES	NO
	


Is the action legal?

YES	NO
	



Is the decision approved by our Code?

YES	NO
	

Is this decision in the best interest of Zendesk, our customers, coworkers, and community?

YES	NO
	

Would I be comfortable if my actions were made public?

YES	NO
	



We care about each other

#eachother

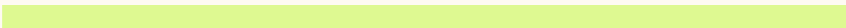


We are people people

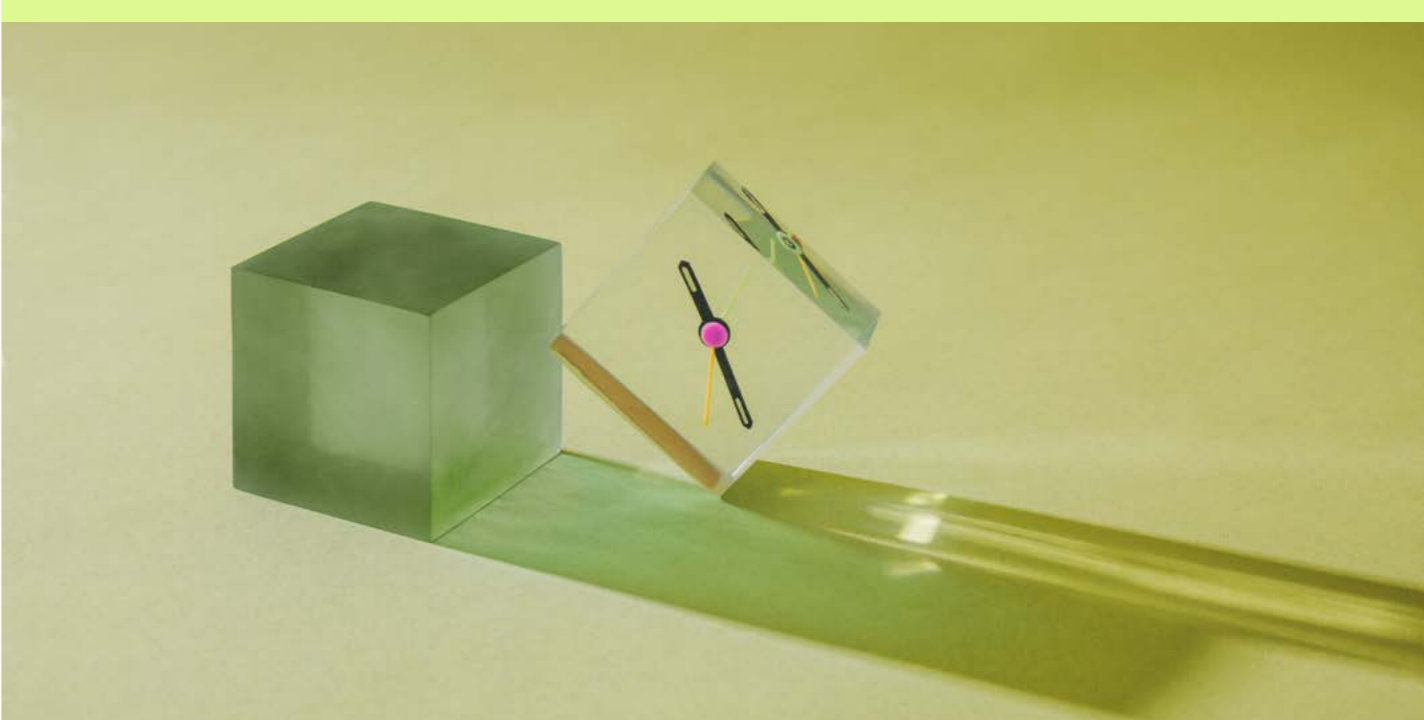
We foster a positive work environment

We want to build and maintain a kind and supportive working environment. We care about your well-being and your wellness and want you to have a fulfilling and rewarding relationship with Zendesk and with each other. Zendesk's distinctive culture of kindness and empathy is part of our competitive differentiation and continues to attract, retain, and nurture exceptional talent worldwide. We thrive when our individual identities and perspectives are seen, heard and valued. We understand that satisfied employees make for satisfied customers and we know that the company succeeds when we work together to create an environment where our employees feel able to put their immense talents to good use.

To do this, we need to lead with curiosity, empathy, and compassion, and treat others as they want to be treated. Always seek different and varied viewpoints and speak up when others are excluded. Sustaining an inclusive and diverse culture is key to our continued success. At Zendesk we aim to foster connections with each other, we co-create at scale, and we leverage each other's strengths. **#notalentwasted**



Here's more resources for you:
[Global Equity Policy](#)



Equity and Fairness at Zendesk

Zendesk is committed to establishing a more equitable global workplace that drives a culture of respect, fairness and inclusion. We are committed to ensuring people have what they need to succeed. Equity is our shared responsibility. We bring to life Zendesk's culture of equity and inclusion by:

- Being aware of and dedicated to the role we each play as individuals to integrate fairness into our daily work.
- Modeling inclusive behavior.
- Identifying and interrupting actions which are inconsistent with these values.
- Preventing and calling out violations of our Global Equity Policy.
- Ensuring no retaliation against anyone who speaks up.



#eachother

Health, safety, and environmental responsibilities

Health, safety, and environmental responsibilities are also fundamental to Zendesk's values. We avoid actions that would result in an unsafe or unhealthy work environment by, for example:

- Only allowing authorized visitors on company property.
- Never threatening acts of violence, intimidation or hostile behavior.
- Never possessing or using illegal drugs or other controlled substances (except as prescribed by a doctor) while on Zendesk property or while working.
- Never bringing weapons to company premises.
- Never joking about damaging property or violence.
- Reporting any perceived or actual threats to our Global Safety and Security team at safety@zendesk.com.



Here's more resources for you:

[Global Equity Policy](#)

Q&A

Q I've noticed some of my colleagues making age-related comments around one of my older co-workers. I'm not sure if she is bothered by these negative comments. Should I do something?

A Yes.

Talk to the co-workers making these comments, express your unease, and ask them to stop. If you're not comfortable doing this, you can reach out to your manager, the Compliance team in the Legal Department, or the Zendesk ethics hotline. Such situations can create a negative work environment which contradicts our commitment to create a respectful and inclusive workplace.

We value a **diverse and inclusive** workplace that does not tolerate harassment or discrimination of any kind based on:

- race, color, national origin, ancestry.
- religion.
- creed.
- sex/gender (including pregnancy, childbirth, breastfeeding and/or related medical matters), gender identity, gender expression, sexual orientation.
- marital status.
- medical condition.
- military and/or veteran status.
- mental and/or physical disability.
- genetic information.
- request for leave.
- age, or any other characteristics protected by law.



Active bystanders care

An active bystander is a person who recognizes a potentially harmful situation and steps in to intervene or interrupt the situation and prevent harm. As an active bystander, you can help us avoid inappropriate behavior and cultivate a positive culture. We can all pitch in to make a community where people care about and help each other. At any given moment, it can be hard to decide the right way to respond. Worries about ineffective intervention, retaliation, judgment, or making a mistake are common. However, staying silent may signal acceptance of those behaviors without more.

Use the CARE model - an easy-to-remember device to weigh your options.

If you are on the receiving end of an intervention, consider how you will process and respond to the information. How do you want to show up? Understand that it takes courage to step up and intervene. When somebody shows the willingness to speak up to you in your best interest - it is a sign of trust and the height of loyalty. Additionally, this opens up the platform for a helpful discussion and a learning opportunity about the behaviors that might be an issue. **#dosomething**

CONFRONT THE SITUATION:

Step in directly to question or interrupt the problematic behavior. Consider asking those involved to pause, stop, or explain their actions or decisions.

ALERT OTHERS:

Involve peers or someone in authority and delegate the intervention to others. You might seek advice or request that manager, other team members or leaders help.

REDIRECT ATTENTION:

Use a timely distraction to divert the individuals' attention away from the problematic activity. Suggest a break, ask to change the topic, or propose a different way of handling things.

ENGAGE LATER:

Delay or postpone your intervention until it is safer or more appropriate. For example, wait until you can talk privately with those involved.

We care about our customers

#ourcustomers

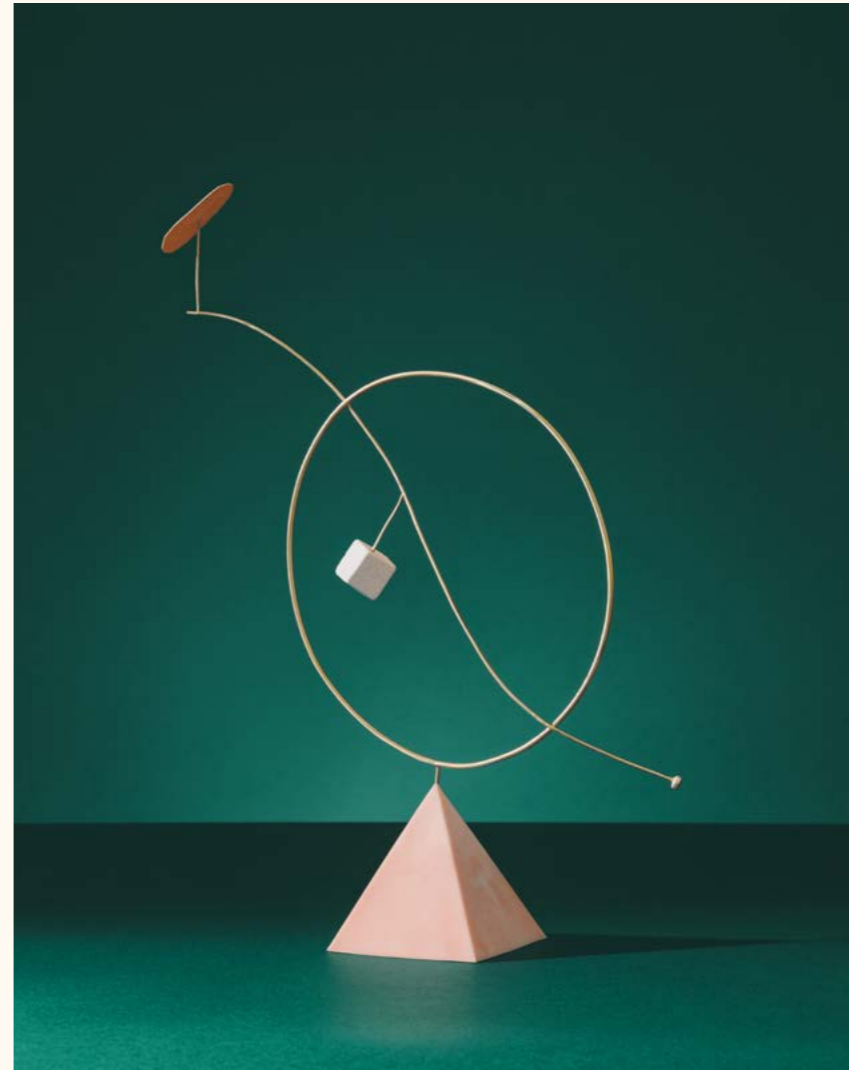


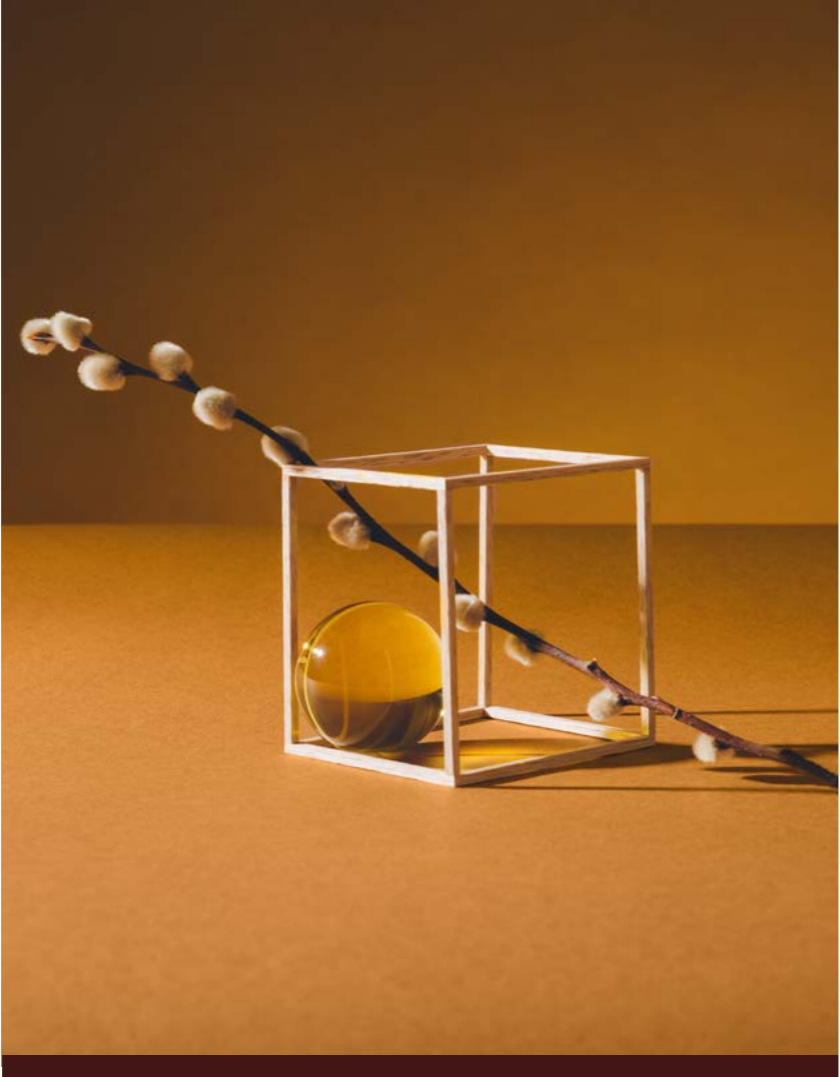


#ourcustomers

We delight our customers with iconic products and service

At Zendesk, customer care is at the heart of everything we do. As a customer service software provider, we are all about delivering unparalleled support to our clients. Every part of our product, from how it works to how we help our customers use it, is designed to enhance our customer's journey and optimize their experience. We understand that each business is unique, so we make sure our solutions are customizable to best suit individual demands. Prompt and effective response to inquiries, seamless integration, reliable round-the-clock assistance, and security measures of the highest standards mark our commitment to customer satisfaction. Ongoing product improvements and regular updates guided by customer feedback are a testament to our commitment to stay in tune with their evolving needs. **#iconic**





We take care when selecting and working with our partners

We care about working with partners who share our values. The selection of partners and suppliers forms a crucial element in building a thriving global business. When we choose or recommend a partner or a vendor, we think about factors that impact our brand, such as the quality of their products, their reputation, their business practices, their past actions, and their core values. We make sure our partners comply with our Global Anti-Bribery and Anti-Corruption Policy and our Supplier Code of Conduct. We also ensure that our partners are aligned with our human rights policy and environmental policies. The Procurement, Legal, and Compliance teams will work with you to carry out appropriate checks on potential partners and suppliers before any formal negotiations. Our aim is to build sustainable, mutually beneficial relationships with our partners, who are a key part of growing our brand and our company. **#choosewell**

Here's more resources for you:

- [Global Anti-Bribery and Anti-Corruption Policy](#)
- [Supplier Code of Conduct](#)
- [Human Rights Policy](#)
- [Environmental Policy](#)





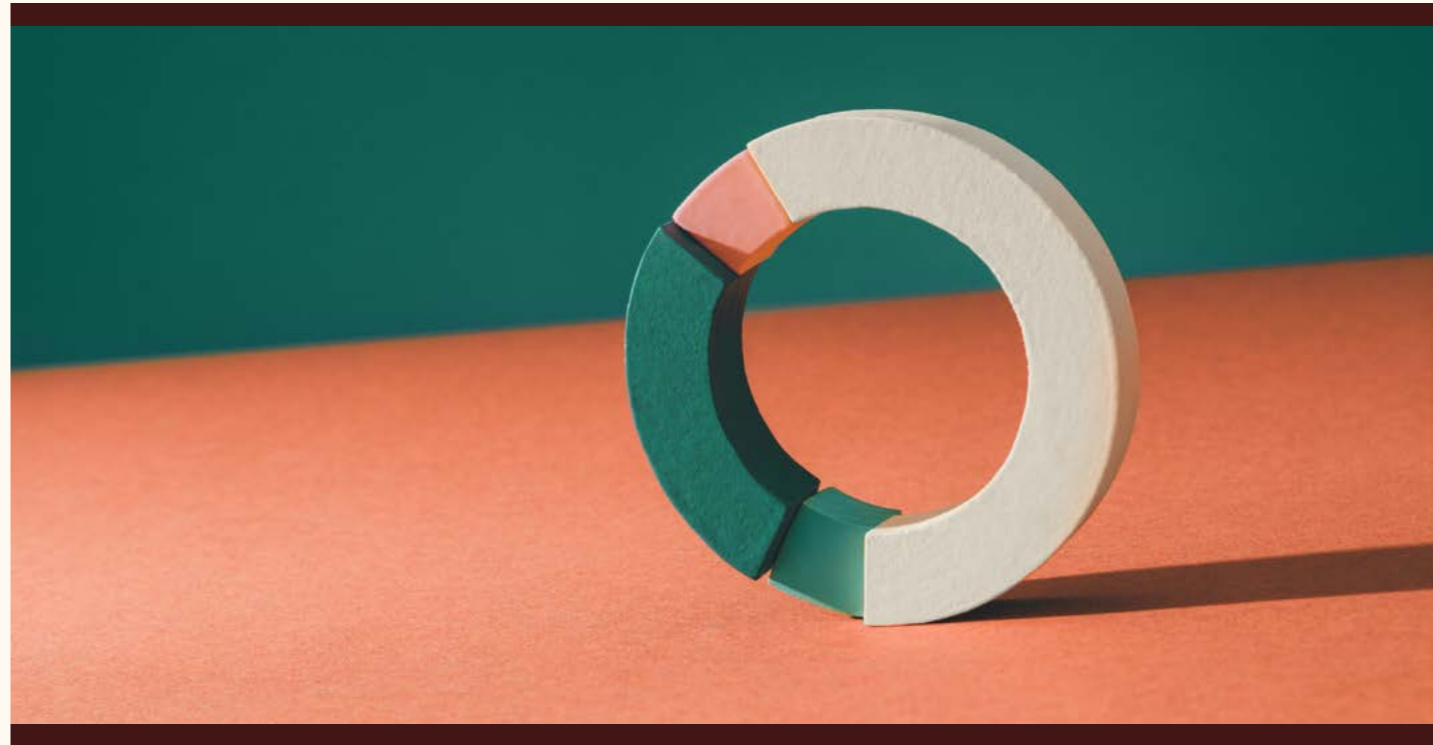
#ourcustomers

We avoid conflicts of interest

We understand that outside of work you may have personal, professional, and community interests and activities that are important to you. We fully support and encourage this, as long as they do not affect your job performance or prevent you from acting in Zendesk's best interest. A "conflict of interest" is when someone's personal interests clash with, or appear to clash with, the interests of our company. Such conflicts can influence our decisions, harm our reputation, and erode trust.

We maintain objectivity and uphold our reputation by:

- Using our judgment to act in the best interest of Zendesk and our customers.
- Avoiding situations where our personal activities or relationships could affect our objectivity.
- Disclosing all potential conflicts of interest with the right people.



If a conflict of interest cannot be avoided, it is important to be open and honest about it. Sometimes even if it just looks like there may be a conflict - that can cause harm. If you are in this situation, talk to your manager, the People team, the Legal Department, or the Compliance team, and we will do our best to resolve it together.

Directors or executives should report any actual or potential conflicts to the Legal Department. If an executive in the Legal Department has a potential or actual conflict of interest, they should report directly to the Chief Executive Officer. Remember, as things change, a situation that once did not present a conflict of interest may start to pose one.

Be aware of these potential conflicts of interest:

Outside employment
 Obtain prior approval for any profit related side jobs or activities activities from the Compliance team in the Legal Department. Fill out an Outside Opportunity Review Request Form or reach out directly to peopleops@zendesk.com.

Serving on a board
 If you are considering service on a Board of Directors or the Advisory Board of an organization reach out to the People Operations team at peopleops@zendesk.com.

Employment or business with relatives
 Do not hire family members in a direct reporting relationship and ensure you do not conduct business on behalf of Zendesk with your family members or their businesses without written permission from the Compliance team in the Legal Department.

Relationships with colleagues/vendors/partners
 Avoid relationships with colleagues in a direct reporting line and disclose any relationship with a Zendesk colleague, vendor or partner to the Compliance team, or to the People Operations team.

Offering or receiving gifts & entertainment
 Ensure all gifts given and received are legal, for a proper business purpose, are reasonable in value, and not intended to influence decision-making. The Compliance team can provide guidance to help you make this assessment.

Personal benefit or gain from business
 Make sure to bring a business opportunity or investment related to Zendesk to your manager’s attention, rather than seeking to benefit from it personally. Never use Zendesk information or services to benefit anyone other than Zendesk.



#ourcustomers

When you encounter a potential conflict of interest, ask yourself:

Would this situation make it tempting for me to benefit myself, my friends or my family or a related business, and possibly cause an actual or perceived conflict of interest?

YES



NO



Could it harm my reputation or Zendesk's, affect my job performance, or potentially harm Zendesk?

YES



NO



Would it embarrass Zendesk or me if it made news headlines or was posted on a blog?

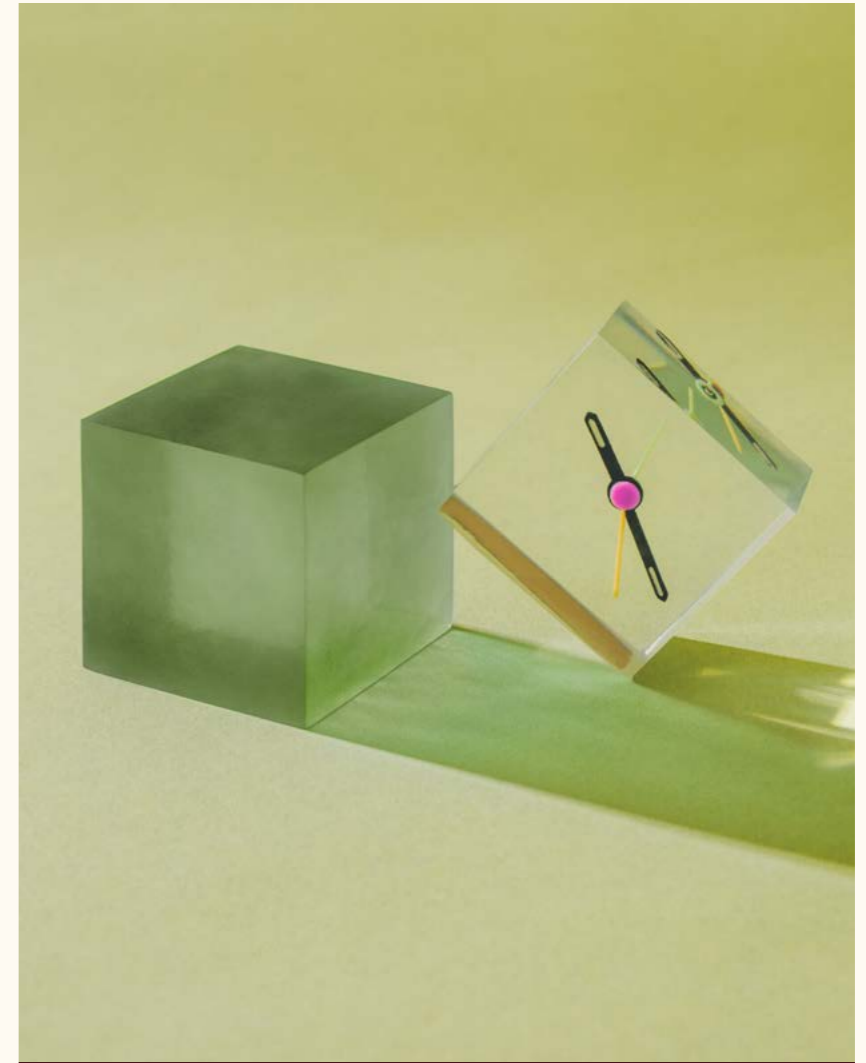
YES



NO



If the answer to any of these questions is "yes," you could be facing a conflict of interest. Either steer clear of the situation, or discuss any scenarios that could challenge your objectivity at work with your manager, the People team, or the Compliance team ahead of time. They will review. If you are ever unsure about what to do, disclose it to your manager or the Compliance team for further advice.



Here's more resources for you:

[Outside Opportunity Review Process](#)

[PeopleOps Outside Opportunity Request Form](#)

[Policy for Executives Service on Boards of Directors](#)

[Ethics@Zendesk \(EZ\) Form for disclosing Third-Party](#)

[Gifts, Meals, Entertainment, and Travel](#)



#ourcustomers

We put it in writing and know what we are signing (and shouldn't sign)

Keeping good records might take up a bit of your time, but it is essential for creating a trustworthy company with reliable financial statements and transparent operations. This means that it is important to accurately record all of our activities.

Here are the basic rules for good record-keeping:

- Document every business transaction.
- Read and fully understand the terms of every contract before you sign.
- Use the correct contract for the particular deal and parties – if unsure, ask.
- Only sign a contract if you believe it is in Zendesk's best interests.
- Seek feedback from teams who will be impacted by the contract.
- Have the Legal Department approve every contract.
- Follow the company's procurement process.
- Make sure the correct approval process is arranged for such payments.
- Only people authorized in Zendesk's Spend and Signature Approval Policy may sign documents.
- Work with the Procurement team to process invoices - they will help you obtain the necessary approvals, signatures and generate purchase orders.



All Zendesk books, records and accounts should accurately and transparently record and reflect all transactions. There should be no off-books transactions. Financial statements should follow the generally accepted accounting principles and Zendesk's policies on accounting. Do not establish any accounts or funds that have not been recorded or disclosed for any purpose. No entries that are false or misleading may be made in Zendesk's books or records no matter the reason. Also, disbursement of corporate funds or any corporate property can only be done with accurate supporting documentation and appropriate approvals.



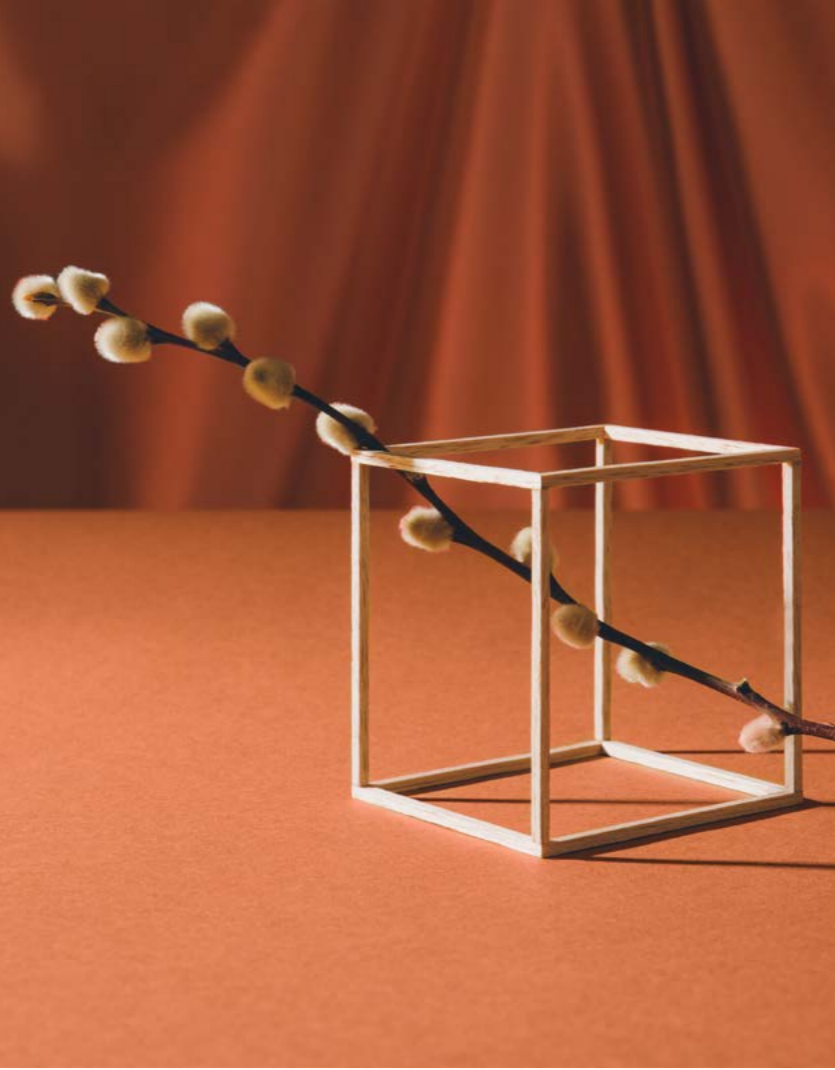
Here's more resources for you:
[Spend and Signature Approval Policy](#)



#ourcustomers

We deal fairly with others

Being honest, fair and ethical is crucial to our operations. We strive to deal honestly, fairly and ethically with Zendesk's employees, our customers, our suppliers and partners, and our competitors. Statements regarding Zendesk's products and services must never be untrue, misleading, deceptive, or fraudulent. We do not take unfair advantage of anyone through manipulation, concealment of information, misuse of privileged information, misrepresentation of material facts, or using any other practices that are unfair or inappropriate.



We care about business integrity

#businessintegrity



We follow the law

Following the law is important for our business. We take compliance with the law very seriously. The foundation of the Code is our commitment to obey the law. To keep our operations smooth and secure it is crucial for us to adhere to the law and consult with the Legal Department or Compliance team if questions come up. As a global company, we take reasonable measures to comply with the laws of every country where we operate. Using good judgment and common sense is key, and you should ask for advice when you are uncertain. It may be impossible to know all laws, but we must understand the following legal rules:

Competition laws

We are proud of our services and strive to surpass our competitors in a fair and honest way. We always do the right thing and do not resort to illegal practices in order to get ahead. Most countries have laws—known as “antitrust,” “competition,” or “unfair competition” laws—that are designed to encourage free and fair competition. These laws ban deals with competitors that restrain trade in some way, misuse intellectual property rights, and use market power to unfairly disadvantage competitors.

Certain conduct is absolutely prohibited under these laws and could lead to prison for individuals involved, and heavy fines for our company. Some examples of prohibited conduct include:

- Making agreements with competitors about prices (price-fixing).
- Arranging with competitors to rig bids or to allocate customers or markets.
- Agreeing with competitors to boycott a supplier or customer.
- Agreeing with competitors on pay scales for employees.
- Sharing information with competitors that could give them a competitive advantage, such as pricing, costs, and market distribution.
- Creating a business deal or pursuing a strategy with the sole purpose of harming a competitor.

These activities may also be illegal if done by one of our partners on our behalf. Remember that you cannot ask our partners or other third parties to do things that you are prohibited from doing yourself. You must also refrain from using unethical or unfair practices when trying to obtain information about our competitors or their customers. Our goal is to compete fairly and win because of the quality of our products, services, and people.



#businessintegrity



#businessintegrity

Anti-bribery and anti-corruption

Bribing anyone, at any time, for any reason, is not allowed. Don't forget that giving or accepting anything of value that could improperly influence business decisions is considered a bribe. Zendesk does not permit or condone bribes, kickbacks or other inappropriate payments, transfers or receipts, whether made directly or indirectly. We do not offer, take, ask for, or receive any money or item of value for the purpose of obtaining, retaining or directing business, or the giving or receiving of any kind of special treatment. Make sure you have read, understand and apply our Global Anti-Bribery and Anti-Corruption Policy. It requires you to inform the Compliance team of any gifts or other items of value beyond policy limits that you want to offer to, or are offered from, third parties. These rules apply to both government and non-government third parties. So review the policy carefully and reach out if you have any questions.

Q&A

Q We have opened a new office in a market we have been trying to penetrate for years. Unfortunately, getting our final permits has been a prolonged process. During one of our meetings to obtain business permits for this office opening, the mayor invited me to lunch with her family. At lunch, the mayor gave me her son's resume and asked if I could put in a good word for him for a role at Zendesk. Should I do this?

A No. Be very cautious in how you proceed. This could look like you are providing something of value to the government official in return for the business permits. Politely tell the mayor about the appropriate hiring process or direct her to the hiring manager for your area. You should recommend her son apply through the normal channels and explain that the process is intended to fairly consider all candidates. Whether it was intended or not, this situation could put you in a very difficult situation. Bribes are not always easy to spot, and the promise of a job, donation, or a gift can be considered a bribe if given improperly to obtain special treatment. Reach out to the Compliance team in the Legal Department to let them know what happened as soon as you can.



Here's more resources for you:

[Global Anti-Bribery and Anti-Corruption Policy](#)





Political contributions, gifts, and lobbying

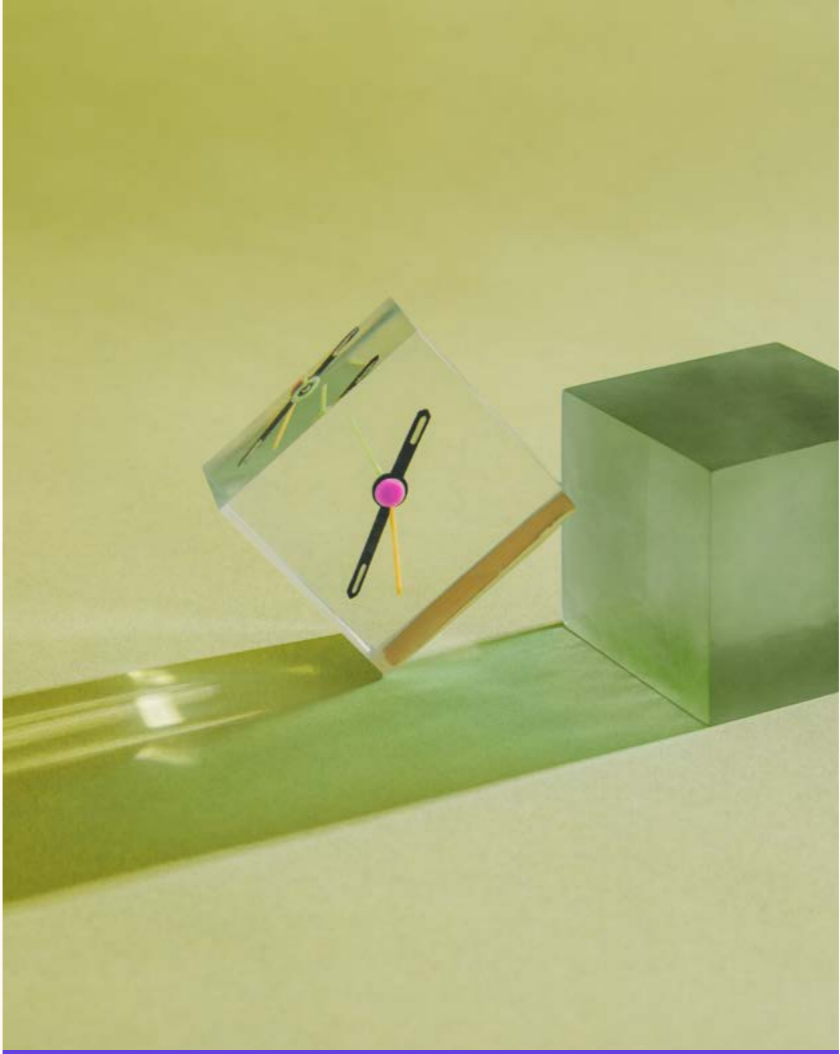
Participating in the political process can have a positive impact on our lives and communities. We engage in the political arena responsibly and ethically, making sure to follow all legal requirements to prevent any damage to our reputation. Business donations to political campaigns are heavily regulated by law. Here is how we participate safely in the political process:

- Obtain approval from the Legal Department or Compliance team for any contribution of Zendesk's funds.
- Do not provide Gifts, Meals, Entertainment, or Travel to Government Officials without prior written approval from the Compliance team.
- Follow campaign election and finance laws wherever we operate.
- Make clear that any personal donations are your own and not from or on behalf of Zendesk.
- Keep our personal political activities separate from our work at Zendesk.

You may not participate in lobbying activities with any government official or agency, or any employee of a government owned organization on behalf of Zendesk without prior written approval from the Legal Department or Compliance team. Many jurisdictions have strict registration and reporting requirements. We are here to help you stay compliant.

Sanctions and import-export regulations

Trading globally can be complex. Lots of intricate laws govern our product and services around the world, including restrictions on importing or exporting to and from specific jurisdictions or involving certain individuals or organizations. Moreover, the United States prohibits any cooperation with countries under an embargo or with companies that may be sanctioned. We operate with integrity and purpose by reviewing and following the Global Anti-Corruption Policy and the Trade and Sanctions Policy. These policies explain the trade restrictions that apply to us. Further, you must make sure that providing our service, or transferring data between countries complies with our Trade and Sanctions Policy and stays within the limits of the law. If you or your manager have questions regarding export-import regulations, please contact the Compliance team.



Here's more resources for you:
[Global Anti-Bribery and Anti-Corruption Policy](#)
[Global Trade and Sanctions Policy](#)

Q&A

Q I saw a blog post with incorrect information about Zendesk. I know the facts and can set the record straight. Can I respond online?

A **No.**
Do inform us about any issues like these, but do not respond or reach out directly to the author unless you are an authorized spokesperson for Zendesk. A Zendesk-authorized spokesperson should handle the situation.

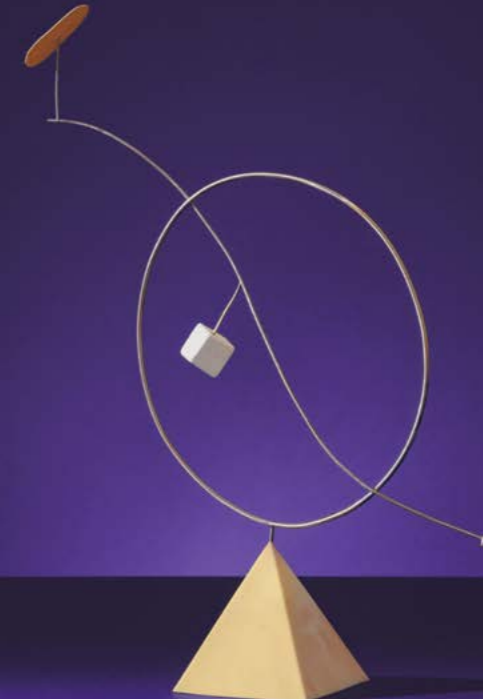
Responding to any external inquiries

We are committed to providing truthful and accurate information about our business. To ensure this, we only allow select employees to represent Zendesk and respond to questions from the media, government, or regulatory agencies. Here is how we protect our reputation:

- Avoid responding to any external questions about Zendesk's business and instead, direct all inquiries to Zendesk's Press Relations team at press@zendesk.com.
- Do not give the impression in any personal communications or on social media forums that you are speaking on behalf of Zendesk. If you need guidance, contact our social media team via socialmedia@zendesk.com.
- Never speak for Zendesk unless given specific approval by a member of the Zendesk external communications team at externalcomms@zendesk.com.



#businessintegrity



We use social media responsibly

We use social media with care while exercising our right to free expression, keeping Zendesk's reputation in mind. The ability to reach millions of people is right at our fingertips, so we need to be as accountable online as we are in the office.

Here are some steps to follow when using social media:

- Always reflect our values in your communications.
- Do not let time spent on social media disrupt your work.
- Avoid giving the impression that your personal views represent Zendesk.
- Do not use Zendesk logos or email addresses when expressing personal opinions.
- Never disclose anyone's confidential or proprietary information.
- If you talk about Zendesk, be transparent about the fact that you work for us.

Do not share information about our financial performance, client wins or losses, new products, or other corporate developments (like acquisitions, leadership changes, etc.) unless it is part of your job and you have been expressly authorized to release the information. Never disclose anyone's confidential or proprietary information. If in doubt, stop, think, and ask.



We care about our company

#ourcompany



We keep things confidential

We care a lot about confidentiality. You might have access to confidential information from Zendesk, our customers, partners, or third parties. It is critical to always protect this information. Remember, when you began your employment or engagement with Zendesk, you signed an agreement to keep all internal company information confidential and to use it only in your work. You have also agreed to respect the terms of confidentiality agreements between Zendesk and third parties, and to safeguard the confidential information that third parties give to Zendesk.

This is critical to maintaining the trust and confidence of our employees, our customers, and our partners. They are counting on us to get this right. This is so important that your obligation to maintain confidentiality continues even after you leave Zendesk.



#ourcompany



We protect our information by:

- Never sharing any confidential information externally unless the correct non-disclosure agreements are in place.
- Reaching out to the Legal Department or your manager with any questions about current non-disclosure agreements, or to create a new one.
- Not sharing confidential information internally beyond people who genuinely need to know for their job duties. While we have a culture of openness and transparency, we should be careful about what we share within Zendesk.
- Keeping in mind that improper use or disclosure of confidential information can seriously harm our reputation with customers, business partners and the community, as well as exposing us to liability and causing other harm to our business.
- Only using approved Generative AI tools and following the Zendesk Generative AI Guidelines.

We only want access to confidential information that we are rightfully entitled to have. If you find yourself exposed to any unlawfully or improperly obtained confidential information from third parties, including our competitors, or if you think the confidentiality of our information has been compromised, notify your manager and the Legal Department immediately.



#ourcompany



What is confidential information?

Confidential information includes all private or proprietary information from Zendesk. Think of things like data, trade secrets, unique knowledge like software and product designs, sales numbers, revenue data, development plans, customer information and data, personal data of customers, candidates or employees, ticket contents, information marked as confidential, and your user ID, passwords and similar security tools to access computers, data processing resources and facilities. When in doubt, pause and seek guidance from your manager or the Legal department.

We protect our assets

At Zendesk we create new and interesting things every day and it is in all of our interests to protect both intellectual property and physical assets of the company.

Intellectual property assets

Laws around intellectual property laws give important legal rights in respect of many aspects of our work, like patents for technical advances, or trademarks and copyrights for creative work. We encourage innovation and we have created a bonus program that rewards participation in Zendesk's patent program. We ask that you think ahead and assess your work product to identify assets that might merit intellectual property protection.

We contribute to Zendesk's success and protect our IP assets by:

- Using Zendesk's trademarks in accordance with our trademark usage and brand asset guidelines.
- Respecting the intellectual property rights of third parties.
- Consulting the Legal Department if you want to use intellectual property belonging to third parties such as third party logos, trademarks, patented and copyrighted materials, and software code.



#ourcompany



Do these rules apply to open source software?

We value open source software and its role in software development. We support the open source community and appreciate the efficiencies gained from using open source libraries in Zendesk products. However, it is important to understand the licenses and obligations associated with open source libraries that are incorporated into our products. We must take steps to comply with the terms of use of such open source libraries and maintain our good reputation in the open source community. For these reasons, there are key restrictions on the type of open source libraries that you can incorporate into our products, as well as necessary processes that must be followed before we contribute a Zendesk product to the open source community. These restrictions and processes are detailed in our Open Source Guide page.

Physical assets

Misuse of Zendesk property can cause harm to the company. Misuse, theft, waste or carelessness with Zendesk’s physical assets can lead to:

- Loss of value.
- Damage to reputation.
- Loss of competitive advantage.
- Decrease in employee and customer satisfaction and other issues.
- Negative impacts on our business operations.
- Criminal, administrative and civil liability.

If you become aware of any circumstances that have the potential to become a threat to Zendesk’s property, immediately notify your manager and the Legal Department. The sooner we can react, the more likely we can avoid or minimize the harm. You may also report any physical security and safety concerns or incidents directly to the Global Security and Safety team at security@zendesk.com.



#ourcompany



Here’s more resources for you:

[Trademark Usage Guidelines](#)

[Brand Asset Guidelines](#)

[Open Source Guide Page](#)



#ourcompany

We take care with and protect data

Protecting data is key to keeping the trust that our customers, job applicants, employees, and partners have in Zendesk. Plus, we are required by various laws and regulations to guard the privacy and security of certain kinds of information.

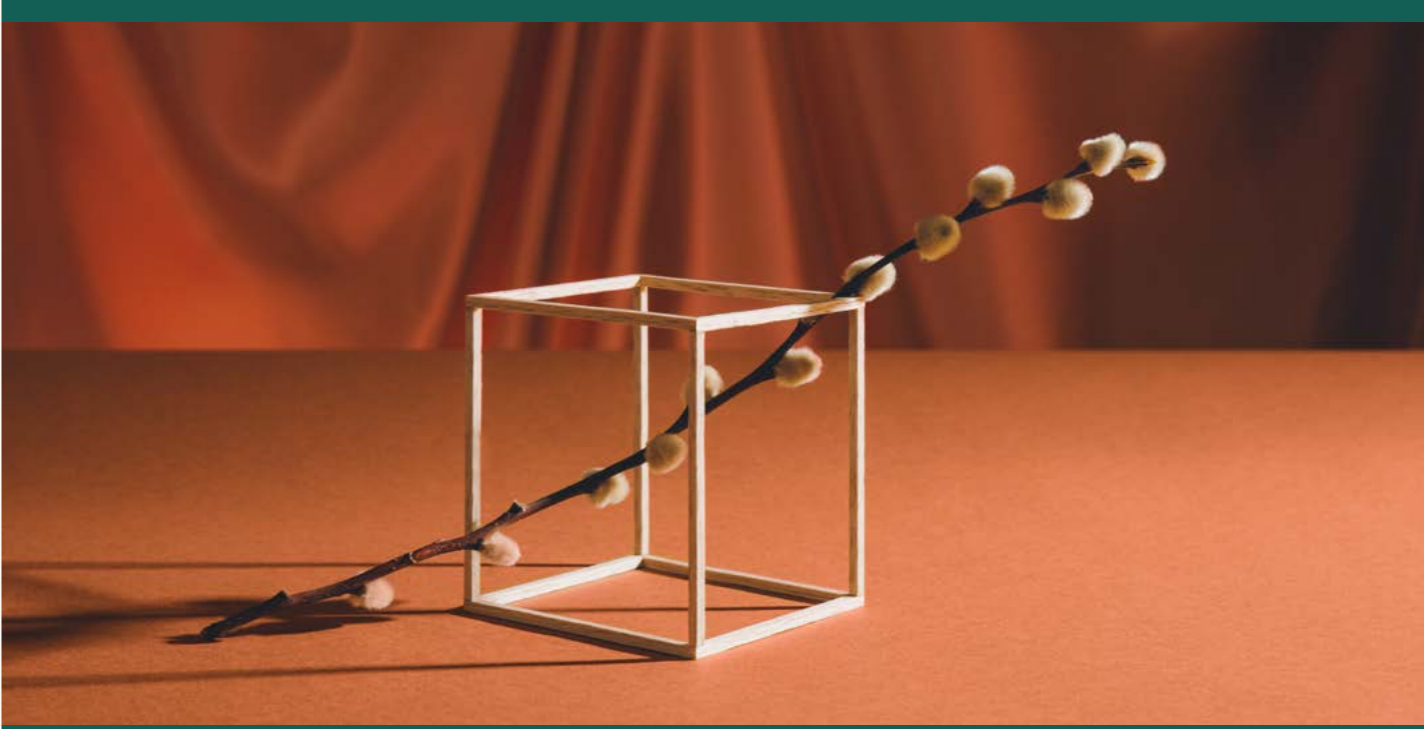
We protect the privacy and security of information we gather while working at Zendesk, which includes business information from our customers and partners, and personal data. We have put in place a variety of security measures to protect and secure customer data such as firewalls, password controls, encryption, penetration testing, physical security controls, and more. But you are also a vital part of our data protection efforts.

Here is what we do to protect our data:

- Take part in privacy and data security training.
- Become familiar with and follow our information security policies, privacy policies, and privacy notices.
- Make sure that only authorized employees have access to confidential information, especially customer data.
- Only process personal information from job applicants, employees, customers, or other third parties if there is a legitimate business reason.
- Secure physical and digital spaces where confidential or personal information is kept.
- Never leave confidential information unsecured in a workspace.
- When you are working remotely, never print protected information if you can help it. If you do need to print it, destroy the printed copies (like shredding them) when you do not need them anymore.
- Keep your passwords secret and change them frequently.
- Immediately report any suspected or actual unauthorized use of Zendesk systems, any compromise of passwords or other access control mechanisms, or unusual system behavior such as missing files, misrouted messages or frequent system crashes to security@zendesk.com.



#ourcompany



We have extensive information security policies to specifically protect customer data. Familiarize yourself with your duty to protect data to make sure that we only collect, use, and access confidential information and personal data as is needed and authorized.



Here's more resources for you:
[Data and Information Security policies](#)

We use artificial intelligence (AI) responsibly

We care about leveraging technology for good. We believe that artificial intelligence (AI) and other new technologies can unlock great potential for both business and society. Generative AI tools have the potential to make our work more efficient, but they may also come with certain risks. We strive to use these tools safely and ethically considering that their use can have unintended consequences. To protect confidential information, we only use approved Generative AI tools for our work at Zendesk, and we follow the company's Generative AI Guidelines.

Q&A

Q I am worried about the problems artificial intelligence and similar technologies could present. What if the AI suggests a solution that turns out to be wrong? Should I be concerned?

A While AI is a useful tool, it does not replace human judgment. Taking risks is part of innovation, but AI can help increase our efficiency and reduce repetitive tasks, so we can focus on other things. If you are unsure about something to do with AI, talk to your manager. We will work together to find the best approach that is in line with our values.

Our values guide us in using technology that benefits our business.

Here's what we mean by responsible and ethical use of AI:

- Making sure our technologies align with our data security protocols, as well as relevant laws and regulations.
- Designing and implementing systems that meet the goals of our customers and employees.
- Using technology as one tool to help in our decision-making, with authorized personnel having the final say.
- Being transparent and accurate when we use technology for creative support.
- Always reviewing and editing content produced by AI.
- Assessing our systems to make sure they provide information in a fair and unbiased way, and never promoting misinformation, discrimination, or other harmful practices.
- Ensuring our AI development and use are environmentally sustainable.
- Never bypassing security measures.



#ourcompany



Here's more resources for you:
[Generative AI Guidelines](#)

We care about our communities and the environment

#ourcommunity



We are good global citizens

We are intentional in our commitment to the communities where we live and work. Through various social impact initiatives and sustainability programs, we encourage both Zendesk and its employees to be proactive global citizens. We provide non-profit organizations with the much needed resources to solve complex social and environmental problems, including employee time and expertise, financial grants, and software products through our Tech for Good program.

We also consider the environment a key stakeholder and feel the urgency of taking action against climate change. That's why we are committed to reducing carbon emissions across our operations and value chains and doing our part to accelerate the world's progress toward a net zero future.



#ourcommunity

Here is how we contribute to our communities and the planet:

- Donating our time, expertise, product, and resources through volunteer work, our Tech for Good program and the Zendesk Foundation.
- Making significant climate action commitments and ensuring we are accountable for reducing emissions across our operations, in alignment with the latest scientific research on climate change, and supporting the development of crucial climate solutions.
- Encouraging our suppliers to adhere to these principles to advance social responsibility and environmental sustainability.

Through our shared efforts, we can apply our values in ways that positively impact our people, our customers, our partners, and the planet.

Here's more resources for you:

- [Environmental Policy](#)
- [Supplier Code of Conduct](#)
- [Global Impact Report](#)
- [Environmental Sustainability Page](#)





We uphold human rights

At Zendesk, we believe businesses can play a crucial role to play in promoting, respecting, and advancing human rights. Our approach is guided by our values as well as the United Nations' Guiding Principles on Business and Human Rights. We commit to upholding human rights in our workforce, business practices, and across our broader global communities.

Our community of employees, customers, investors, partners, and suppliers includes a broad and diverse spectrum of race, ethnicity, language, religion, political affiliation, sexual identity, and orientation. We celebrate our community's diversity and aim to implement practices and policies that uphold dignity and respect for everyone.



#ourcommunity

Q&A

Q While on a trip, I saw a news segment about one of our suppliers on a local news channel. I did not understand all of it as I'm not entirely fluent in the language but it seemed like workers were voicing complaints about their working conditions. What should I do?

A Raise the concern with the Compliance team so that it can be investigated. We expect our suppliers to uphold human rights and provide safe, fair working conditions. We will not partner with any third party that does not adhere to our commitment to human rights and fair working conditions.

Here is how we collectively care about human rights:

- We prohibit all forms of child labor, forced labor, modern slavery, and any form of human trafficking.
- We acknowledge our employees' rights to organize and decide on collective bargaining.
- We ensure decent working conditions, hours, and compensation to all Zendesk employees.
- We require our suppliers to share our commitment to human rights and equal opportunity in the workplace and to fully comply with all laws and regulations in their own employment practices.
- Raising any concerns of a violation of human rights by reporting it to your manager, the Legal Department, or through the Whistleblower Hotline.



#ourcommunity

Here's more resources for you:



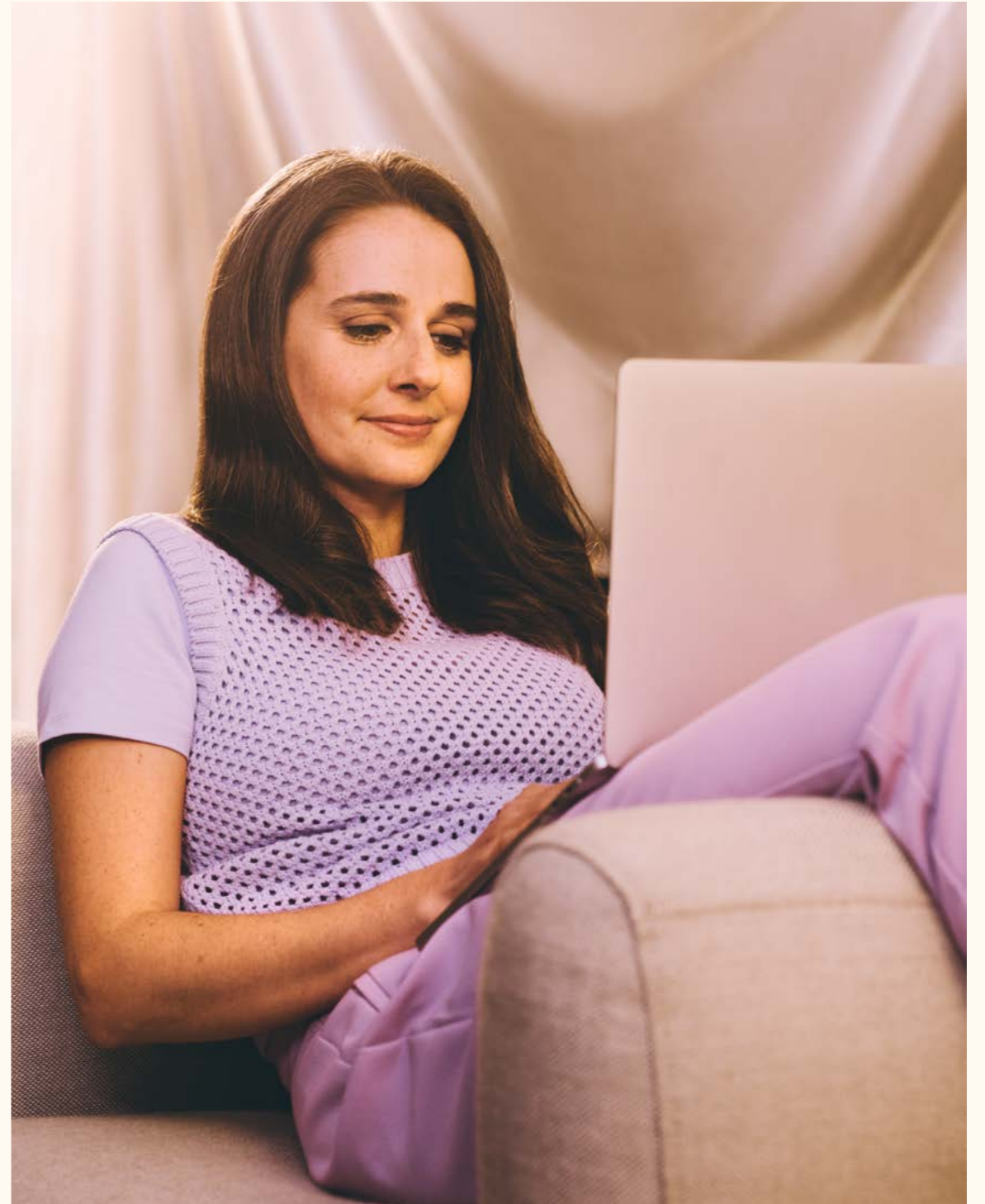
[Supplier Code of Conduct](#)

[Human Rights Policy](#)



Further guidance and resources

#furtherguidance



Communication, monitoring and disciplinary action under the Code

This Code applies to everyone at Zendesk, including directors, officers, employees and temporary workers. As a new employee you will receive a copy of the Code. We will provide updates to the Code periodically and each year, we will ask you to acknowledge that you are aware of the Code. Our Board of Directors (“Board”) and the Audit Committee are in charge of administering the Code. Zendesk’s management, under the oversight of its Board or Audit Committee, will take reasonable steps to monitor compliance with the Code and enforce appropriate disciplinary measures for breaking the rules. Disciplinary actions may include counseling, verbal or written warnings, probation, suspension with or without pay, demotions, reductions in salary, reassignment, termination of employment or service, and restitution. Our management teams will periodically report to the Board on these compliance efforts including alleged violations of the Code and actions taken.



Additional information for directors and executive officers

Loans

Loans from Zendesk to directors and executive officers are not allowed.

Competing with Zendesk and conflicts of interest

We do not consider it to be competing with Zendesk if you are a member of our Board and also work for an entity that pursues a transaction or opportunity with Zendesk, as long as you did not learn about it just because you are on our Board.

Waivers

We rarely grant waivers of our Code of Conduct. No waiver of the Code benefiting a director or an executive officer is effective unless it is approved by the Board or the Audit Committee. Any amendment of waiver of the Code for an individual that is not a director or executive officer must be approved in advance, and in writing, by our Legal Department.



#furtherguidance



Here’s more resources for you:
[Policy for Executives Service on Boards of Directors](#)

Help us be better. If something is not right, let us know!

At Zendesk, we're proud of who we are and what we have accomplished together so far, yet we are always looking for ways to improve. If you have ideas, we want to hear them. And we want you to operate with ease and peace of mind at Zendesk. This means doing the right thing, having clarity about what that means, and knowing how to get support when in doubt. We trust your judgment and ask that you continue to apply it, alongside this Code, in your everyday decisions and actions. Sometimes situations will not fall within a particular situation mentioned in this Code, or you might see something that does not feel right. When that happens, remember we are here to help you. Together, we can create an environment where you feel safe and supported in doing the right thing, where we grow and learn together from mistakes, and where bad actors will not thrive. Let us know how we can improve. If you have questions that your manager cannot address, contact the VP of Compliance in Legal or another member of the Legal Department.

“We won't make things difficult for you because of the threat of a few bad actors. But we will ask you to help us create the conditions where bad actors won't thrive.”



Dr. Hemma Lomax

Vice President
Associate General
Counsel

Integrity,
Governance, Risk, &
Compliance

Ethics@Zendesk

Here's more resources for you:

[Ethics@Zendesk Hotline](mailto:Ethics@Zendesk)



[Ethics@Zendesk - ethics@zendesk.com](mailto:ethics@zendesk.com)

Compliance: compliance@zendesk.com or #ask-compliance on Slack

Legal: legal@zendesk.com

HR: peopleops@zendesk.com

Zendesk Public Relations: press@zendesk.com



#furtherguidance

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