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CONFIDENTIAL

May 24, 2024

VIA ELECTRONIC MAIL

The Honorable Mark R. Warner
United States Senate
703 Hart Senate Office Building

Re: May 14, 2024 Letter to Intuit

Dear Senator Warner,

I write in response to your letter dated May 14, regarding Intuit's commitment to advance election integrity through the Tech Accord to Combat Deceptive Use of AI in 2024 Elections ("Accord"). For Intuit, the Accord is primarily relevant to its Mailchimp business, which serves millions of small business customers through a subscription-based marketing platform. We take our responsibility seriously to prevent all forms of misuse of our products, including deceptive AI content. Unlike many social media or news services, our content is primarily seen by people that have consented to receive it and there is no algorithm controlling what content is shown to someone passively interacting with the Mailchimp platform. Even as a platform not providing an LLM model for general use, we are actively using and adapting content moderation tools in order to be ready to prevent Deceptive AI Election Content. We use a combination of human review and automated content moderation to try to detect and prevent any form of deceptive content.

We share your goal that the Accord commitments made by companies are effective and durable to ensure AI is used responsibly and safely. Intuit has a Responsible AI program and principles to guide our work. We also have Content Moderation Principles to ensure AI and user-generated activity and content on our platform and services reflect authenticity and integrity, that people feel safe when interacting with our platform, and that we are transparent and equitable in how we enforce our Terms of Service and Acceptable Use Policy, which reference prohibited actions by users. This includes a prohibition to use "in your Campaigns, Websites, Ads, or account or sell in your Store any material that wasn't created by you, provided for you to use, or that would violate anyone's rights. That includes text, photos, graphics, and other content."

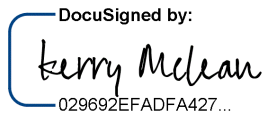
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We continue to engage with trade groups and coalitions to ensure we are enhancing our awareness and supporting others by sharing what we are seeing, and we actively participate in the NIST AI Safety Institute Consortium to share our knowledge and experience to further the Consortium's work related to synthetic content.

You posed a number of questions, some of which are not applicable to our business. However, I wish to be responsive and will offer additional information on what we are doing that is relevant to your inquiry. For example, Mailchimp is not incorporated into any downstream product offerings by third parties. Additionally, Mailchimp is primarily used by small businesses for ecommerce and marketing in a more controlled environment, although that will not affect our commitment. Mailchimp's generative AI tool includes abuse prevention procedures, including an automated abuse prevention system that monitors content created in Mailchimp, and a human review process. These are used in combination with our Terms of Service, compliance with laws, and best practices where we educate Mailchimp users on industry best practices through our guides and tutorials and application messaging. When an issue may arise, complaints or reports of possible violations of our Terms of Service can be submitted online through our complaint center, which can be found at mailchimp.com/contact/abuse.

Sincerely,

DocuSigned by:

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Kerry McLean

Executive Vice President, General Counsel

Intuit Inc.