



California Business & Professions Code Sections 22675 *et seq.* (California AB-587) Terms of Service Report

July - December 2024

Pinterest is a visual search and discovery platform where people find inspiration, curate ideas, and shop products. Pinterest does not meet the definition of “social media platform” as defined under CA AB-587, codified in California Business & Professions Code Sections 22675 *et seq.* However, Pinterest is voluntarily submitting this Terms of Service Report to provide transparency to California users. We’ve made deliberate decisions to build a more positive place online for people to find inspiration. Hateful or harmful content does not belong on Pinterest, and is contrary to the positive environment we foster. From the next meal they want to make, to clothes they want to buy, to creative ways to update their living room decor, we help users discover, plan and build a life they love.

This Terms of Service Report, covering July 2024 through December 2024, is Pinterest's fourth report. In this report, you'll find information about our efforts to keep our platform safe and inspiring, such as information about our Terms of Service.

Pinterest's [Terms of Service](#) require users to abide by various guidelines and policies regarding content on Pinterest. These include our [Community Guidelines](#) and related policies, which explain what is and isn't allowed on Pinterest, as well as our [Advertising Guidelines](#) and [Merchant Guidelines](#), which explain additional policies that apply to Advertisers and Merchants on our platform. These Guidelines are incorporated by reference into, and form part of, our Terms of Service. Together, we refer to these as “Guidelines” or our “policies.” We are transparent about how we enforce our policies. Our [Enforcement](#) site, which explains how we put our policies into practice, is also expressly incorporated into our Terms of Service. If users have questions about our Terms of Service, we encourage them to contact us via our [Help Center](#) which will connect them with trained support personnel. Pinterest's Terms of Service are included at the end of this report.

Terms updates

In the reporting period (July 1 - December 31, 2024), we made the following changes to our Terms:

- [Community Guidelines:](#)
 - In September 2024, we renamed the “Civic Participation Misinformation” section to “Civic Misinformation” and moved the section in its entirety under the broader “Misinformation” section. We also moved the “Climate Misinformation” section in its entirety under the broader “Misinformation” section. The “Exploitation” section was moved under the broader “Adult Content” section. We made formatting changes for consistency.
 - In October 2024, we discovered that the formerly independent sections “Civic participation Misinformation” and “Climate Misinformation” were not deleted after they were moved under “Misinformation.” The independent sections were deleted.
 - In December 2024, we updated the “Harassment and Criticism,” “Comments,” and “Messages” sections to include “cyberbullying.”
- [Advertising Guidelines:](#)
 - In October 2024, we updated the country-specific guidelines section to include additional information on infant formula and updated the unacceptable business practices section to include guidelines for Promotion Ads. We also updated the Contests, sweepstakes and Pinterest incentives policy in Japan to allow contests or sweepstakes that require people to buy a product or service, with restrictions. In the “Contests, sweepstakes and Pinterest incentives” section, we provided more guidelines on what we will not allow on the platform. We also fixed a formatting issue.
 - In November 2024, we updated the country-specific guidelines section to include Estonia, Lithuania, and Slovenia. We also updated the unacceptable business practices section to provide more clarity and added information on custom Promotions.
 - In December 2024, we updated the Gambling products and services guidelines to allow Government-sponsored lottery ads in Australia, France, Germany, Japan and UK, and Charity lottery ads in Australia, Canada, France, Germany and UK.
- [Merchant Guidelines:](#)
 - In September 2024, we updated the merchant requirements section to remove outdated review rules and labels.
 - In October 2024, we updated the product requirements section to extend the time for which Pinterest must be provided with current and accurate product information.

Community Guidelines

At Pinterest, we believe you can't feel inspired if you don't first feel safe. Not everything on the internet is inspiring, so we have rules for what's acceptable on Pinterest and what isn't allowed. Pinterest's Community Guidelines are clear, easy to understand, and designed to support our mission of inspiration. These Community Guidelines, like the rest of the Terms of Service, are available in every language in which Pinterest offers its product features, including all Medi-Cal threshold languages in which the Pinterest product is made available. They govern what we do and don't allow on Pinterest, and all users must abide by them. Our goal is to be a positive and inspiring place on the internet, so our Community Guidelines may prohibit certain categories of content that, while legal, are not consistent with the positive nature or purpose of our platform.

Content moderation practices and reporting process

This section covers our reporting methods and content enforcement policies.

Reporting mechanisms, flagged content, and evaluation

Pinterest provides several ways to report¹ content, which are conveniently located and easily accessible.

Reporting

Anyone can report content they think violates our policies using the systems below:

- **In-product reporting:** Users can report Pinterest policy violations directly from the content in-product by clicking the three dots on or next to the content at issue, on both our website and our mobile apps.
- **Reporting forms:** Pinterest offers certain territory-specific forms for reporting alleged violations of local or regional law, including reports of content or users from the United States.
- **Help Center:** Users and non-users can also always contact us through the Help Center to report content and to ask any questions they may have.

If we confirm a violation of our policies or an apparent violation of applicable law, we take appropriate action.

In addition, Pinterest may detect content that may violate our Guidelines via proactive methods. The mechanisms used to detect different potential violations may vary based on the state of available technology and other factors such as the complexity of evaluation. We continue to iterate and evolve our tools and expect ongoing advancements as our teams continue working to maintain a positive and safe environment.

¹ CA AB-587 refers to "flagged" content (see e.g. Business and Professions Code §22677(a)(5)). At Pinterest, content can be brought to the attention of our enforcement teams by the reporting mechanisms described here, or by internal discovery described below (see **Types of flagged content**).

Types of flagged content

Pinterest becomes aware of potentially violating content in a variety of ways. The same item may have been flagged via multiple methods depending on the circumstances. Here are the definitions for each category:

- **Reported by users and non-users:** As described above, anyone can report content they think violates our policies.
- **Identified by Pinterest employees or contractors:** This category covers any content identified proactively by Pinterest employees or contractors, including through the use of hashes and other information provided by contracted third party entities.
- **Reported by civil society partners:** We work with outside experts and organizations to inform our policies and content moderation practices. Sometimes these organizations may also flag potentially violating content to us for review.
- **Reported under local law:** Government authorities, users, and other third parties can report content that they believe may be illegal in their country. We may restrict access to such content within the relevant country if it violates local law but does not violate our policies. In limited circumstances, due to the functionality of our tools, we may deactivate content in cases of local law violations.
- **Flagged by automated systems:** Our automated tools use a combination of signals to identify potentially violating content. For example, our machine learning models assign scores to content added to our platform. Our automated tools can then use those scores to perform appropriate enforcement actions. Sometimes our automated systems detect content based on hashes that are provided to us.
- **Hybrid flags:** Sometimes, actions combine elements of manual and automated enforcement. Hybrid flags include such actions on content identified as matching previously-detected violative content.

How we action content

We enforce our policies through automated tools, manual review and hybrid approaches that combine elements of both. The automated systems may use logic-based rules and machine learning.

More about automated actions: Our automated tools use a combination of signals to identify and take action against content identified as potentially violating our policies. For example, our machine learning models assign scores to content added to our platform. Our automated tools can then use those scores to perform appropriate enforcement actions.

More about manual actions: We manually act on content through our human review process. Content actioned through this process may include content identified internally, content reported to us by trusted third parties, and content flagged to us via our reporting flows.

More about hybrid actions: Sometimes, actions combine elements of manual and automated enforcement. Hybrid actions include those where a team member determines that a Pin violates

policy, and automated systems help expand that decision to enforce against machine-identified matching Pins.

Appeals

Affected users can appeal our deactivation decisions. Appeals are how users affected by content moderation actions can tell us if they think we made an enforcement error. Appeals can be submitted in-product via our Reports and Violations Center, by clicking the one-click appeal link in an enforcement notice email that we send out, or via the Help Center, which is always available. Appeals availability may vary for some product features or in some localities; in addition, some users may have additional appeal options or redress mechanisms under their local law. Once an appeal has been reviewed, we communicate the outcome of the appeal to the affected user in the Reports and Violations Center and/or via email. In some cases, multiple appeals may be filed for a single Pin or other piece of content.

Appeals results

We review appeal requests and update our enforcement decisions if we determine that we made a mistake, or in some cases to give people another chance to abide by our policies.

Enforcement actions

When we become aware of a violation of our Guidelines, we take appropriate action to keep our users and the community safe. That action may consist of:

- **Deactivation:** When we deactivate content, that content is no longer available to anyone on the platform. Deactivation may also be referred to as “removal.”
- **Limiting distribution:** When we limit the distribution of content, that content will continue to be accessible to the user who posted it, but it won’t be distributed through recommendation or discovery surfaces such as Pinterest search results or home feed.
- **Blocked in territory:** We may restrict access to content within the relevant territory if it violates regional law but does not violate our policies.

We determine whether content should be removed or limited in distribution based on a number of factors, including case-by-case context. Depending on the context, we may allow content to remain on Pinterest but limit its distribution so that people don’t come across it accidentally. For example, we may limit distribution of content where the context is acceptable (such as some graphic images used for condemnation or education).

Any content, regardless of privacy settings, may be deactivated for violating our policies.

Pin moderation

Every day, millions of people all over the world come to Pinterest to create, discover and save new ideas that are shared in Pins. To understand how we approach content moderation, it’s

helpful to differentiate between two types of Pins: organic Pins and ads. Our Community Guidelines apply to both.

Organic Pins include all Pins created and saved on Pinterest that are not promoted as ads. This includes product Pins that are not being promoted as ads. On top of our Community Guidelines, we have additional requirements for merchants and product Pins — for instance, we require that the Pin image and description must accurately represent the product.

Board moderation

When users find Pins they like or want to come back to, they can save them to boards that they've created. Over time, our users have created billions of boards. Boards are subject to the same policies as other content, and when we become aware of a comment that violates our Guidelines, we deactivate or limit the distribution of the board.

Account moderation

Think of “accounts” on Pinterest as “profiles” or, most often, individual users. If someone saves Pins and creates boards, that content becomes associated with their account – be it an individual user account or an account for a business, advertiser or merchant. Boards and Pins can be private, shared with a limited number of other accounts, or visible to the public.

Actioned on account level due to specific content violations

It is Pinterest policy to take the most tailored action appropriate when enforcing our policies regarding content and use of our service; when appropriate, we sometimes take action at the account level due to violations at the content level.

Message moderation

Because all of our Community Guidelines apply to messages sent between Pinners, participants in a message thread can report a message for violating our Guidelines. When a message is found to violate our Community Guidelines, we take action on the account that sent the message, rather than taking action on the message itself.

Comment moderation

Comments are subject to the same policies as other content. As with Pins, when we become aware of a comment that violates our Guidelines, we deactivate or limit the distribution of the comment. Comments on Pins can be text, images, or a combination of both.

Conclusion

Our highest priority is keeping our users, employees, and partners safe. We continue to invest heavily in measures to take action on violative content, but our work is never done. The ongoing improvement of our Guidelines, reporting capabilities and enforcement mechanisms is an ongoing priority to make sure Pinterest continues to be a safer and more positive place for everyone.

Appendix

Pinterest's Terms of Service

- [Terms of Service](#)
- [Community Guidelines](#)
- [Advertising Guidelines](#)
- [Merchant Guidelines](#)
- [Enforcement](#)

Terms of Service

Thank you for using Pinterest!

These Terms of Service ("Terms") govern your access to and use of any website, app, service, technology, API, widget, platform, channel or any other products or features owned, operated, branded or offered by Pinterest ("Pinterest" or the "Service"), except where we expressly state that separate terms (and not these) apply. For the purposes of these Terms, "we" or "us" refers to the party with whom you are entering into this agreement, per Section 13(e) (Parties). Please read these Terms carefully, and contact us if you have any questions.

You may not use the Service to do or share anything that is contrary to these Terms. For clarity, these Terms include, and incorporate by reference, the following policies:

- Our [Community Guidelines](#), which explain what is and isn't allowed on Pinterest;
- Our [Advertising Guidelines](#) and [Merchant Guidelines](#), which explain additional policies that apply to ads and merchants on Pinterest; and
- Our [Enforcement](#) practices, which explain how we put our policies into practice, including restrictions we may impose on your content on or use of Pinterest.

By accessing or using Pinterest, you agree to be bound by these Terms. If you do not agree to our Terms, you must not access or use Pinterest.

More simply put

Every company has its terms. These are ours. They include these Terms of Service and other policies listed above.

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1. The Service

Pinterest helps to bring everyone the inspiration to create a life they love. To do that, we show you things we think will be relevant, interesting and personal to you based on your onsite and offsite activity. To provide the Service, we need to be able to identify you and your interests, and we use your personal data to do this. For more information, please read our [Privacy Policy](#). Some of the things we show you are promoted by advertisers. As part of the Service we try to ensure that even promoted content is relevant and interesting to you. You can identify promoted content because it will be clearly labeled.

More simply put

Pinterest helps to bring everyone the inspiration to create a life they love. We'll use your interests to show you content and ads on Pinterest that are relevant to you.

2. Using Pinterest

a. Who can use Pinterest

You may use Pinterest only if you follow these Terms and all applicable laws. Using Pinterest may include downloading software to your computer, phone, tablet or other device. You agree that we may automatically update that software, and these Terms will apply to any updates. When you create your Pinterest account, you must provide us with accurate and complete information.

Any use or access to Pinterest by anyone under the age of 13 is not allowed. If you are older than 13, you can use Pinterest if you are over the minimum age of consent in your country. If you are 13 to 18, you may only use the Service with the permission of your parent or legal guardian. Please be sure your parent or legal guardian has reviewed and discussed these Terms with you.

If we've previously disabled your account for violating these Terms, any of our policies or for legal reasons, you will not create a new Pinterest account without our express written permission, which is provided at our sole discretion.

In using Pinterest, you agree not to scrape, collect, search, copy or otherwise access data or content from Pinterest in unauthorized ways, such as by using automated

means (without our express prior permission), or access or attempt to access data you do not have permission to access.

You may not use, access, download, or otherwise make available the Service (including related software), except as authorized by applicable trade restrictions, including but not limited to US, EU and UK sanctions and export controls. You agree not to use the Service for any purpose prohibited by applicable trade restrictions.

Any use of Pinterest not expressly permitted by these Terms is a breach of these Terms and may violate copyright, trademark, and other laws.

b. Our license to you

Subject to your compliance with these Terms and our policies, we hereby grant you a limited, non-exclusive, non-transferable, non-sublicensable and revocable license to access and use the Service as contemplated under these Terms and our policies.

You may not permit Pinterest to be used by or for the benefit of unauthorized third parties. Nothing in these Terms will be construed to grant you any right to transfer or assign rights to access or use Pinterest. All rights not expressly granted to you are reserved by us and our licensors. Except as described in Section 3(b), you may not: (i) modify or make derivative works based upon the Service; (ii) reverse engineer the Service; or (iii) copy any features or functions of the Service.

c. Commercial use of Pinterest

If you want to use Pinterest for commercial purposes, you must create a business account and agree to our [Business Terms of Service](#). If you do open an account for a company, organization or other entity, then "you" includes you and that entity, and you represent and warrant that you are authorized to grant all permissions and licenses provided in these Terms and bind the entity to these Terms, and that you agree to these Terms on the entity's behalf. To the extent that any provisions in the [Business Terms of Service](#) conflict with these Terms, the [Business Terms of Service](#) shall govern to the extent of the conflict.

More simply put

These Terms are an agreement between you and us. You cannot use Pinterest if you're under 13 (or older in some countries). If you use Pinterest for work, you need to set up a business account. We grant you a revocable license to use Pinterest, which is subject to our Terms and policies as outlined immediately above. Unless we have agreed otherwise, if your account has been suspended you can't return to Pinterest.

3. Your User Content

a. Posting User Content

Pinterest allows you to post content, including photos, videos, comments, links, and other materials. For the purpose of these Terms, anything that you post or otherwise make available on Pinterest is referred to as "User Content." You retain all rights in, and are solely responsible for, the User Content you post to Pinterest. All User Content must comply with these Terms and our policies, including our [Community Guidelines](#).

You will only post User Content that you have the rights to post, and you won't post User Content that infringes the intellectual property rights of others (e.g., copyright infringement, trademark infringement or counterfeit), or that is otherwise unlawful, unless an exception or limitation applies under applicable law. We can take action against User Content that violates these Terms or our policies or where we are permitted or required by law, such as by removing, restricting, or limiting access to, or distribution of, the content. We can also suspend or terminate accounts of users who repeatedly or seriously infringe third-party intellectual property rights, violate the law, these Terms, or our policies, or where permitted or required to do so by law. We are a neutral intermediary and we do not review all User Content before or after it is published on the Service, so we are not responsible or liable to any third party for the content or accuracy of any User Content posted by you or any other Pinterest user. For more information about how we enforce our policies or otherwise take action on content on Pinterest, see our [Enforcement page](#). Where appropriate, you may appeal the decisions you think were made in error. You may have a right under local law to bring a claim for breach of contract if you believe we have breached these Terms by removing, restricting or limiting access to, or distribution of, your User Content, or suspending or terminating your account. Pinterest cannot provide you with legal advice.

More simply put

If you post your Content on Pinterest, it still belongs to you. In using Pinterest, you agree to only post User Content that follows these Terms and our policies, is lawful and doesn't violate anyone else's rights. If you post User Content that is infringing, illegal, or violates our Terms or policies, we can take action against the User Content and, where appropriate, your account. Where appropriate, you can appeal those actions.

b. How we and other users can use your User Content

Content

By providing any User Content on the Service, you grant us and our affiliates and service providers, and our users, a non-exclusive, royalty-free, transferable, sublicensable, worldwide license to use, store, publicly perform or display, reproduce, save, modify, create derivative works, monetize, download, translate and distribute your User Content, including for the purpose of promoting and redistributing part or all of the Pinterest Service. Nothing in these Terms: (i) entitles you to any payments or the right to share in any revenue from any monetization of User Content; or (ii) restricts other legal rights we may have to User Content, for example under other licenses. We reserve the right to remove, limit distribution of, or modify User Content, or change the way it's used in Pinterest. This not only includes User Content that we believe violates these Terms, but also our [Community Guidelines](#), our [Copyright Policy](#), our [Trademark Policy](#) or any of our other policies, or other circumstances where we feel such action is in the best interest of Pinterest or our Users.

Content recommendations on Pinterest are made based on a combination of factors. Your recommendations are mainly influenced by how you engage with our Service, the topics we think you're interested in and how interested you are in them, and what other users who share your similar characteristics and interests like. The relative importance of these criteria is influenced by how you engage with our Service, including how often you engage, your saves, and your hides.

You can adjust how recommendations are made in your [Privacy and Data Settings](#), and through your [Home Feed Tuner](#).

More simply put

If you post your User Content on Pinterest, we can show it to people and others can use it and save it. Pinterest shows content to users based on a combination of factors, focusing on what we think you will find interesting. When content violates these Terms, we can take action on that content.

c. How long we keep your User Content

Following termination or deactivation of your account, or User Content removal from Pinterest, we may keep your User Content for a reasonable period of time for backup, archival, or audit purposes. We and our users may retain and continue to use, store, display, reproduce, re-pin, modify, create derivative works, perform, and distribute any of your User Content that you or other users have stored or shared on Pinterest.

More simply put

If you choose to post User Content, you give us permission to use it to provide and improve Pinterest. Copies of User Content shared with others may remain even if the User Content or your account have been deleted.

d. Feedback you provide

We value hearing from our users and are always interested in learning about ways we can make Pinterest more awesome. If you choose to submit comments, ideas, or feedback, you agree that we have no obligation to keep your feedback confidential or to compensate you for the feedback. Do not submit any feedback that is confidential or owned by any third party. By accepting your submission, we don't waive any rights to use similar or related feedback previously known to us, or developed by our employees, or obtained from sources other than you.

e. Our reporting channels

Pinterest offers reporting channels that you may use to tell us about content on Pinterest that you think violates these Terms, our policies, or local law. We will review your report and take any appropriate action in a timely fashion. In using these channels, you agree to submit reports in good faith and not misuse any reporting or appeals channel by making baseless reports or appeals. Visit our [Help Center](#) to learn more about [how to report content](#) on Pinterest.

More simply put

We appreciate your feedback and will use your suggestions and reporting to make Pinterest better.

4. Intellectual Property

a. Copyright Policy and Trademark Policy

Pinterest has adopted and implemented the [Pinterest Copyright Policy](#) and the [Pinterest Trademark Policy](#) in accordance with applicable intellectual property laws. For more information, please read our [Copyright Policy](#) and [Trademark Policy](#).

b. Pinterest Intellectual Property

You acknowledge and agree that, as between you and us, we own all right, title and

interest in and to Pinterest and all intellectual property rights (including but not limited to the copyrights, trademarks and patents) therein (the "Pinterest IP") and you must not use any of the Pinterest IP, except as necessary for your permitted use of Pinterest. For clarity, Pinterest IP does not include User Content.

If you use Pinterest IP in breach of these Terms, your right to use Pinterest will terminate immediately and you must, at our option, return or destroy any copies of the Pinterest IP you have made. No right, title or interest in or to Pinterest or any Pinterest IP is transferred to you under these Terms, and we reserve all rights not expressly granted.

More simply put

We respect intellectual property, including copyrights and trademarks. You should, too.

5. Security

We care about the security of our users. While we work to protect the security of your User Content and account, we can't guarantee that unauthorized third parties won't be able to defeat our security measures. Keep your password secure and do not disclose it to any other person or entity. Please notify us immediately of any unauthorized access to your account or any other breach of security.

More simply put

You can help us keep your account and Pinterest secure by keeping [these security tips](#) in mind.

6. Third party links, sites, and services

Pinterest may contain links to third party websites, advertisers, services, software components, special offers or other events or activities that are not owned or controlled by us. We don't endorse or assume any responsibility for any such third party websites, information, materials, products or services. If you access any third party website, service or content, etc. from Pinterest, you do so at your own risk and you agree that we have no liability arising from your use of, purchase from or access to any third party website, service, or content, etc.

More simply put

We allow users to include links to content outside of Pinterest. We're not responsible for any content you view on, or your use of, third party websites or services.

7. Termination

We may terminate or suspend your right to access or use Pinterest for any violation of these Terms. Where appropriate, we will provide you with written notice and you may appeal a decision you think was made in error. For more information about how we enforce our policies or otherwise take action on content on Pinterest, see our [Enforcement page](#).

You may also terminate or delete your account at any time. You can learn [how to delete your account](#) in our Help Center.

Upon termination, Sections 3, 8, 9, 10, 11, 12, and 13 of these Terms will continue to be operative.

More simply put

Pinterest is provided to you for free. We reserve the right to refuse service to anyone and will provide notice of termination where appropriate.

8. Indemnity

If you use Pinterest for commercial purposes without agreeing to our [Business Terms](#) as required by Section 2(c) of these Terms, you agree to indemnify and hold harmless Pinterest, Inc., Pinterest Europe Ltd., and their affiliates from any claims (including reasonable attorney's fees) relating to your use of our Service. Pinterest reserves the right, at its own cost, to assume the exclusive defense and control of any matter otherwise subject to indemnification, in which event you will fully cooperate with Pinterest.

More simply put

If you are a business user and Pinterest is sued because of your use of the Service, you're financially responsible.

9. Disclaimers

To the extent permitted by applicable law, the Service and all content on Pinterest is provided on an "as is" basis without warranty of any kind, whether express or implied.

Pinterest specifically disclaims any and all warranties and conditions of merchantability, fitness for a particular purpose, and non-infringement, and any warranties arising out of course of dealing or usage of trade.

Pinterest takes no responsibility and assumes no liability for any User Content that you or any other person or third party posts or sends using the Service. You understand and agree that you may be exposed to User Content that's inaccurate, objectionable, inappropriate for children, or otherwise unsuited to your purpose.

We do not warrant that Pinterest or any portion of the Service, or any materials or content offered through Pinterest, are accurate, complete, or current, or will be uninterrupted, secure, or free of errors, viruses, or other harmful components.

We may make changes to Pinterest for various reasons. We will have no liability for any change to Pinterest or any suspension or termination of your access to, or use of Pinterest.

The limitations, exclusions, and disclaimers in this section apply to the fullest extent permitted by applicable law.

More simply put

We work every day to improve our Service, and we hope you love it. We may make changes to Pinterest from time to time and for various reasons - including adding, removing or changing features and how our Service works. But services like Pinterest aren't perfect, and you agree to use ours 'as is,' without warranties.

10. Limitation of Liability

To the maximum extent permitted by law, we shall not be liable for any indirect, incidental, special, consequential or punitive damages, or any loss of profits or revenues, whether incurred directly or indirectly, or any loss of data, use, goodwill, or other intangible losses, resulting from (a) your access to or use of or inability to access or use the Service; (b) any conduct or content of any third party on the Service, including without limitation, any defamatory, offensive or illegal conduct of other users or third parties; or (c) unauthorized access, use or alteration of your transmissions or content.

In no event shall our aggregate liability for all claims relating to the Service exceed one hundred U.S. dollars (U.S. \$100.00). The foregoing does not affect any liability that cannot be excluded or limited under applicable law.

If we cause damage to you and you're a consumer in the EEA or UK, the above doesn't apply. Instead, Pinterest's liability will be limited to foreseeable damages arising due to a breach of material contractual obligations typical for this type of contract. Pinterest isn't liable for damages that result from a non-material breach of any other applicable duty of care. This limitation of liability won't apply to any statutory liability that cannot be limited, to liability for death or personal injury caused by our negligence or willful misconduct, or to exclude our responsibility for something we have specifically promised to you.

More simply put

We are building the best Service we can, but it won't always be perfect. We're not liable for various losses or damages.

11. Arbitration

If you are a consumer in the EEA or United Kingdom (UK), Section 11 doesn't apply to you.

For any dispute you have with us, you agree to first contact us and try to resolve the dispute informally. To the extent permitted by law, neither party may initiate any legal proceeding—whether in court, arbitration, or any other forum—until the Notice of Dispute and Informal Dispute Resolution processes described below are

completed. Nothing in this Section, however, will prevent either you or us from seeking temporary injunctive relief in court (or in arbitration) to preserve the status quo or to help enforce this arbitration clause at the outset of any dispute.

A party with a dispute must first send us a Notice of Dispute, which must include your full name; your Pinterest profile name (which begins @); the email address associated with your Pinterest account; your country of residence and, if you are a U.S. resident, your state of residence; your counsel, if you are represented by counsel; a detailed description of both the dispute and the alleged harm; and your signature. That information should be emailed to litigation@pinterest.com. The notice can only be sent on behalf of an individual party; a Notice of Dispute that asserts the rights of more than one party is ineffective. After receiving the Notice of Dispute, Pinterest will respond within 60 days to attempt to resolve the dispute amicably. After the 60-day period has elapsed, either party may initiate arbitration.

Arbitration: If we haven't been able to resolve the dispute through the mandatory processes above, you and we each agree to resolve any claim, dispute, or controversy arising out of or relating to these Terms or the Service through binding arbitration or, for qualifying claims, in small claims court.

Arbitration is a more informal way to resolve our disagreements than a lawsuit in court. By accepting these Terms, you agree that the U.S. Federal Arbitration Act governs the interpretation and enforcement of this Section, and that you and Pinterest are each waiving the right to a trial by jury or to participate in a class action. The arbitrator also has exclusive authority to resolve any dispute relating to the interpretation, applicability, or enforceability of this binding arbitration agreement.

Any arbitration will be administered by the American Arbitration Association ("AAA") under the applicable rules then in effect for the AAA. If the AAA rules conflict in any way with these Terms, the Terms will govern. You can find AAA's forms at www.adr.org. The arbitrator shall issue a reasoned written decision explaining the essential findings and conclusions on which the award is based. A judgment on the arbitrator's award may be entered in any court of competent jurisdiction. Where the AAA's Consumer Arbitration Rules apply, if the arbitrator determines that a party's claim was frivolous or brought for an improper purpose, the arbitrator must assign all fees and costs associated with the arbitration to that party.

All disputes must be brought in the party's individual capacity, and not as a member in any class or representative proceeding. You agree that, by entering into these Terms, you are waiving the right to a trial by jury or to participate in a class action.

Nothing in these Terms shall affect any non-waivable statutory rights that apply to you. To the extent any dispute isn't arbitrable under applicable laws or otherwise, you agree that the dispute will be resolved exclusively in accordance with Section 12 of these Terms.

Batched Arbitration: To provide a more efficient arbitration process, you and we each agree that if 50 or more similar arbitration demands are filed within a 60-day period or with the assistance of the same law firm or group of law firms, AAA will consolidate the arbitration demands. For each batch, AAA will administer one set of filing and administrative fees per side, per batch, and AAA will appoint one arbitrator to resolve each batch as a single consolidated arbitration. Arbitration demands are similar if they arise from similar facts and raise similar legal issues while seeking similar relief. Any dispute about similarity will be submitted to a single arbitrator, whose fees will be paid by us.

More simply put

You agree to notify us of any dispute and try to resolve it amicably. If that doesn't work, the dispute will be efficiently decided through arbitration, not in court.

12. Governing law and jurisdiction

If you are a consumer in the EEA or UK, these Terms and your use of the Service shall be governed by the law of the country where you live, and any claim, dispute, or controversy arising from or in connection with these Terms or the Service shall be resolved in the courts of the country where you live.

In all other cases, these Terms and your use of the Service shall be governed by the laws of the State of California, without respect to its conflict of laws principles. For any actions not subject to Section 11 (Arbitration), the exclusive place of jurisdiction for any claim, dispute, or controversy arising from or in connection with these Terms or the Service is San Francisco County, California, or the United States District Court for the Northern District of California, and such disputes will be determined under California law.

More simply put

The Bay Area is beautiful this time of year. It doesn't matter what time of year it is, that's what's so great! Let's resolve any disputes in California. If you are a consumer in the EEA or UK, however, you can file disputes in your home courts.

13. General terms

a. Notification procedures and changes to these Terms

We may revise, add, or remove any or all portions of these Terms from time to time and the most current version will always be posted on our website. Unless otherwise required by law, we'll notify you of any material changes to these Terms before any update enters into effect. Your continued access to or use of Pinterest after such an update constitutes your binding acceptance of such changes. Disputes arising under these Terms will be resolved in accordance with the version of these Terms in place at the time the dispute arose. For clarity, by continuing to use Pinterest, you are agreeing to be bound by the then-current version of these Terms.

More simply put

If we're making a material change to the Terms, we'll let you know ahead of time. If you don't agree with the new Terms, please stop using Pinterest.

b. Assignment

If you're a consumer in the EEA or UK, either you or we may assign this agreement, and any rights and licenses granted under it, to a third party. In all other cases, these Terms, and any rights and licenses granted hereunder, may not be transferred or assigned by you, but may be assigned by us without restriction. Any attempted transfer or assignment in violation hereof shall be null and void.

In case of such an assignment by us, you are entitled to terminate the agreement with immediate effect by deactivating your account. We will provide you with reasonable notice of any such assignment.

c. Entire agreement/severability

These Terms constitute the entire agreement between you and us concerning the Service. If any provision of these Terms is deemed invalid, then that provision will be limited or eliminated to the minimum extent necessary, and the remaining provisions of these Terms will remain in full force and effect.

d. No waiver

No waiver of any provision of these Terms shall be deemed a further or continuing waiver of such provision or any other provision, and our failure to assert any right or provision under these Terms shall not constitute a waiver of such right or provision.

e. Parties

If you live in the United States, these Terms are a contract between you and Pinterest, Inc., 651 Brannan Street, San Francisco, CA 94107. If you live outside the United States, these Terms are a contract between you and Pinterest Europe Ltd., an Irish company with its registered office at Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland. As Pinterest is a worldwide service, you agree that any rights and licenses granted hereunder benefit Pinterest Inc. and all of its worldwide subsidiaries and affiliates.

More simply put

Who you deal with depends on where you live.

Effective Date outside EEA, UK, and Switzerland: March 13, 2024

Effective Date in EEA, UK, and Switzerland: April 30, 2024



English (US) ▼

Company

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Community guidelines

Our mission

Pinterest's mission is to bring everyone the inspiration to create a life they love. That being said, not all content is inspiring - so we have community guidelines to outline what we do and don't allow on Pinterest. These guidelines are our acceptable use policy, so if you find content that shouldn't be on Pinterest, please [report it to us](#). We appreciate your feedback and work hard to review your report and take appropriate action in a timely fashion. We use your reports to learn and evolve our standards, and work with subject matter experts to inform and update our guidelines. You can learn more about how we enforce these guidelines in our biannual [transparency report](#).

Content safety

Pinterest isn't a place for antagonistic, explicit, false or misleading, harmful, hateful, or violent content or behavior. We may remove, limit, or block the distribution of such content and the accounts, individuals, groups and domains that create or spread it based on how much harm it poses. You can read more about how we put our Community Guidelines into practice on our Enforcement page [here](#).

We're committed to presenting you with clear and transparent expectations that are easy to understand and follow. If you have questions or encounter problems on Pinterest, please [contact us](#).

Misinformation

Pinterest isn't a place for misinformation, disinformation, mal-information or the individuals or groups spreading or creating it. We remove or limit distribution of false or misleading content that may harm Pinners' or the public's well-being, safety or trust, including:

- False or misleading content about individuals or protected groups that promotes fear, hate or prejudice
- Content that originates from disinformation campaigns, including about climate change or civic participation
- Factual information that's published or deliberately modified to erode trust or inflict harm, such as changing or omitting of context, date or time
- Fabricated or meaningfully manipulated visual or audio content that erodes trust or causes harm

Health misinformation

Medically unsupported health claims that risk public health and safety, including:

- The promotion of false cures or "miracle cure" products
- Anti-vaccination advice
- Misinformation about public health emergencies

Conspiracy theories

- Conspiracy theory content that encourages turning individuals, groups of people, places or organizations into targets of harassment or physical violence
- Hate-based conspiracy theories
- Conspiracy theories about mass atrocities
- Conspiracy theories about climate change or that impedes an election's integrity or civic participation

Civic misinformation

This policy is always applicable, meaning before, during and after major civic participation events (e.g. elections).

- False or misleading content that impedes an election's integrity or an individual's or group's civic participation, including registering to vote, voting and being counted in a census.
- False or misleading information about the dates, times, locations and procedure for voting or census participation.
- Content that misleads voters about how to correctly fill out and submit a ballot, including a mail-in ballot, or census form.
- False or misleading information about who can vote or participate in the census and what information must be provided to participate.
- False or misleading statements about who is collecting information and/or how it will be used.
- False or misleading information about public safety that is intended to deter people from exercising their right to vote or participate in a census.

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- Content that encourages or instructs voters or participants to misrepresent themselves or illegally participate.
- Content apparently intended to delegitimize election results on the basis of false or misleading claims.
- Fabricated or manipulated content (e.g. content generated with AI tools) making someone appear to do or say something they didn't with the clear intent of influencing public sentiment about a political figure and/or election.
- Our policies also prohibit threats against voting locations, census or voting personnel, voters or census participants, including intimidation and doxxing of vulnerable or protected group voters or participants.

Climate misinformation

- Content that denies the existence or impacts of climate change, the human influence on climate change, or that climate change is backed by scientific consensus.
- False or misleading content about climate change solutions that contradict well-established scientific consensus.
- Content that misrepresents scientific data, including by omission or cherry-picking, in order to erode trust in climate science and experts.
- Harmful false or misleading content about public safety emergencies including natural disasters and extreme weather events.

Adult content

Pinterest isn't a place for adult or sexually exploitative content, including pornography and most nudity. We remove or limit the distribution of mature and explicit or exploitative content, including:

- Nudity
- Sexualized content, even if the people are clothed or partially clothed
- Graphic depictions of sexual activity in imagery or text
- Fetish imagery
- Non-consensual intimate images (NCII), meaning images of a private or sexual nature obtained or published without consent (this includes revenge porn and up-skirt images)
- Adult sexual services that may involve sexual or physical exploitation or trafficking, like sex cams and escort services
- Financial sextortion instructions or tools

We allow some nudity in certain contexts, although we may limit its distribution. For instance, nudity in paintings and sculptures and in science and historical contexts is okay. Content about breastfeeding and mastectomies is also allowed. These guidelines apply to text and real-life, digital, and animated images and video.

Dangerous goods and activities

Pinterest isn't a place for trading or selling certain regulated products, substances or exploitative practices that can cause harm when used, altered or manufactured irresponsibly. It also is not a place for the display or encouragement of dangerous activities. We limit the distribution of or remove such content and accounts, including:

- Individuals and unlicensed retailers offering to sell, purchase or trade alcohol, tobacco, drugs or weapons—including firearms and accessories, firearm parts or attachments, or ammunition, and regulated products for drugs or weapons manufacturing, including chemical precursors and pill presses, punches and dies
- Content from or about unverified, unapproved or rogue online pharmacies
- Offers, attempts, or instructions to bypass purchasing laws and regulation
- Instructions for creating lethal or toxic substances
- Instructions for creating lethal weapons, like bombs or grenades, including 3d printed weapons
- Commercial sales of marijuana, marijuana products and paraphernalia
- Commercial sales of certain weapons and attachments

Dangerous activities

- Harmful pranks or challenges that risk imminent physical harm or extreme emotional distress, especially if showing or encouraging the participation of minors

Animal exploitation

- The sale of wild animals or protected and endangered wildlife. For a full list of prohibited wildlife products, please visit our partner, the [World Wildlife Fund](#).
- Corpses, animal parts or products derived from cat or dog parts, or protected and endangered wildlife, including ivory.
- Irresponsible and harmful animal tourism or otherwise exploitative practices like organized animal fighting.

Exploitative financial or labor practices

- Human trafficking, slavery, servitude and forced or compulsory labor
- Other illegal commercial exploitation, like trading in organs or products made from human remains or body parts

Hateful activities

Pinterest isn't a place for hateful content or the people and groups that promote hateful activities. We limit the distribution of or remove such content and accounts, including:

- Slurs or negative stereotypes, caricatures and generalizations
- Support for hate groups and people promoting hateful activities, prejudice and

- Support for hate groups and people promoting hateful activities, prejudice and conspiracy theories
- Condoning or trivializing violence because of a victim's membership in a vulnerable or protected group
- Support for white supremacy, limiting women's rights and other discriminatory ideas
- Hate-based conspiracy theories and misinformation, like Holocaust denial
- Denial of an individual's gender identity or sexual orientation, and support for conversion therapy and related programs
- Attacks on individuals including public figures based on their membership in a vulnerable or protected group
- Mocking or attacking the beliefs, sacred symbols, movements, or institutions of the protected or vulnerable groups identified below

Protected and vulnerable groups include: People grouped together based on their actual or perceived race, color, caste, ethnicity, immigration status, national origin, religion or faith, sex or gender identity, sexual orientation, disability or medical condition. It also includes people who are grouped together based on lower socio-economic status, age, weight or size, pregnancy or veteran status.

Harassment and criticism

Pinterest isn't a place to insult, hurt or antagonize individuals or groups of people. There are good reasons to express criticism, but we may limit the distribution of or remove insulting content to keep Pinterest a positive, inspiring place; this includes:

- Cyberbullying
- Manipulated images intended to degrade or shame
- Shaming people for their bodies or assumed sexual or romantic history
- Sexual remarks about people's bodies and solicitations or offers of sexual acts
- Criticisms involving name-calling, profanity and other insulting language or imagery
- Mocking someone for experiencing sadness, grief, loss or outrage

We've also put together [some resources](#) for you to protect yourself.

Child safety

Pinterest does not tolerate child sexual exploitation of any kind. That means we enforce a strict, zero-tolerance policy for any content—including imagery, video, or text—or accounts that might exploit or endanger minors. Pinterest prohibits not just illegal child sexual abuse material (CSAM), but goes a step further to prohibit any content that contributes to the sexualization of minors, including in imagery and text. We also work closely with the National Center for Missing and Exploited Children (NCMEC) to combat this type of activity, and report content violations as required under the law. The types of content we remove includes:

- Illegal child sexual abuse material.
- Sexualization or sexual exploitation of minors, like grooming, sexual remarks or inappropriate imagery—including in the form of cartoons and anime.
- Nude and sexual imagery involving minors.
- Content that facilitates unsolicited contact with minors, such as email addresses, phone numbers and physical addresses, to prevent contact intending to start an exploitative relationship.
- Comments on imagery of minors that are inappropriate or sexualized.
- The intentional misuse of content depicting minors that is otherwise non-violating. For example, we will deactivate users who save otherwise non-violating content into collections or in other contexts that suggest the intent is sexualization of minors.

Private information

We don't allow content that reveals personal or sensitive information. We will remove:

- Personal ID and passport information
- Private contact information and addresses
- Online login information (usernames and passwords)
- Photos of private people that they don't want posted online
- Personal financial or medical history

If you come across unwanted photos of or information about you, you can [report it to us](#). Minors or their authorized representatives can also reach out to privacy-support@pinterest.com regarding unwanted photos or information.

Self-injury and harmful behavior

If you or someone you know is struggling with suicidal thoughts or is considering hurting themselves, we have resources in our Help Center where you can get free, confidential and immediate support.

Pinterest isn't a place for content that displays, rationalizes or encourages suicide, self-injury, eating disorders or substance abuse. We'll limit the distribution of or remove such content, including:

- Self-harm instructions
- Suicidal thinking and quotes
- Graphic or otherwise triggering imagery or descriptions of self-harm
- Promotion of self-harm
- Mocking of people who self-harm or who have attempted or died by suicide
- Images of accessories used to self-harm
- Negative self-talk and insensitive humor about self-harming behavior
- Suicide pacts, challenges and hoaxes

Graphic violence and threats

Pinterest isn't a place for graphic violence or threatening language. We limit the distribution of or remove such content, including:

- Content that shows the use of violence
- Disturbing scenes from before or after violent events
- Threats or language that glorifies violence

In a few cases, we allow the saving of disturbing images dedicated to remembrance and advocacy, but limit distribution of such content in public parts of the platform.

Violent actors

Pinterest isn't a place for violent content, groups or individuals. We limit the distribution of or remove content and accounts that encourage, praise, promote, or provide aid to dangerous actors or groups and their activities. This includes:

- Extremists
- Terrorist organizations
- Gangs and other criminal organizations

We work with industry, government and security experts to help us identify these groups.

Harmful or deceptive products and practices

Pinterest isn't a place for practices and products that may be harmful or deceptive. We limit the distribution of or remove such content and accounts, including, but not limited to:

- Instructions and products for hacking or breaching security measures
- Online gambling and lotteries
- Counterfeit documents
- Privacy violating products or services
- Exploitative financial practices

Impersonation

We don't allow accounts that impersonate or misrepresent their affiliation with any person or organization. If you have a fan or commentary account for a public figure or brand, make it clear through your username or Pinterest profile that you aren't officially affiliated with them.

Comments

All of our Community Guidelines apply in comments posted on Pins. In addition, comments should be relevant. We may remove comments that violate our guidelines, including those that contain:

- Irrelevant or non-purposeful material
- Spam
- Sexually explicit content
- Self-harm content
- Misinformation
- Hateful activities
- Harassment or privacy violations, including [cyberbullying](#)
- Copyright or trademark infringement

Messages

All of our [Community Guidelines](#) apply to messages sent between Pinners. Messages should also be welcomed and relevant. In addition to Pinners' ability to [block someone from sending additional](#) unwelcome messages, we may warn or suspend accounts that violate our guidelines, including by sending messages that contain:

- Spam
- Sharing or solicitation of sexually explicit content
- Self-harm or suicide content
- Misinformation
- Hateful activities like racial slurs
- Harassing content or behavior, including [cyberbullying](#)
- Exploitation of private information

Intellectual property and other rights

To respect the rights of people on and off Pinterest, please:

- Don't infringe anyone's intellectual property, privacy or other rights.
- Don't do anything or post any content that violates laws or regulations.
- Don't use Pinterest's name, logo or trademark in a way that confuses people (check out our [brand guidelines](#) for more details).

Site security and access

To protect the Pinterest platform, we ask that you please:

- Don't access, use or tamper with our systems or our technical providers'

systems.

- Don't break or circumvent our security measures or test the vulnerability of our systems or networks, except as part of an authorized [Pinterest bug bounty program](#).
- Don't use any undocumented or unsupported method to access, search, scrape, download or change any part of Pinterest.
- Don't try to reverse engineer our software.
- Don't try to interfere with people on Pinterest or our hosts or networks, like sending a virus, overloading, spamming or mail-bombing.
- Don't collect or store personally identifiable information from Pinterest or people on Pinterest without permission.
- Don't share your password, let anyone access your account or do anything that might put your account at risk.
- Don't attempt to buy or sell access to your account, boards, or usernames, or otherwise transfer account features for compensation.

You can't use Pinterest if it would be prohibited by [US sanctions](#). Personal accounts and business accounts are currently not available in North Korea. Business accounts are currently not available in Crimea, Cuba, Donetsk People's Republic, Iran, Luhansk People's Republic, North Korea or Syria.

Spam

We want the inspiration and ideas on Pinterest to be high-quality and useful, so we remove spam when we find it. We ask that you be considerate of others' experiences on Pinterest and don't spread spam or engage in spammy behavior.

Our guidelines around spam are:

- Don't use automation that hasn't been explicitly approved by Pinterest. This includes unauthorized services that automatically perform actions on your behalf. You can find information on approved partner tools on our [Partners website](#).
- Don't create or operate accounts that aren't authentic, create accounts en masse, or create new accounts for the purpose of violating these guidelines.
- Don't create or save content that is repetitive, deceptive, or irrelevant in an attempt to make money. To learn how to make great Pins, you can always refer to our [creative best practices](#).
- In general, don't attempt to make money from Pinners or Pinner web traffic in ways that are misleading, detract from the Pinner experience, or don't add value for Pinners.
- Don't link to websites that are unsafe, deceptive, untrustworthy, unoriginal, or that facilitate or encourage spam. Websites should have original content that adds unique value for Pinners.
- Don't send repeated, unsolicited messages, especially if your messages are commercial or deceptive in nature.
- Don't make repetitive or irrelevant comments. Comments should be authentic and original. We also ask that you be kind to others by keeping your commentary respectful and constructive.
- Don't operate multiple accounts or coordinate with other people with the purpose of manipulating the Pinterest platform.
- Don't use any other unscrupulous tactics to attempt to improperly influence distribution, clicks, or other metrics, including: buying or selling engagement, "stuffing" irrelevant keywords, generating inauthentic traffic, or redirecting existing Pins to new destinations.
- Don't attempt to evade our anti-spam systems. For example, don't use redirection to attempt to link to a site that is not permitted on Pinterest.
 - With respect to redirection, we encourage you to follow a "no surprises" principle — Pinners should be able to reasonably anticipate where your link will take them. Links that exhibit excessive or deceptive redirection, as well as shortener services that are abused for spam, may be blocked.

Paid Partnership guidelines

What is a paid partnership?

We define a paid partnership as any sponsored or branded content on Pinterest that features or is influenced by a business partner for an exchange of value, such as if a business partner has paid or otherwise incentivized a user to save the content.

What are the guidelines?

All paid partnerships must disclose the commercial nature of their content. In addition to abiding by the [Community guidelines](#), users that participate in paid partnerships must:

- Comply with all applicable advertising laws and regulations
- Include a clear disclosure to indicate the commercial nature of your content (such as the use of #ad to indicate that your content is a paid partnership, or applying a label to your content using Pinterest's [paid partnership tool](#))
- Adhere to our [Advertising guidelines](#), including the prohibited and restricted content guidelines

To prevent inauthentic content and behavior:

- Make sure you're posting relevant content to relevant boards
- Keep the content of your posts high-quality and avoid spammy behavior
- Save content you have an authentic interest in

Don't incentivize or pay people to distribute content in large volumes, in spammy ways or for each Pin they save.

- For example, a business can't pay people for each board they follow or Pin they save. It's okay for a business to pay a guest blogger to curate a board for their brand or through pay-per-click payment structures (such as affiliate links), but they can't pay large groups of people to save specific Pins to artificially inflate the popularity of their content.

We may remove, limit or block the distribution of content or accounts that violate our paid partnership guidelines. If you have questions or encounter problems on Pinterest, you can [contact us](#).

Affiliate guidelines

Affiliate links help content creators measure the impact of their contributions and get paid for the work that they do to bring inspiring content to Pinners. However, affiliate programs can be targeted by spammers trying to make money by abusing the program and manipulating the Pinterest platform.

Our guidelines for affiliates are:

- Always follow our Paid Partnership Guidelines.
- In general, you should operate only one Pinterest account. That account should be your authentic presence on Pinterest.
- Affiliate content should be original and add unique value for Pinners.
- Be transparent about the commercial nature of your content and about your links and their behavior. Some shortener services are not currently supported on Pinterest - if your Pin's link is blocked, you can [edit it](#).
- Don't try to artificially manipulate Pinterest algorithms or Pinner traffic. Some examples of prohibited behavior include:
 - Using fake accounts to create or save your affiliate links.
 - Asking other users to save your affiliate Pins in a quid pro quo.
 - Asking other users to create Pins with links that include your affiliate identifier.
 - Creating affiliate Pins repetitively or in large volumes - marketers should follow our [spam policy](#) and use affiliate links in moderation

We may remove, limit or block the distribution of content or accounts that violate our Affiliate Guidelines. If you have questions or encounter problems on Pinterest, you can [contact us](#).

Contest guidelines

- Don't require people to save a specific image. Give people the ability to choose Pins based on their tastes and preferences, even if it's from a selection or a given website.
- Don't allow more than one entry per person.
- Don't suggest that Pinterest sponsors or endorses you or the promotion.
- Do review our [brand guidelines](#) for general rules about using the Pinterest brand.

Lastly, be sure to follow all relevant laws and regulations.

Advertising guidelines

Our mission

Our mission at Pinterest is to bring everyone the inspiration to create the life they love. We believe promoted content can play a big role in helping people create a life they love, which is why we want ads to be some of the best stuff you see on Pinterest. If you follow these guidelines, you'll be all set for promoting great content on Pinterest.

Be authentic with your audience

Authenticity means being truthful and honest about the product or service you're promoting. It also means being transparent with people about what they should expect when they interact with your products or services.

Be honest about your relationship with Pinterest

Your ads should stick to our [brand guidelines](#) and shouldn't suggest that Pinterest is sponsoring your promotion or is formally affiliated with it. Basically, your design should look like it came from your business, not from Pinterest. You can use the word "Pinterest," but not our wordmark.

Disclose your billing practices

If you charge users on a recurring basis, be transparent with them and disclose the terms of payment.

Respect the rights of others

Your ads can't infringe upon or violate the rights of any third party, including copyright, trademark or privacy rights.

Be respectful with your targeting

Make sure your targeting is relevant and follow all the below guidelines.

Don't target sensitive categories

Targeting certain audiences can be inappropriate and offensive. It's never okay to target people in a way that implies you're aware of sensitive info about them. You can't target any audience based on:

- Sensitive health or medical condition
- Race, color or ethnic origin
- Personal hardship, including financial, physical and emotional hardship
- Religious or philosophical beliefs or affiliation
- Sexual behavior, orientation, or gender identity
- Alleged or actual commission of a crime
- Trade union membership or affiliation
- Political affiliation and opinions
- Additionally, you can't target ads to Pinners under 18 years old

Please note that the targeting of proxies for the sensitive categories above is also not allowed.

Protected groups

Some ad categories have additional targeting restrictions. In addition to the sensitive targeting guidelines, in certain markets ads in the following categories can't use actalike, age, gender or postal code targeting options or exclude Protected groups:

- Credit: Ads promoting credit products like credit cards, mortgages and loans.
- Employment: Ads promoting employment opportunities, including full -time jobs, part -time jobs, and work from home jobs.
- Housing: Ads promoting the purchase, sale, or rental of land or homes.

Keep in mind that age, gender, and familial status are protected, in addition to certain groups for which Pinterest prohibits targeting generally. Ads in these categories using prohibited targeting criteria will not be allowed to run. Ads in these categories that target both prohibited and non-prohibited keywords and/or interests may be approved but will not serve on any prohibited targeting criteria.

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Be careful with any data usage

When using data to target or measure ads on Pinterest, you must follow our [Ad Data Terms](#) and, if applicable, our [Lead Ad Terms](#). This applies to features like our tag, audiences, and app install campaigns.

Follow all measurement and audience targeting rules

Anywhere you collect data used with a Pinterest ads service, you must disclose and get legally-required consent from each individual for that data collection, sharing and use.

If you use the Pinterest tag or send us mobile app activity, you must tell your website and app visitors that their information will be shared with third parties for online behavioral advertising, and that they can opt out of online behavioral advertising through their Pinterest [personalization settings](#), the AdChoices website [optout.aboutads.info](#) (if you use the Pinterest tag), or their mobile ad identifier settings (if you share app activity data with us). Don't give us information that relates to sensitive categories—like medical condition or ethnic origin—or that's collected from a child-directed site or app, or from anyone who's under 13 or the legal age of consent in your country (if higher). Only pass us user identifiers (like Mobile Ad IDs or hashed emails) in designated fields and according to our documentation.

Do not send Pinterest customer lists that are based on user activity from an app or website on an iOS device. Do not send Pinterest information about any individual who has exercised an option to opt out of having such data used for targeted advertising purposes.

Respect our community's data and privacy

For all Pinterest ads services:

You can't:

- Use data you collect or receive through a Pinterest ads service for any purpose (including audience targeting or user profiling) other than to understand your Pinterest campaigns, and only on an anonymous basis
- Share data from a Pinterest ads service with a third party, including another advertising service
- Join data from a Pinterest ads service with personally identifiable information (like an email address) or information that identifies a user, browser, or device (like a cookie or mobile ad identifier)

If you receive any data from Pinterest tied to a unique identifier (e.g., campaign reporting data linked to a mobile device ID) then you can't use it to market products or services, or for any purpose besides measuring Pinterest campaigns, and you must delete it no later than 6 months after receiving it.

Advertisers using ad products that ask for user information have to follow all [advertising guidelines](#).

Advertisers must have a legitimate business reason for collecting the data, respecting the data minimization principle. Asking for home address and date of birth is allowed with restrictions.

In addition, advertisers must not reference or ask via the Pinterest ads service for the following information related to sensitive categories:

- Sensitive health or medical condition, including related to genetics, fertility or pregnancy
- Race, color or ethnic origin
- Personal hardship, including financial, physical and emotional hardship
- Religious or philosophical beliefs or affiliation
- Sexual behavior or orientation
- Alleged or actual commission of a crime
- Trade union membership or affiliation
- Political affiliation or opinions
- Pinners under 18 years old
- Precise geolocation (e.g. GPS)
- Account numbers, including frequent flyer numbers, loyalty card numbers, cable or telephone account numbers
- Financial information, including bank account numbers, bank routing number, credit or debit card numbers, tax number, credit score, bankruptcy status, income, net worth or how much debt someone has
- Government-issue identifiers, including social security numbers, passport numbers, driver license's numbers or state identification cards
- Insurance information, including current insurance policy numbers or other details about a person's insurance
- Usernames and passwords
- Citizen or immigration status
- Marital status
- Relationship status
- Military status

Advertisers should not collect personal data that is not covered in [Pinterest Privacy Policy](#). If you are unclear whether certain information is covered under the Privacy Policy, please reach out to privacy-legal@pinterest.com.

For Pinterest lead ads:

Advertisers promoting Pharmacy (Rx), Over-the-Counter (OTC) products, health-

related apps (e.g., heart rate, weight), and/or Telehealth Services are prohibited from using lead ads.

Advertisers must have a legitimate business reason for collecting personal data from Pinners in a lead ad and must respect the data minimization principle (i.e. limit the collection of personal data to what is directly relevant and necessary to accomplish a specified purpose). For example:

- It is allowed to:
 - Ask for a Pinner's date of birth or age to advertise an alcoholic beverage; or
 - Ask for a Pinner's home address to mail product samples
- It is not allowed to:
 - Ask for a Pinner's date of birth and age. Age can be calculated with an Pinner's date of birth, so collecting both data elements would not respect the data minimization principle; or
 - Ask for a Pinner's home address to mail them disclosures, statements or invoices required in the event the Pinner becomes a customer of the advertiser. In this instance, the advertiser will have an opportunity to collect the Pinner's home address when said Pinner becomes a customer of the advertiser

Advertisers must not ask via a lead ad for the following information:

- Sensitive health or medical condition, including related to genetics, fertility or pregnancy
- Race, color or ethnic origin
- Personal hardship, including financial, physical and emotional hardship
- Religious or philosophical beliefs or affiliation
- Sexual behavior or orientation
- Alleged or actual commission of a crime
- Trade union membership or affiliation
- Political affiliation or opinions
- Pinners under 18 years old
- Precise geolocation (e.g. GPS)
- Account numbers, including frequent flyer numbers, loyalty card numbers, cable or telephone account numbers
- Financial information, including bank account numbers, bank routing number, credit or debit card numbers, tax number, credit score, bankruptcy status, income, net worth or how much debt someone has
- Government-issue identifiers, including social security numbers, passport numbers, driver license's numbers or state identification cards
- Insurance information, including current insurance policy numbers or other details about a person's insurance
- Usernames and passwords
- Citizen or immigration status
- Marital status
- Relationship status
- Military status

Be thoughtful with your editorial

To keep ads inspiring and actionable, we set high standards for the editorial quality of ads on Pinterest. For tips, check out our creative [best practices](#) and [boards from The Studio](#).

Professional and neatly edited images

Ads should adhere to the highest levels of editorial quality. We don't allow ads with:

- Fuzzy, blurry, or grainy images (try at least 600x900 pixels)
- Images with text that is too small or blurry to read
- Incorrectly oriented images (upside down or sideways)
- Poorly edited images or poorly cropped images
- Overly busy images that are packed with text overlay or have too many font styles and colors (try no more than 4 frames and 2 font styles or colors)
- Images with artificial functionality like play or download buttons, notification icons, search bars, or elements that mimic Pinterest features (like our Save or Buy buttons)
- Elements that mimic Pinterest features (like our buttons or ellipses)
- Improper grammar, incorrect spelling or excessive capitalization and symbols
- Low-quality user-generated content like selfies and screenshots
- Ads with flashing or strobing effects

Quality landing pages

We care about the ad experience from start to finish—including the URL your ad links to. We want to make sure users find what they're looking for when they click through. We don't allow landing pages that:

- Require people to take an action (like signing up) before they can see certain content unless your ad makes it clear that this is required
- Have pop-up ads or start automatic downloads on someone's device
- Force people to visit another page
- Contain primarily advertising content (made-for-ads sites)
- Lead to inconsistent experiences

Create a consistent experience

Your ads must reflect who you are and what you're promoting, so make sure your ad image, description and landing page are consistent. Your ads can't suggest or imply that a product is available on your landing page if you don't actually offer that

product.

Be responsible with your content

We don't allow certain categories of advertising and restrict others. As always, you're responsible for the content you promote on Pinterest, as well as the safety and trustworthiness of the products and services you offer.

Prohibited content guidelines

Adult and nudity content

We don't allow the advertising of:

- Sex toys
- Products in the shape of certain body parts (genitals, butts, or female breasts)
- Adult or pornographic videos, publications, live shows
- Sexual enhancement products
- Services that provide casual sex, international matchmaking or escorts
- Implied sexual activity (clothed or unclothed)
- The objectification of a person in a sexual manner to sell a product or service

We also don't allow:

- Nudity or implied nudity (such as blurred out images and illustrations)
- Implied sexual activity (clothed or unclothed)
- Any focus on certain body parts (genitals, pubic hair, male or female butts and female breasts)

You can advertise modeled clothing such as bathing suits and lingerie, as long as the products aren't adult-themed or overtly sexual. However, we don't allow any imagery featuring minors in underwear and we don't allow imagery featuring minors in swimsuits unless accompanied by adults in the image.

Clickbait

We want ads to be beautiful and useful. We don't want them to pressure or trick users with baiting content. We don't allow sensational clickbait tactics that exploit user curiosity by:

- Playing on people's fear
- Critiquing deficiencies
- Using alarmist or gawk-worthy language or images
- Purposefully withholding information

Drugs and paraphernalia

We don't allow the advertising of:

- The sale or use of illegal or recreational drugs
- Informational material about the use or legalization of illegal or recreational drugs
- Ads including imagery of illegal or recreational drugs
- Accessories associated with drug use including paraphernalia for using, storing or consuming illegal or recreational drugs
- Products containing CBD or similar compounds
 - We will allow ads for topical hemp seed oil products in the United States that contain negligible amounts of THC and no CBD and make no therapeutic or medicinal claims.
 - We will allow informational or brand content on CBD and hemp. Advertisers are responsible for complying with all laws and regulations.

Endangered species and live animals

We don't allow the advertising of live animals or products designed to inflict physical harm on animals in the name of training. We also don't allow products made from tortoise shell, ivory, coral, crocodile skin, pangolin, tiger, polar bear or sea otter fur, and other endangered wildlife. This includes medicinal products made from rhinos, tigers or Asiatic black bears. For a full list of prohibited wildlife products, please visit our partner, the [World Wildlife Fund](#).

Illegal products and services

We don't allow the advertising of anything that facilitates or promotes illegal products, services, or activities, including products that provide instructions for or equipment to illegally access or tamper with software, servers, cell phones or websites, and links to software that results in a malicious user experience, or illegal streaming or downloading of copyrighted materials. We also don't allow the sale or solicitation of Fake IDs, passports, or other official documents.

Counterfeit goods

We don't allow the advertising of:

- Knockoff products
- Brand-name replicas
- Goods wrongfully advertised as authentic brand-name

Political campaigning

We don't allow advertising for:

We don't allow advertising for:

- The election or defeat of political candidates running for public office, including fundraising for political candidates or parties
- Political parties or action committees
- Political issues with the intent to influence an election
- Legislation, including referendums or ballot initiatives
- Merchandise related to political candidates, parties, or elections

Sensitive content

We want Pinterest to be a welcoming, positive, and inspiring place, so we don't allow divisive or disturbing advertisements. We don't allow language or imagery that is:

- Offensive or profane (censored or not)
- Excessively violent or gory
- Vulgar or sickening
- False or misleading, including conspiracy theories, misinformation and disinformation. This includes attempts to impede an election's integrity or an individual's or group's civic participation, such as voting and being counted in a census. This also includes climate change denial or misrepresentation of well-established scientific consensus around the causes or impacts of and solutions for climate change
- Politically, culturally or racially divisive or insensitive
- Unless paired with educational or charitable information, we also don't allow content that capitalizes on controversial or tragic events or references sensitive health or medical conditions.

Tobacco

We don't allow the advertising of tobacco products including but not limited to:

- Cigarettes
- E-cigarettes
- Vapes or vape cartridges
- Chewing tobacco
- Paraphernalia (i.e. pipes, rolling papers, vapes, vape cartridges, etc.)
- Nicotine products (e.g. nicotine gum or patches)
- Any brands associated with the above products

We also do not allow the advertising of hookahs, hookah bars, cigars, or cigar bars, essential oil inhalers, or related products.

Unacceptable business practices

We don't allow ads that promote the following products, services or business models:

- Penny or bidding fee auctions
- Payday loans
- Plaintiff recruitment services
- Bail bonds
- All cryptocurrency products and services except those explicitly allowed in our [Financial products and services Policy](#)
- Services that promise large financial returns for minimal investment or effort, such as multilevel marketing models or get-rich-quick opportunities
- Fake online tech support
- Products or services that utilize hidden costs or bait and switch tactics
- Companies that offer homework or essay writing services for students (Tutoring services are OK)
- Companies that sell social media followers
- Negative option billing services
- Products or services that make unrealistic or exaggerated claims or purport to have magical properties
- Ads that show a different product or service than the one being offered in an intentionally deceptive way

In addition to the above, Promotions must adhere to the following:

- Follow all advertising guidelines
- Promotions cannot be sweepstakes, trade-in offers, or advertise discounts on free products
- Promo codes must be generally accessible for all Pinners and apply the advertised discount at checkout
- Discounts offered can't be more than 90% off
- Must clearly state the conditions and restrictions of the promotion
- Create a consistent pricing experience throughout the promotion period
- Promo codes can't be offensive or profane in any language
- Promotions campaigns must end when promo code expires
- All sales and promotions must follow all applicable local regulations

We expect our advertisers to be honest with their customers and set clear expectations about product quality, delivery times, return processes, and services provided. We reserve the right to reject an advertiser based on poor third-party ratings or a record of complaints.

Weapons and explosives

We don't allow the advertising of weapons including but not limited to:

- Guns, firearms or ammunition. This includes functioning antique devices, BB guns, airsoft guns, paintball guns and lifelike fake firearms.
- Gun accessories of any kind.

- Knives intended for violent use (like switchblades or hunting knives).
- Products intended for damage or injury (like crossbows, tasers or pepper spray).
- Fireworks.
- Explosives.
- Instructions on how to make weapons or fireworks, or information on how to harm or kill people.

Restricted content guidelines

Alcohol

We allow advertising of alcohol, including beer, wine, spirits, liqueurs, and alcohol memberships. In all cases, you're responsible for complying with applicable federal and local laws and regulatory guidelines, including age gating where necessary.

Alcohol ads on Pinterest:

- Can't target minors, or depict minors consuming alcoholic beverages
- Can't associate the consumption of alcohol to enhanced physical performance, improved social standing or better sexual success
- Can't encourage excessive drinking or imply that drinking excessively is beneficial, or that alcohol has therapeutic qualities either as a stimulant or relaxant
- Can't depict people under the influence of alcohol, or associate drinking with activities that are risky (such as driving, operating heavy machinery), antisocial or illegal
- Can't emphasize high alcoholic content as a positive quality.

Contests, sweepstakes and Pinterest incentives

If you promote a contest or sweepstakes, please encourage authentic behavior, keep Pinterest spam-free and be sure to comply with all relevant laws and regulations.

We don't allow advertising of contests, sweepstakes and Pinterest incentives that:

- Require participants to save a specific image
- Allow more than one entry per participant if the method of entry is an action taken on Pinterest
- Require people to buy a product or service, or pay money to participate, unless specified in the country-specific guidelines

In addition, please:

- Do not suggest that Pinterest sponsors or endorses you or the promotions
- Make sure it is clear from the context of the ad title, description, or image that it is a contest or sweepstakes.

We don't allow anything that directs people to click on Pinterest buttons to get money, prizes or deals.

Financial products and services

Ads for financial products and services must clearly and prominently disclose all applicable terms and conditions as required by the local laws and regulations for any country or region your ad is targeting. Ads for consumer loans, for example, must disclose things like the APR, repayment period, fees and costs, penalties, and information about the lending institution.

We prohibit ads for certain types of financial products, such as cryptocurrency products and services and payday loans, as described in unacceptable business practices. However, advertisers may advertise the following services/products subject to noted restrictions:

- Centralized cryptocurrency or digital asset exchanges that are properly registered and/or licensed and compliant where legally required in all applicable jurisdictions.
- Self-hosted and hosted cryptocurrency wallets and storage products and services that are properly registered and/or licensed and compliant where legally required in all applicable jurisdictions.
- Ads for permitted products or services may not promise financial returns, predict the future value or prices of cryptocurrencies, or use excessive "puffery" to convince people to purchase or use a product or service.
- Ads for permitted products or services may offer minimal reasonable financial incentives (e.g. get \$25 in bitcoin when you sign up!)
- Advertisers must be pre-approved by Pinterest.

Gambling products and services

We don't allow the advertising of:

- Lotteries, unless specified in the country-specific guidelines
- Gambling game apps
- Gambling websites
- Fantasy sports or other online prize-based games that require payment for entry

Ads for brick and mortar casinos that don't lead to online gambling, lotteries or games of skill are OK except where prohibited in our country-specific guidelines.

Healthcare products and services

We don't allow the advertising of:

- Clinical trial recruitment
- Paternity tests
- Direct-to-consumer genetic tests, except those for genealogical purposes
- Surrogacy Services
- Claims regarding the prevention or cure of disease
- Products or advice we suspect could be unsafe, unreliable, or easily abused
- Invasive medical procedures
- The sale or purchase of human body parts, organs, tissues or fluids

We do allow the advertising of:

- Eyeglasses and contact lenses
- Class I and II medical devices except where prohibited in our country-specific guidelines
- Over-the-counter (OTC) non-prescription medicines except where prohibited in our country-specific guidelines
- OTC contraceptive products that don't focus on sexual pleasure or performance except where prohibited in our country-specific guidelines
- Telehealth providers with restrictions except where prohibited in our country-specific guidelines

With prior permission from Pinterest, ads for the following are allowed with restrictions (refer to country-specific guidelines for details):

- Pharmaceutical manufacturers (branded or unbranded)
- Prescription drugs (for humans or pets)
- Online pharmacies
- Prescription telehealth providers

Weight loss products and services

We want Pinterest to be a positive and inspiring place for everyone, so we prohibit weight loss ads and ads that body shame. We don't allow:

- Any weight loss language or imagery
- Any testimonials regarding weight loss or weight loss products
- Any language or imagery that idealizes or denigrates certain body types
- Referencing Body Mass Index (BMI) or similar indexes
- Weight loss or appetite suppressant pills, supplements, or other products
- Any products that claim weight loss through something worn or applied to the skin
- Before-and-after weight-loss imagery
- Weight loss procedures like liposuction or fat burning
- Body shaming, such as imagery or language that mocks or discredits certain body types or appearances, or that calls negative attention to areas of the body
- Claims regarding unrealistic cosmetic results

Ads promoting healthy lifestyles and habits or fitness services and products are allowed as long as they don't focus on weight loss.

Country-specific guidelines

We do have country specific guidelines you must follow when targeting a certain region of the world. When targeting a specific region please keep in mind local languages and cultural relevance for your audience. We recommend having your advertising in the local language of the region.

Algeria

If your ad is shown in Algeria, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Infant Formula
- Over-the-counter (OTC) drugs

If your ad is shown in Algeria, we allow the following with restrictions:

- Medical Devices
 - devices whose import to Algeria is prohibited cannot be advertised

Argentina

If your ad is shown in Argentina, we don't allow:

- Brick-and-mortar casinos

Australia

If your ad is shown in Australia, we allow the following with restrictions:

- Lotteries (Government-sponsored and Charity)
 - Advertisers must not promote irresponsible gambling behavior, target minors or promote gambling in an excessive way
 - Advertisers must secure prior permission from Pinterest and provide evidence that the lottery is appropriately licensed by a regulator or otherwise established as lawful in the region, state or territory they wish to target
- Ads must comply with all applicable laws and regulations

Bahrain

If your ad is shown in Bahrain, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Infant Formula
- Informational or brand content on CBD or hemp

If your ad is shown in Bahrain, we allow the following with restrictions:

- Financial products and services
 - must hold relevant licensing
- Brick-and-mortar pharmacies
 - must hold relevant licensing and consent from the local authority
- Medical Devices
 - must hold relevant licensing
- Over-the-counter (OTC) drugs
 - must hold consent from the local authority
- Real Estate
 - off-plan real estate ads are prohibited

Belgium

If your ad is shown in Belgium, we don't allow:

- Brick-and-mortar casinos

Brazil

If your ad is shown in Brazil, we don't allow:

- Brick-and-mortar casinos
- Charity lotteries

If your ad is shown in Brazil, we allow the following with restrictions:

- Infant formula
 - Formula for infants under the age of 12 months is prohibited
- Lotteries (Government-sponsored)
 - Advertisers must not promote irresponsible gambling behavior, target minors or promote gambling in an excessive way
 - Advertisers must secure prior permission from Pinterest and provide evidence that the lottery is appropriately licensed by a regulator or otherwise established as lawful in the region they wish to target
 - Ads must comply with all applicable laws and regulations

Canada

If your ad is shown in Canada, we allow the following with restrictions:

- Lotteries (Government-sponsored and Charity)
 - Advertisers must not promote irresponsible gambling behavior, target minors or promote gambling in an excessive way
 - Advertisers must secure prior permission from Pinterest and provide evidence that the lottery is appropriately licensed by a regulator or otherwise established as lawful in the region, province or territory they wish to target
 - Ads must comply with all applicable laws and regulations
- Healthcare Products and Services
 - Pharmaceutical manufacturers (branded or unbranded)
 - Prescription drugs (for humans or pets)
 - Online pharmacies
 - Prescription telehealth providers
 - Ads must follow all restrictions, including:
 - Ads can only target Pinners 18 years or older
 - Ads cannot promote narcotics and controlled substances, including prescription opioid painkillers
 - Ads promoting medical devices must comply with the Terms of Market Authorization where applicable
 - Ads cannot promote weight loss drugs
 - Ads cannot offer prescription drugs without a prescription or promote or suggest prescription drug abuse
 - Ads cannot appeal to minors
 - Ads will only be eligible for certain Pinterest ad formats
 - Ads must comply with ad format regulations
 - Advertisers must secure prior permission from Pinterest. Please note that we rely on third party checks to determine eligibility of an advertiser to run these ads. Advertisers are responsible for complying with all laws and regulations.

Chile

If your ad is shown in Chile, we don't allow:

- Over-the-counter (OTC) drugs

If your ad is shown in Chile, we allow the following with restrictions:

- Infant formula
 - Formula for infants under the age of 12 months is prohibited

Colombia

If your ad is shown in Colombia, we don't allow:

- Infant formula
- Brick-and-mortar casinos
- Brick-and-mortar pharmacies

Denmark

If your ad is shown in Denmark, we don't allow:

- Brick-and-mortar casinos
- Infant formula
- Brick-and-mortar pharmacies

Dominican Republic

If your ad is shown in Dominican Republic, we don't allow:

- Brick-and-mortar casinos
- Medical Devices
- Over-the-counter (OTC) drugs
- Infant Formula

If your ad is shown in Dominican Republic, we allow the following with restrictions:

- Home & Personal Hygiene Products
 - must hold relevant authorization
- Domestic use Pesticides and Insecticides
 - must hold relevant authorization

Ecuador

If your ad is shown in Ecuador, we don't allow:

- Brick-and-mortar casinos

If your ad is shown in Ecuador, we allow the following with restrictions:

- Alcohol
 - alcoholic beverages over 5% ABV are prohibited
- Brick and mortar pharmacies
 - must hold relevant operating permit
- Financial products and services
 - must hold all relevant licenses
- Medical Services
 - may only be advertised by licensed professionals
- Over-the-counter (OTC) drugs
 - must hold relevant permits
- Infant Formula
 - formula for infants under 6 months is prohibited
 - ads for infant formula cannot include images of baby bottles

Egypt

If your ad is shown in Egypt, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Medical Devices
- Over-the-counter (OTC) drugs
- Supplements

If your ad is shown in Egypt, we allow the following with restrictions:

- Contests
 - must comply with any notification requirements
- Financial products and services
 - must hold relevant licensing
- Food
 - must hold relevant licensing and/or registration
- Infant Formula
 - formula for infants under 6 months is prohibited
- Follow up formula & baby food
 - must hold relevant authorization / licensing

Estonia

If your ad is shown in Estonia, we don't allow:

- Brick-and-mortar casinos
- Healthcare Services
 - Doctors
 - Nurses
 - Hospitals
 - Telehealth
 - Medical Clinics
- Infant Formula
- Services provided by bankruptcy trustees, notaries, and enforcement agents

If your ad is shown in Estonia, we allow the following with restrictions:

- Alcohol
 - must include relevant disclaimers
- Financial, including credit products
 - must include required terms and conditions

France

If your ad is shown in France, we don't allow:

- Pharmacies

If your ad is shown in France, we allow the following with restrictions:

- Infant formula
 - Formula for infants under the age of 4 months is prohibited
- Lotteries (Government-sponsored and Charita)

- Lotteries (Government-sponsored and Charity)
 - Advertisers must not promote irresponsible gambling behavior, target minors or promote gambling in an excessive way
 - Advertisers must secure prior permission from Pinterest and provide evidence that the lottery is appropriately licensed by a regulator or otherwise established as lawful in the region they wish to target
 - Ads must be in French
 - Ads must include required warning message or disclaimer
 - Ads must comply with all applicable laws and regulations

Germany

If your ad is shown in Germany, we don't allow:

- Brick-and-mortar casinos

If your ad is shown in Germany, we allow the following with restrictions:

- Lotteries (Government-sponsored and Charity)
 - Advertisers must not promote irresponsible gambling behavior, or target minors or promote gambling in an excessive way
 - Advertisers must secure prior permission from Pinterest and provide evidence that the lottery is appropriately licensed by a regulator or otherwise established as lawful in the region they wish to target
 - Ads must comply with all applicable laws and regulations

Hong Kong

If your ad is shown in Hong Kong, we don't allow:

- Brick-and-mortar casinos
- Over-the-counter (OTC) drugs
- Medical Devices

If your ad is shown in Hong Kong, we allow the following with restrictions:

- Securities, Collective Investment Schemes, Regulated Investment Agreements and Structured Products
 - require approval or licensing from the Securities and Futures Commission
- Bank Deposits
 - require authorization under the Banking Ordinance

India

If your ad is shown in India, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Money circulation schemes & Prize chits
- Healthcare services
- Over-the-counter (OTC) drugs
- Products/Services offering pre-natal sex determination
- Infant formula / baby food
- Baby bottles
- Lawyers / legal services

Indonesia

If your ad is shown in Indonesia, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Infant formula
- Over-the-counter (OTC) drugs

If your ad is shown in Indonesia we allow the following with restrictions:

- Medical devices
 - must hold relevant licensing
- Financial products and services
 - must hold relevant licensing

Iraq

If your ad is shown in Iraq, we don't allow:

- Alcohol
- Brick-and-mortar casinos

If your ad is shown in Iraq we allow the following with restrictions:

- Over-the-counter (OTC) drugs
 - only approved pharmaceuticals may be advertised

Israel

If your ad is shown in Israel, we don't allow:

- Brick-and-mortar casinos

Italy

If your ad is shown in Italy, we don't allow:

- Brick-and-mortar casinos
- Medical devices
- Over-the-counter (OTC) drugs

Japan

If your ad is shown in Japan, we don't allow:

- Charity lotteries

If your ad is shown in Japan, we allow the following with restrictions:

- Lotteries (Government-sponsored)
 - Advertisers must not promote irresponsible gambling behavior, target minors or promote gambling in an excessive way
 - Advertisers must secure prior permission from Pinterest and provide evidence that the lottery is appropriately licensed by a regulator or otherwise established as lawful in the region they wish to target
 - Ads must comply with all applicable laws and regulations

Kuwait

If your ad is shown in Kuwait, we don't allow:

- Alcohol
- Brick-and-mortar casinos

If your ad is shown in Kuwait we allow the following with restrictions:

- Food
 - pork products are prohibited

Lithuania

If your ad is shown in Lithuania, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Bailiff services
- Homeopathic medicinal products
- Over-the-counter (OTC) drugs
- Infant formula
- Medicinal products that are financed by the government
- Notary services

If your ad is shown in Lithuania, we allow the following with restrictions:

- Energy drinks
 - must include relevant disclaimers
 - must not target minors
- Financial products and services
 - must include relevant disclaimers
- Food supplements and genetically modified food
 - must include relevant disclaimers
- Healthcare Services
 - Telehealth
 - Doctors
 - Nurses
 - Hospitals
 - Medical Clinics
 - cannot include testimonials
- Lawyers / legal services
 - ads can only be run by authorized attorneys or their assistants

Malaysia

If your ad is shown in Malaysia, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Infant Formula

If your ad is shown in Malaysia we allow the following with restrictions:

- Financial products & services
 - must be a licensed entity

Malta, Luxembourg, Cyprus, Slovakia, Romania, Greece

If your ad is shown in Malta, Luxembourg, Cyprus, Slovakia, Romania, Greece, we don't allow:

- Brick-and-mortar casinos
- Infant formula
- Over-the-counter (OTC) drugs
- Medical devices
- Brick-and-mortar pharmacies

Mexico

If your ad is shown in Mexico, we don't allow:

- Brick-and-mortar casinos

Morocco

If your ad is shown in Morocco, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Informational or brand content on CBD or hemp

If your ad is shown in Morocco we allow the following with restrictions:

- Financial products and services
 - must hold relevant licensing/approvals

Netherlands

If your ad is shown in the Netherlands, we don't allow:

- Brick-and-mortar casinos

If your ad is shown in the Netherlands, we allow the following with restrictions:

- Infant formula
 - Formula for infants under the age of 6 months is prohibited

Nigeria

If your ad is shown in Nigeria, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Brick-and-mortar pharmacies
- Medical Devices
- Over-the-counter (OTC) drugs
- Infant Formula

If your ad is shown in Nigeria we allow the following with restrictions:

- Financial products and services
 - must hold relevant approvals

Oman

If your ad is shown in Oman, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Brick-and-mortar pharmacies
- Medical Devices
- Over-the-counter (OTC) drugs
- Financial products and services
- Lingerie, underwear or swimwear

If your ad is shown in Oman we allow the following with restrictions:

- Food
 - pork products are prohibited

Pakistan

If your ad is shown in Pakistan, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Ads inviting deposits from the public
- Infant formula

If your ad is shown in Pakistan we allow the following with restrictions:

- Food
 - pork products are prohibited
- Medical devices
 - must hold relevant approvals
- Over-the-counter (OTC) drugs
 - must comply with country and province-level regulations
 - must hold all required approvals
- Professional services
 - ads for lawyers, advocates and/or legal services are prohibited

Peru

If your ad is shown in Peru, we don't allow:

- Brick-and-mortar pharmacies
- Medical devices
- Over-the-counter (OTC) drugs

If your ad is shown in Peru we allow the following with restrictions:

- Air Travel
 - only routes authorized by the government can be advertised
- Alcohol
 - must include relevant disclaimers
- Brick-and-mortar casinos
 - must be authorized by a competent authority
- Infant formula
 - formula for infants under 24 months is prohibited

Philippines

If your ad is shown in Philippines, we don't allow:

- Medical Devices

If your ad is shown in Philippines, we allow the following with restrictions:

- Brick-and-mortar casinos
 - must be licensed by the Government
- Infant Formula
 - must include all appropriate disclaimers

Poland, Hungary, Czech Republic

If your ad is shown in Poland, Hungary, Czech Republic we don't allow:

- Brick-and-mortar casinos

- Infant formula
- Brick-and-mortar pharmacies

Portugal

If your ad is shown in Portugal, we don't allow:

- Brick-and-mortar casinos

Qatar

If your ad is shown in Qatar, we don't allow:

- Alcohol
- Brick-and-mortar pharmacies

If your ad is shown in Qatar we allow the following with restrictions:

- Financial products and services
 - must hold relevant licensing

Saudi Arabia

If your ad is shown in Saudi Arabia, we don't allow:

- Alcohol
- Brick-and-mortar pharmacies

If your ad is shown in Saudi Arabia we allow the following with restrictions:

- Financial products and services
 - must hold relevant licensing
- Food
 - must hold relevant registrations
- Infant formula
 - must hold relevant registrations
- Medical devices
 - must hold relevant registrations
- Over-the-counter (OTC) drugs
 - must hold relevant registrations

Singapore

If your ad is shown in Singapore, we don't allow:

- Brick-and-mortar casinos
- Over-the-counter (OTC) drugs
- Medical Devices
- Brick-and-mortar pharmacies

If your ad is shown in Singapore, we allow the following with restrictions:

- Financial products & services
 - must be a licensed entity

Slovenia

If your ad is shown in Slovenia, we don't allow:

- Herbal & dietary supplements
- Protein shakes
- Medical devices
- Over-the-counter (OTC) drugs
- Infant Formula
- Lawyers / legal services

If your ad is shown in Slovenia, we allow the following with restrictions:

- Alcohol
 - alcoholic beverages over 15% ABV are prohibited
- Brick-and-mortar casinos
 - must hold relevant gambling concession
- Healthcare activity
 - no comparative advertising

South Africa

If your ad is shown in South Africa, we don't allow:

- Infant formula
- Medical devices
- Over-the-counter (OTC) drugs

If your ad is shown in South Africa we allow the following with restrictions:

- Brick-and-mortar casinos
 - must hold relevant licenses

South Korea

If your ad is shown in South Korea, we don't allow:

- Food ads with giveaways of non-food items

If your ad is shown in South Korea, we allow the following with restrictions:

- Brick-and-mortar casinos
 - must not imply winning is guaranteed

Spain

If your ad is shown in Spain, we don't allow:

- Brick-and-mortar casinos

If your ad is shown in Spain, we allow the following with restrictions:

- Infant formula
 - Formula for infants under the age of 6 months is prohibited

Switzerland

If your ad is shown in Switzerland, we don't allow:

- Infant formula

Sweden, Norway, Finland

If your ad is shown in Sweden, Norway, or Finland, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Infant formula
- Brick-and-mortar pharmacies

Taiwan

If your ad is shown in Taiwan, we don't allow:

- Brick-and-mortar casinos
- Over-the-counter (OTC) drugs
- Medical Devices
- Infant Formula
- Financial products & services

If your ad is shown in Taiwan, we allow the following with restrictions:

- Alcohol
 - must include all appropriate disclaimers

Thailand

If your ad is shown in Thailand, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Infant Formula

Turkey

If your ad is shown in Turkey, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Brick-and-mortar pharmacies
- Over-the-counter (OTC) drugs
- Hospitals, doctors, medical services and/or advice

If your ad is shown in Turkey we allow the following with restrictions:

- Financial products and services
 - must hold relevant licenses
- Medical devices
 - must hold relevant approvals
- Infant formula
 - formula for infants under 12 months is prohibited
- Professional Services
 - ads for lawyers, legal services, audit services and tax advice are prohibited

United Arab Emirates

If your ad is shown in United Arab Emirates, we don't allow:

- Alcohol
- Brick-and-mortar casinos
- Brick-and-mortar pharmacies
- Medical devices
- Over-the-counter (OTC) drugs

If your ad is shown in United Arab Emirates we allow the following with restrictions:

- Educational services
 - educational nurseries, schools, universities or services linked to Hajj or Umra must hold relevant approvals
- Financial products and services
 - must hold relevant licensing
- Food and beverages
 - energy drinks must hold relevant approvals
- Infant formula
 - formula for infants under 24 months is prohibited
- Real estate
 - must hold relevant approvals

United Kingdom

If your ad is shown in United Kingdom, we allow the following with restrictions:

- Lotteries (Government-sponsored and Charity)
 - Advertisers must not promote irresponsible gambling behavior, target minors or promote gambling in an excessive way
 - Advertisers must secure prior permission from Pinterest and provide evidence that the lottery is appropriately licensed by a regulator or

- otherwise established as lawful in the region they wish to target
- Ads must comply with all applicable laws and regulations

United States

If your ad is shown in the United States, we allow the following with restrictions:

- Healthcare Products and Services
 - Pharmaceutical manufacturers (branded or unbranded)
 - Prescription drugs (for humans or pets)
 - Online pharmacies
 - Prescription telehealth providers
- Ads must follow all restrictions, including:
 - Ads can only target Pinners 18 years or older
 - Ads cannot promote Schedule 1 and 2 drugs, including prescription opioid painkillers
 - Ads cannot promote weight loss drugs
 - Ads cannot offer prescription drugs without a prescription or promote or suggest prescription drug abuse
 - Ads cannot appeal to minors
 - Ads will only be eligible for certain Pinterest ad formats
 - Advertisers must secure prior permission from Pinterest. Please note that we rely on third party checks to determine eligibility of an advertiser to run these ads. Advertisers are responsible for complying with all laws and regulations.

Vietnam

If your ad is shown in Vietnam, we don't allow:

- Brick-and-mortar casinos
- Over-the-counter (OTC) drugs
- Medical Devices
- Infant Formula
- Baby Bottles or Pacifiers

If your ad is shown in Vietnam, we allow the following with restrictions:

- Alcohol
 - can only contain alcohol under 15% abv
- Infant Food
 - must include all appropriate disclaimers
- Dietary Supplements
 - must include all appropriate disclaimers

Trade Sanctions

You can't use Pinterest ads products if it would be prohibited by [US sanctions](#). Our ad service currently isn't available in:

- Crimea
- Cuba
- Donetsk People's Republic
- Iran
- Luhansk People's Republic
- North Korea
- Syria

Keep in mind...

You need to make sure your ads follow our standard ad guidelines and any country-specific guidelines. You need to follow all applicable local laws, regulations and industry codes, and obtain any necessary permits or permissions for any area your ads will be shown in. Pinterest reserves the right to request these permits/permissions should we require them. You must also follow our community guidelines, terms and the above advertising guidelines, including our targeting guidelines. These advertising guidelines apply to all parts of your promoted content, including the image, description and destination—and they also apply to targeting features like keyword and audience targeting.

We reserve the right to reject or remove any ad that negatively affects our relationship with people on Pinterest or that goes against our interests. We may also remove ads, categories of ads, or advertisers that get lots of negative feedback from people on Pinterest. These rules may change at any time.



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Merchant guidelines

Our mission

Our mission is to bring everyone the inspiration to create a life they love. We believe that when people find great products from trusted merchants, it can empower them to do things they care about.

General merchant guidelines

While Pinterest is not involved in facilitating the purchase, sale or delivery of goods, we want people to have good experiences shopping for products they find on Pinterest. We want merchants to offer the best customer service possible, and that includes setting clear expectations about product quality, price, delivery times and return processes. And, of course, we want merchants to meet those expectations.

Merchants are responsible for making sure they follow all relevant laws, regulations and industry codes when they use our service. Merchants are also responsible for handling and responding to all purchases, deliveries, customer service questions, complaints, problems and disputes.

On an ongoing basis, we manage invite-only programs or limited tests allowing some merchants to access features that may not be available to everyone. We reserve the right to iterate on the tests and feature availability at any time to ensure the best shopping solutions for Pinners.

We reserve the right to remove product Pins for violating these guidelines and to shut down feed access from any merchant based on poor third-party ratings or on platform signals such as a record of complaints. We may remove anything for any reason, including Pins, boards or your access to Pinterest.

Merchant requirements

Merchants must meet the following criteria:

- Merchants must not be resale or consignment marketplaces.
- Merchants must not be affiliate marketers.
- Merchants must not be wholesale retailers.
- The merchant must have an easy to find and clear shipping policy that displays expected shipping time.
- The merchant must have an easy to find and clear return policy that displays whether the merchant accepts returns, the process and time expectations for returns, and contact information.
- The merchant must have a dedicated "about us" page detailing their business offering or relevant social media links.
- Merchants must have a high-quality website and product pages. We don't allow websites that:
 - Have poor editorial content, including:
 - Improper grammar, excessive or glaring spelling or typos
 - Broken links or incomplete pages
 - Have unoriginal content, including:
 - Unoriginal content within the "about us" section or product descriptions
 - Have domain age less than 9 months
 - Force users to visit another page that is not original to the brand
 - Force users to register to view the products
 - Are unsafe or deceptive
 - Have pop-ups you cannot close
- Vehicle merchant catalogs are allowed in the US only

Product requirements

To qualify as a product to be used in a Pin or in other formats on Pinterest, it must meet the following criteria:

- Products must follow our [community guidelines](#) and [terms of service](#).
- Pinterest must have current (within seven days) and accurate information about the price and in-stock status of the product. This is obtained from daily feed syncing or allowing Pinterest to frequently scrape meta-tags on product landing pages.
- The Pin must display a specific item, excluding services, that is available for purchase.
- The Pin image and description must accurately represent the product.

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Prohibited products

We don't allow the following products to be product Pins:

- Alcohol
- Financial products such as credit opportunities (including credit payment options offered directly by the Merchant for non-financial products), cryptocurrency, etc.
- Gambling products such as lotteries
- Healthcare products and services including prescription medicines, over-the-counter (OTC) non-prescription medicines, medical devices and any unsafe healthcare products that make unrealistic promises such as weight loss pills.
- Any products and merchant practices that falls under our prohibited products and services list on our [advertising guidelines](#), including:
 - Adult products and content
 - Drugs and drug-related products including any CBD and Hemp seed oil products
 - Endangered species and live animal products
 - Illegal products
 - Imitation or counterfeit products
 - Political campaign merchandise
 - Sensitive or disturbing products
 - Tobacco products
 - Unacceptable business practices
 - Weapons and explosives products

To learn more about the Verified Merchant Program, please visit [our business site](#).

Enforcement

At Pinterest, our mission is to bring everyone the inspiration to create a life they love, and it's our guiding light in drafting and enforcing our policies.

On this page, you can read about how we put our policies into practice, including any restrictions that we may apply to your content or your use of Pinterest. We also publish regular [transparency reports](#) that provide more detail about moderation trends and practices.

Community guidelines enforcement

Not everything on the internet is inspiring, so we have [Community Guidelines](#) to outline what we do and don't allow on Pinterest. The following explains how we enforce those guidelines.

When we become aware of a violation of our Community Guidelines, we'll take action:

- **Deactivation:** When we deactivate content - such as Pins, boards, comments or user accounts - that content is no longer available to anyone on the platform. Deactivation can also be referred to as "removal;" or
- **Limiting distribution:** When we limit the distribution of a Pin, it will continue to be accessible on Pinterest, but it won't be featured in recommendation or discovery surfaces, such as search results or the home feed.

We determine whether content should be removed or limited in distribution based on how much risk of harm it poses, particularly the severity of its impact and the vulnerability of its target. Depending on the context, we may allow content that would typically be deactivated for violating our Community Guidelines to instead remain on Pinterest, but we limit its distribution so that people don't come across it accidentally. For example, we may limit distribution of content where the context is acceptable (such as condemnation or education).

We may limit or remove boards or accounts for repeated violations of the Community Guidelines or when they are dedicated to a policy violation. We may also remove an account after a single instance of a severe policy violation or if we determine that the account has repeatedly posted illegal content. If we limit or remove a board or account, that action applies to all of the Pins contained on the board or account. For example, if we limit the distribution of a board, all of the Pins on that board will also be limited in distribution. In addition, boards whose distribution has been limited will not be visible when viewing someone else's profile. If we deactivate an entire account, all of the content (Pins and boards) on that account also are deactivated and no longer available to anyone on Pinterest. In certain circumstances, before an account is deactivated, we may place additional restrictions on its use of Pinterest, such as limiting the account's ability to post or save content. You can read more about account removals (also known as deactivations or suspensions), [here](#).

We strive to help Pinners find content that is inspirational, relevant and safe. Content that our systems predict may not meet those criteria may be shown less often or less prominently, even if we haven't determined that the content necessarily goes against our Community Guidelines. We may also implement additional product features to improve a Pinner's experience. For example, we may apply a sensitivity screen in situations where our systems indicate that content might not be appropriate for all audiences. We may also limit certain features on Pins, such as turning off comments or not showing related content, when we think they may be unsafe or when appropriate to protect minors.

You can read our full Community Guidelines [here](#).

Advertising guidelines enforcement

We believe promoted content can play a big role in helping people create a life they love, which is why we want ads to be some of the best stuff you see on Pinterest. To that end, our team manually reviews some ads before allowing them to be shown to Pinners — though some ads may be reviewed automatically. For example, our systems may automatically review and approve an ad if it's submitted by an advertiser with a history of policy compliance.

When we become aware of a violation of our Advertising guidelines, we'll take action:

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- **Rejection:** When an advertisement is rejected, it will not be shown to Pinners. We may reject an ad before ever showing it to anyone, or after the campaign has already begun to run - for example, in response to a report from a Pinner who saw the ad;
- **Limited approval:** Limited approval means that an ad may run, but with restrictions - for example, it may only be shown to people in certain regions or to people over a certain age; and/or
- **Advertiser removal:** When we remove an advertiser, they no longer have access to Pinterest's advertising tools. This doesn't affect their ability to use other Pinterest products, though.

You can read our full Advertising guidelines [here](#).

Merchant guidelines enforcement

We believe that when people find great products from trusted merchants, it can empower them to do things they care about. When we approve a merchant, they gain access to Pinterest's merchant products, such as Catalogs and Product Pins, which are subject to our Merchant guidelines.

When we become aware of a violation of our Merchant guidelines, we'll take action:

- **Deactivation:** When we deactivate a Pin, that Pin is no longer available to anyone on the platform. Deactivation can also be referred to as "removal;"
- **Limiting distribution:** When we limit the distribution of a Pin, that Pin will continue to be accessible on Pinterest, but it won't be featured in recommendation or discovery surfaces, such as search results or the home feed; and/or
- **Merchant rejection:** If a merchant is rejected at any time, they are denied access to Pinterest's merchant products.

You can read our full Merchant guidelines [here](#).

Enforcement procedures and systems

Our moderation practices are always evolving to keep up with new behaviors and trends and to create a more positive place for the people on our platform.

Procedures

- **Reporting policy violations:** Reports are how you can tell us if you think something on Pinterest is in violation of our policies. Reports can be submitted in-product or via the Help Center. In certain circumstances, we may also provide a dedicated reporting form for reporting content, for example under local law or for intellectual property violations. Please note, we may take actions to restrict or prevent the processing of reports from people who abuse our reporting channels. For example, to prevent abuse, we may limit the number of reports that one person can submit.
- **Reports under local law:** Government authorities, Pinners and other third parties can report content that they believe may be illegal in their country. We may restrict access to such content within the relevant country if it violates local law but does not violate our policies. In limited circumstances, due to the functionality of our tools, we may deactivate content in cases of local law violations.
- **Appealing decisions:** Appeals are how you can tell us if you think we made an enforcement error. Appeals can be submitted in-product, via the Help Center or by clicking the one-click appeal link in an enforcement notice email that we sent you. We review appeal requests and update our enforcement decision if we determine that we made a mistake, or in some cases to give people another chance to abide by our rules. Similar to reports, we may limit appeals; for example, we may suspend the processing of appeals from people who frequently submit unfounded or abusive appeals, and we may limit the number of times that a particular decision can be appealed. We may also use automation to handle appeals more efficiently, for example by expanding a decision made on one Pin to other similar Pins. Appeals availability may vary for some product features or in some localities; in addition, some Pinners may have additional appeal options or mechanisms under their local law.

Systems

We enforce our policies through automated tools, manual review and hybrid approaches that combine elements of both. These systems may use machine learning as well as logic-based rules. Where appropriate, we may take into account information provided by trusted third parties and industry tools. You can read more about our methods in our [transparency reports](#).

- **Automated actions:** Our automated tools use a combination of signals to identify and take action against potentially violating content. For example, our machine learning models assign scores to content added to our platform. Our automated tools can then use those scores to perform appropriate enforcement actions.
- **Manual actions:** We manually act on some Pins through our human review process. Pins actioned through this process may include those identified internally and those reported to us by third parties. It also includes the Pins that are reviewed and actioned by one of our team members after a user report.
- **Hybrid actions:** Hybrid actions include those where a team member determines that a Pin violates policy, and automated systems help expand that decision to enforce against machine-identified matching Pins. Depending on the

prevalence of matching Pins, a hybrid action may result in a number of Pins actioned or none at all.

The mechanisms used to address different potential policy violations may vary based on the state of available technology, the volume of violative content and other factors such as the complexity of evaluation. We continue to iterate and evolve our tools and expect ongoing improvements going forward.

Additional enforcement measures

- **Links:** We may moderate content based on links (URLs) associated with that content. For example, we may block the creation of a Pin that links to an inappropriate website, or we may remove or limit distribution of an existing Pin that links to an unsafe website.
- **Text:** We may moderate content based on text associated with that content. For example, we may deactivate or limit content that contains violating text, or we may decline to show search results or ads in response to queries that contain policy-violating or sensitive text.



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