



# California AB-587 Terms of Service Report

*July - September 2023*

Pinterest is the visual inspiration platform that people around the world use to find ideas, shop personalized products, and discover inspiring content. We've made deliberate decisions to build a 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 December 2023 Terms of Service Report is Pinterest's first under California's new law passed in 2022, CA AB-587, and includes data for content and users from the United States. In this transparency report, you'll find information about our efforts to keep our platform safe and inspiring, such as information about our Terms of Service, and the number of Pin, board, account and comment moderation actions in accordance with those Terms. The report covers the content categories specified in CA AB-587 for the third quarter of 2023, from July through September 2023.

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, as well: our [Enforcement Guidelines](#), which explain how we put our policies into practice, are 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.

## 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.

Among other categories of offensive or inappropriate content, Pinterest prohibits or limits the distribution of each of the following: hate speech or racism, extremism or radicalization, disinformation or misinformation, harassment, and foreign political interference. With the exception of foreign political interference, those governed categories of content are defined in the following policies, respectively; foreign political interference is not defined as its own separate category but is prohibited under other included policies, such as our policies prohibiting misinformation and disinformation.

## Hateful speech or racism

We prohibit hateful content and the people and groups that promote hateful activities on Pinterest under our hateful activities policy. Hateful activities include slurs and negative stereotypes, caricatures and generalizations, as well as support for hate groups and people promoting hateful activities.

We believe all people deserve a safe space to cultivate their interests and seek inspiration—regardless of 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.

## Extremism or radicalization

Pinterest isn't a place for violent content, groups or individuals, and we prohibit extremism and radicalization under our violent actors policy. 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, and gangs and other criminal organizations. We work with relevant industry and security experts to help us identify these groups.

## Misinformation or disinformation

We have several policies in our Community Guidelines that prohibit misinformation and disinformation on Pinterest:

### Civic misinformation

Our civic misinformation policy prohibits false or misleading content on Pinterest 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.

## Climate misinformation

Our climate misinformation policy prohibits content that denies the existence or impacts of climate change and false or misleading content about natural disasters and extreme weather events. We work with climate experts to help inform our policy and enforcement practices based on common misinformation themes they're seeing across platforms.

## Conspiracy theories

Our conspiracy theories policy prohibits content that turns or encourages turning individuals, groups of people, places or organizations into targets of harassment or physical violence, such as hate-based conspiracy theories and misinformation about mass atrocities.

## Medical misinformation

Our medical misinformation policy prohibits medically unsupported health claims that risk a user's health or wider public health and safety, including the promotion of false cures, anti-vaccination advice, or misinformation about public health or safety emergencies. We rely on information from nationally and internationally recognized institutions to help us determine if content violates these guidelines.

## Harassment

Pinterest is not a place for harassment and criticism, and through our harassment and criticism policy we prohibit content that insults, hurts or antagonizes individuals or groups of people. Our policy is stricter than most other platforms: we work hard to keep Pinterest an inclusive and welcoming place, so we prohibit criticism and other insulting content that may be acceptable elsewhere. This includes content that shames people for their bodies or assumed romantic or sexual history, mocking someone for experiencing sadness, grief, loss or outrage, and sexual remarks about people's bodies, as well as things like manipulated images intended to degrade or shame.

## Foreign political interference

Foreign political interference is not defined as its own separate category but is prohibited under our policies prohibiting misinformation and disinformation. Our misinformation policies include misinformation, disinformation, and mal-information, including content that originates from disinformation campaigns, factual information that is published or deliberately modified to erode trust or inflict harm, and fabricated or meaningfully manipulated content that erodes trust or causes harm. This includes disinformation campaigns from foreign actors.

# Content moderation practices and report methodology

This section covers our methodologies in this report for reporting content, enforcing content, and calculating the reach of content that has been moderated for violating policies or local law.

## Reporting mechanisms, flagged content, and evaluation

Pinterest provides several ways to report<sup>1</sup> content, which are conveniently located and easily accessible.

<sup>1</sup> CA AB-587 refers to “flagged” content (see e.g. Business and Professions Code §22677.5). 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**).

### Reporting

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

- **In-product reporting:** Users can report Pinterest policy violations and potentially illegal content 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:** To report an alleged intellectual property violation, rights holders can click the three dots next to the content at issue, where they will find a link to report for Intellectual Property infringement. We also provide standalone, publicly-available reporting forms and dedicated email addresses, as well as our physical address, for submitting intellectual property reports, all of which can be easily located on our Policy site.
- **Help Center:** 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, content that may violate our Guidelines can also be found 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.

## Types of flagged content

In the tables in the **Enforcement actions** section below, we've broken down enforcement actions by how the content was flagged. The same item may have been flagged via multiple methods depending on the circumstances. Here are the definitions for each category:

- **Reported by civil society partners:** We work with outside experts and organizations to inform our policies and content moderation practices. Sometimes these organizations also flag potentially violating content to us for review.
- **Reported by complaints bodies:** Certain reporting forms we make available for reporting illegal content allow reporters to self-identify as formal complaints bodies under the relevant law.
- **Reported by regulators, law enforcement, or government agencies:** Pinterest receives requests from government entities to action content that may be illegal in their country and/or a violation of our Community Guidelines.
- **Reported by users:** As described above, anyone can report content they think violates our policies or applicable law.
- **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.
- **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 actions include those on content that our hybrid tools identified as matching previously-detected violative content (which could have been flagged via any of the methods in this list).

## 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 as well as machine learning. We've broken down the data in the tables below by how the content was actioned. As opposed to other metrics in this report which are represented as the number of actioned objects, our breakdown of how the content was actioned is represented as the number of actions. The same item may have multiple actions depending on the circumstances.

**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 many Pins through our human review process. Pins actioned through this process may include those identified internally, those reported to us by trusted third parties, and those 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. Depending on the volume of matching Pins, a hybrid action may result in a number of additional Pins actioned or none at all.

## Distribution of content

Over 400 million people use Pinterest around the world every month, conducting over 6 billion searches and saving over 6 billion Pins. The distribution metrics defined below provide a snapshot of users who have seen or interacted with the content in this report during the reporting period.

### Reach

Reach is one of our key indicators of user experience. To calculate this metric for this report, we start by looking at each policy-violating piece of content that was actioned in a reporting period (see section above to understand how we action content). To calculate reach for Pins, accounts and comments, we count the number of unique logged-in users that saw at least 1 pixel of the content for at least 1 second during the reporting period prior to the date the content was actioned. To calculate the reach boards, we count the number of unique logged-in users who saw that content during the reporting period prior to the date the content was actioned.

### Impressions

Impressions are the number of views of an actioned piece of content. To calculate this metric, we start by looking at each policy-violating piece of content that was actioned in a reporting period (see section above to understand how we action content). Then we count the number of views of at least 1 pixel of the content for at least 1 second (including while scrolling) during the reporting period. Unlike reach, impressions in the data tables below include viewers who saw the content logged in to their Pinterest accounts and not logged into an account. The data includes content that was posted in the US and viewed globally. It also includes impressions of pieces of content after we reversed enforcement decisions.

Impressions for boards include both views of the board preview tile, like on a user's profile, and the full board. We count both of these as board impressions because boards can be actioned due to a violation in the title, board description or due to the presence of violative Pins on the board.

Impressions for accounts include any views of a profile preview tile wherever it is displayed, such as the home feed.

## Shares

Using the “Share” button, a user can send a Pin, board, or profile in a Pinterest message or share a link to a Pin, board, or profile through other means, such as email, text message or a social media network. This metric includes the number of times a piece of content was shared using the share button during the reporting period. Note that comments cannot be shared by either of the methods mentioned above.

## Appeals

Following notice of deactivations, impacted users can appeal our enforcement 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 by clicking the one-click appeal link in an enforcement notice email that we send out or via the Help Center. Once an appeal has been reviewed, we'll send an email to the affected user to let them know the outcome. Appeals availability may vary for some product features; in addition, some users may have additional appeal options or redress mechanisms under their local law. 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. Appeals will have one of the following results in the data tables below:

- **Decision upheld:** We determined our original decision was accurate and made no enforcement changes.
- **Decision reversed:** We determined our original decision was too strict and reversed the decision in its entirety.

## Enforcement actions

### 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.

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 a Pin, that Pin 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 a Pin, that Pin 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 a Pin 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).

Note that when we deactivate a board or an entire user account, the Pins saved to that board or user account are also deactivated. To avoid double-counting deactivations, our count of Pin deactivations does not include those from board or user accounts that were deactivated. The same is true for limiting distribution and blocking in a territory.

Much of the content on Pinterest has been saved repeatedly, meaning that the same image may appear in multiple Pins. Also, because the same Pin can be actioned multiple times, the number of actions noted in the tables below is not equal to the number of Pins actioned.

#### Total flags received for Pins

This table includes data on the number of flags we received for Pins, broken out by the flag source. Note that the same Pin could have been flagged via multiple mechanisms or for multiple reasons during the reporting period, so it may be counted multiple times in the data. See the tables below to see how many of these flags resulted in an enforcement action.

Policy cited by flag	Reported by civil society partners	Reported by complaints bodies	Reported by regulators and government agencies	Reported by users	Identified by Pinterest employees or contractors	Flagged by automated systems	Hybrid flags	Total
Hate speech or racism	0 image Pins 0 video Pins	0 image Pins 0 video Pins	0 image Pins 0 video Pins	1,957 image Pins 288 video Pins	569 image Pins 4 video Pins	38,280 image Pins 102,438 video Pins	5,832,518 image Pins 235,265 video Pins	6,208,405



Policy cited by flag	Reported by civil society partners	Reported by complaints bodies	Reported by regulators and government agencies	Reported by users	Identified by Pinterest employees or contractors	Flagged by automated systems	Hybrid flags	Total
Extremism or radicalization	0 image Pins 0 video Pins	0 image Pins 0 video Pins	0 image Pins 0 video Pins	39 image Pins 4 video Pins	66 image Pins 0 video Pins	0 image Pins 0 video Pins	1,527 image Pins 0 video Pins	1,635
Disinformation or misinformation	16 image Pins 0 video Pins	0 image Pins 0 video Pins	0 image Pins 0 video Pins	321 image Pins 58 video Pins	94,771 image Pins 6 video Pins	66,342 image Pins 32,542 video Pins	4,544,606 image Pins 97,214 video Pins	4,825,161
Harassment	0 image Pins 0 video Pins	0 image Pins 0 video Pins	0 image Pins 0 video Pins	1,316 image Pins 360 video Pins	60,108 image Pins 1,017 video Pins	78 image Pins 419 video Pins	59,317 image Pins 40 video Pins	122,643
Local law	0 image Pins 0 video Pins	63 image Pins 16 video Pins	44 image Pins 2 video Pins	340 image Pins 157 video Pins	16 image Pins 1 video Pins	NA	5,900 image Pins 790 video Pins	7,324

## Deactivated

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
Hate speech or racism	43,841 image Pins 270 video Pins	567 identified by Pinterest employees or contractors 1,677 reported by users 0 reported by civil society partners 21 flagged by automated systems 41,846 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	21 Automated 1,747 Manual 42,343 Hybrid
Extremism or radicalization	1,532 image Pins 4 video Pins	53 identified by Pinterest employees or contractors 41 reported by users 0 reported by civil society partners 0 flagged by automated systems 1,442 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 Automated 41 Manual 1,495 Hybrid
Disinformation or misinformation	128,298 image Pins 20 video Pins	94,644 identified by Pinterest employees or contractors	616 Automated

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
		110 reported by users 10 reported by civil society partners 616 flagged by automated systems 32,948 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	287 Manual 127,416 Hybrid
Harassment	118,709 image Pins 1,134 video Pins	60,850 identified by Pinterest employees or contractors 487 reported by users 0 reported by civil society partners 14 flagged by automated systems 58,496 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	14 Automated 736 Manual 119,097 Hybrid

### Distribution of deactivated image Pins

Policy violation	Reach	Impressions	Shares
Hate speech or racism	35,723 Pins seen by 0 users 5,089 Pins seen by 1-9 users 1,375 Pins seen by 10-100 users 1,654 Pins seen by >100 users	33,367 Pins received 0 impressions 9,748 Pins received <1,000 impressions 442 Pins received 1,000 - 9,999 impressions 175 Pins received 10,000 - 49,999 impressions 52 Pins received 50,000 - 99,999 impressions 52 Pins received 100,000 - 499,999 impressions 5 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	6,621 (135 of these were from content on which we reversed restrictions)
Extremism or radicalization	946 Pins seen by 0 users 506 Pins seen by 1-9 users 34 Pins seen by 10-100 users 46 Pins seen by >100 users	940 Pins received 0 impressions 571 Pins received <1,000 impressions 18 Pins received 1,000 - 9,999 impressions 3 Pins received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 0 Pins received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	380

Policy violation	Reach	Impressions	Shares
Disinformation or misinformation	124,347 Pins seen by 0 users 2,723 Pins seen by 1-9 users 924 Pins seen by 10-100 users 304 Pins seen by >100 users	123,495 Pins received 0 impressions 4,748 Pins received <1,000 impressions 38 Pins received 1,000 - 9,999 impressions 8 Pins received 10,000 - 49,999 impressions 4 Pins received 50,000 - 99,999 impressions 4 Pins received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 1 Pin received >1,000,000 impressions	1,598 (22 of these were from content on which we reversed restrictions)
Harassment	76,786 Pins seen by 0 users 31,325 Pins seen by 1-9 users 7,299 Pins seen by 10-100 users 3,298 Pins seen by >100 users	72,700 Pins received 0 impressions 45,406 Pins received <1,000 impressions 367 Pins received 1,000 - 9,999 impressions 120 Pins received 10,000 - 49,999 impressions 36 Pins received 50,000 - 99,999 impressions 58 Pins received 100,000 - 499,999 impressions 14 Pins received 500,000 - 999,999 impressions 7 Pins received >1,000,000 impressions	29,416 (3,074 of these were from content on which we reversed restrictions)

### Distribution of deactivated video Pins

Policy violation	Reach	Impressions	Shares
Hate speech or racism	94 Pins seen by 0 users 7 Pins seen by 1-9 users 20 Pins seen by 10-100 users 149 Pins seen by >100 users	84 Pins received 0 impressions 72 Pins received <1,000 impressions 54 Pins received 1,000 - 9,999 impressions 33 Pins received 10,000 - 49,999 impressions 16 Pins received 50,000 - 99,999 impressions 11 Pins received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	8,068 (1 of these were from content on which we reversed restrictions)
Extremism or radicalization	0 Pins seen by 0 users 1 Pin seen by 1-9 users 1 Pin seen by 10-100 users 2 Pins seen by >100 users	0 Pins received 0 impressions 3 Pins received <1,000 impressions 0 Pins received 1,000 - 9,999 impressions 1 Pin received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 0 Pins received 100,000 - 499,999	49

Policy violation	Reach	Impressions	Shares
		impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	
Disinformation or misinformation	9 Pins seen by 0 users 0 Pins seen by 1-9 users 2 Pins seen by 10-100 users 9 Pins seen by >100 users	3 Pins received 0 impressions 9 Pins received <1,000 impressions 4 Pins received 1,000 - 9,999 impressions 2 Pins received 10,000 - 49,999 impressions 1 Pin received 50,000 - 99,999 impressions 1 Pin received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	144
Harassment	876 Pins seen by 0 users 148 Pins seen by 1-9 users 27 Pins seen by 10-100 users 83 Pins seen by >100 users	858 Pins received 0 impressions 208 Pins received <1,000 impressions 29 Pins received 1,000 - 9,999 impressions 24 Pins received 10,000 - 49,999 impressions 5 Pins received 50,000 - 99,999 impressions 9 Pins received 100,000 - 499,999 impressions 1 Pin received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	5,729 (4 of these were from content on which we reversed restrictions)

Limited distribution

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
Hate speech or racism	5,830,348 image Pins 337,549 video Pins	8 identified by Pinterest employees or contractors 3,974 reported by users 0 reported by civil society partners 140,383 flagged by automated systems 6,024,661 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	140,584 Automated 587 Manual 6,027,680 Hybrid
Extremism or radicalization	99 image Pins 0 video Pins	13 identified by Pinterest employees or contractors	0 Automated

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
		1 reported by users 0 reported by civil society partners 0 flagged by automated systems 85 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	1 Manual 98 Hybrid
Disinformation or misinformation	4,567,585 image Pins 129,802 video Pins	137 identified by Pinterest employees or contractors 1,056 reported by users 0 reported by civil society partners 98,246 flagged by automated systems 4,597,985 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	98,325 Automated 401 Manual 4,598,661 Hybrid
Harassment	2,108 image Pins 702 video Pins	266 identified by Pinterest employees or contractors 1,205 reported by users 0 reported by civil society partners 481 flagged by automated systems 861 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	483 Automated 1,466 Manual 861 Hybrid

### Distribution of limited-distribution image Pins

Because content with limited distribution remains available on the platform, it's expected to have greater distribution than deactivated content.

Policy violation	Reach	Impressions	Shares
Hate speech or racism	4,853,438 Pins seen by 0 users 810,230 Pins seen by 1-9 users 128,639 Pins seen by 10-100 users 37,948 Pins seen by >100 users	4,327,771 Pins received 0 impressions 1,498,387 Pins received <1,000 impressions 3,314 Pins received 1,000 - 9,999 impressions 546 Pins received 10,000 - 49,999 impressions 108 Pins received 50,000 - 99,999 impressions 108 Pins received 100,000 - 499,999 impressions 12 Pins received 500,000 - 999,999 impressions	72,107 (9,872 of these were from content on which we reversed restrictions)

Policy violation	Reach	Impressions	Shares
		9 Pins received >1,000,000 impressions	
Extremism or radicalization	76 Pins seen by 0 users 19 Pins seen by 1-9 users 3 Pins seen by 10-100 users 1 Pin seen by >100 users	75 Pins received 0 impressions 23 Pins received <1,000 impressions 1 Pin received 1,000 - 9,999 impressions 0 Pins received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 0 Pins received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	0
Disinformation or misinformation	4,122,634 Pins seen by 0 users 287,197 Pins seen by 1-9 users 120,398 Pins seen by 10-100 users 37,339 Pins seen by >100 users	3,881,312 Pins received 0 impressions 681,541 Pins received <1,000 impressions 4,236 Pins received 1,000 - 9,999 impressions 322 Pins received 10,000 - 49,999 impressions 58 Pins received 50,000 - 99,999 impressions 68 Pins received 100,000 - 499,999 impressions 19 Pins received 500,000 - 999,999 impressions 12 Pins received >1,000,000 impressions	52,247 (3,542 of these were from content on which we reversed restrictions)
Harassment	873 Pins seen by 0 users 303 Pins seen by 1-9 users 142 Pins seen by 10-100 users 790 Pins seen by >100 users	290 Pins received 0 impressions 1,174 Pins received <1,000 impressions 160 Pins received 1,000 - 9,999 impressions 158 Pins received 10,000 - 49,999 impressions 87 Pins received 50,000 - 99,999 impressions 191 Pins received 100,000 - 499,999 impressions 32 Pins received 500,000 - 999,999 impressions 16 Pins received >1,000,000 impressions	86,237 (8 of these were from content on which we reversed restrictions)

### Distribution of limited-distribution video Pins

Because content with limited distribution remains available on the platform, it's expected to have greater distribution than deactivated content.

Policy violation	Reach	Impressions	Shares
Hate speech or racism	336,436 Pins seen by 0 users 621 Pins seen by 1-9 users 217 Pins seen by 10-100 users 239 Pins seen by >100 users	154,157 Pins received 0 impressions 182,983 Pins received <1,000 impressions 308 Pins received 1,000 - 9,999 impressions 34 Pins received 10,000 - 49,999 impressions 11 Pins received 50,000 - 99,999 impressions 14 Pins received 100,000 - 499,999 impressions 5 Pins received 500,000 - 999,999 impressions 1 Pin received >1,000,000 impressions	32,113 (84 of these were from content on which we reversed restrictions)
Extremism or radicalization	0 Pins seen by 0 users 0 Pins seen by 1-9 users 0 Pins seen by 10-100 users 0 Pins seen by >100 users	N/A	0
Disinformation or misinformation	128,919 Pins seen by 0 users 513 Pins seen by 1-9 users 255 Pins seen by 10-100 users 114 Pins seen by >100 users	73,085 Pins received 0 impressions 56,648 Pins received <1,000 impressions 39 Pins received 1,000 - 9,999 impressions 18 Pins received 10,000 - 49,999 impressions 4 Pins received 50,000 - 99,999 impressions 6 Pins received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 1 Pin received >1,000,000 impressions	3,044
Harassment	450 Pins seen by 0 users 12 Pins seen by 1-9 users 18 Pins seen by 10-100 users 222 Pins seen by >100 users	312 Pins received 0 impressions 210 Pins received <1,000 impressions 47 Pins received 1,000 - 9,999 impressions 72 Pins received 10,000 - 49,999 impressions 31 Pins received 50,000 - 99,999 impressions 22 Pins received 100,000 - 499,999 impressions 6 Pins received 500,000 - 999,999 impressions 2 Pins received >1,000,000 impressions	20,069

### Blocked in territory

Region	Media type	How content was flagged	Auto v. Manual v. Hybrid
EU	0 image Pins 1 video Pins	0 identified by Pinterest employees or contractors 1 reported by users	0 auto 1 manual 0 hybrid

Region	Media type	How content was flagged	Auto v. Manual v. Hybrid
		0 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	
Brazil	2 image Pins 0 video Pins	0 identified by Pinterest employees or contractors 0 reported by users 0 reported by civil society partners 0 flagged by automated systems 2 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 auto 0 manual 2 hybrid
Germany	5 image Pins 2 video Pins	0 identified by Pinterest employees or contractors 5 reported by users 0 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 2 reported by complaints bodies 0 reported by regulators and government agencies	2 auto 5 manual 0 hybrid
South Korea	5,427 image Pins 790 video Pins	0 identified by Pinterest employees or contractors 0 reported by users 0 reported by civil society partners 1,266 flagged by automated systems <sup>2</sup> 4,948 hybrid flags 0 reported by complaints bodies 3 reported by regulators and government agencies	1,266 auto 3 manual 4,948 hybrid
Poland	4 image Pins 6 video Pins	0 identified by Pinterest employees or contractors 10 reported by users 0 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 0 reported by complaints	0 auto 10 manual 0 hybrid



Region	Media type	How content was flagged	Auto v. Manual v. Hybrid
		bodies 0 reported by regulators and government agencies	
Russia	483 image Pins 1 video Pins	0 identified by Pinterest employees or contractors 0 reported by users 0 reported by civil society partners 0 flagged by automated systems 473 hybrid flags 0 reported by complaints bodies 11 reported by regulators and government agencies	0 auto 11 manual 473 hybrid

<sup>2</sup> This includes content identified by our automated systems as matching hashes provided by South Korean governmental authorities.

### Distribution of blocked-in-territory image Pins

Content that is blocked in a given territory is still available outside of that territory. The impressions and shares data below comprises global data on such content before it was blocked as well as subsequent data from outside of the territory where it was blocked.

Region	Reach	Impressions	Shares
EU	0 Pins seen by 0 users 0 Pins seen by 1-9 users 0 Pins seen by 10-100 users 0 Pins seen by >100 users	N/A	N/A
Brazil	2 Pins seen by 0 users 0 Pins seen by 1-9 users 0 Pins seen by 10-100 users 0 Pins seen by >100 users	0 Pins received 0 impressions 2 Pins received <1,000 impressions 0 Pins received 1,000 - 9,999 impressions 0 Pins received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 0 Pins received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	0
Germany	0 Pins seen by 0 users 0 Pins seen by 1-9 users 0 Pins seen by 10-100 users 5 Pins seen by >100 users	0 Pins received 0 impressions 3 Pins received <1,000 impressions 1 Pin received 1,000 - 9,999 impressions 0 Pins received 10,000 - 49,999 impressions 1 Pin received 50,000 - 99,999 impressions 0 Pins received 100,000 - 499,999	14

Region	Reach	Impressions	Shares
		impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	
South Korea	4,371 Pins seen by 0 users 873 Pins seen by 1-9 users 121 Pins seen by 10-100 users 62 Pins seen by >100 users	3,026 Pins received 0 impressions 2,380 Pins received <1,000 impressions 20 Pins received 1,000 - 9,999 impressions 1 Pin received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 0 Pins received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	32
Poland	0 Pins seen by 0 users 0 Pins seen by 1-9 users 0 Pins seen by 10-100 users 4 Pins seen by >100 users	0 Pins received 0 impressions 0 Pins received <1,000 impressions 0 Pins received 1,000 - 9,999 impressions 0 Pins received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 0 Pins received 100,000 - 499,999 impressions 2 Pins received 500,000 - 999,999 impressions 2 Pins received >1,000,000 impressions	8
Russia	362 Pins seen by 0 users 67 Pins seen by 1-9 users 30 Pins seen by 10-100 users 24 Pins seen by >100 users	113 Pins received 0 impressions 349 Pins received <1,000 impressions 17 Pins received 1,000 - 9,999 impressions 4 Pins received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 0 Pins received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	71

### Distribution of blocked-in-territory video Pins

Content that is blocked in a given territory is still available outside of that territory. The impressions and shares data below comprises global data on such content before it was blocked as well as subsequent data from outside of the territory where it was blocked.

Region	Reach	Impressions	Shares
EU	0 Pins seen by 0 users	0 Pins received 0 impressions	2

Region	Reach	Impressions	Shares
	0 Pins seen by 1-9 users 0 Pins seen by 10-100 users 1 Pin seen by >100 users	0 Pins received <1,000 impressions 0 Pins received 1,000 - 9,999 impressions 0 Pins received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 1 Pin received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	
Brazil	0 Pins seen by 0 users 0 Pins seen by 1-9 users 0 Pins seen by 10-100 users 0 Pins seen by >100 users	N/A	N/A
Germany	0 Pins seen by 0 users 0 Pins seen by 1-9 users 0 Pins seen by 10-100 users 2 Pins seen by >100 users	0 Pins received 0 impressions 0 Pins received <1,000 impressions 1 Pin received 1,000 - 9,999 impressions 0 Pins received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 0 Pins received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 1 Pin received >1,000,000 impressions	50
South Korea	776 Pins seen by 0 users 13 Pins seen by 1-9 users 1 Pin seen by 10-100 users 0 Pins seen by >100 users	286 Pins received 0 impressions 503 Pins received <1,000 impressions 1 Pin received 1,000 - 9,999 impressions 0 Pins received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 0 Pins received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	10
Poland	0 Pins seen by 0 users 0 Pins seen by 1-9 users 0 Pins seen by 10-100 users 6 Pins seen by >100 users	0 Pins received 0 impressions 0 Pins received <1,000 impressions 0 Pins received 1,000 - 9,999 impressions 1 Pin received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions	14

Region	Reach	Impressions	Shares
		1 Pin received 100,000 - 499,999 impressions 3 Pins received 500,000 - 999,999 impressions 1 Pin received >1,000,000 impressions	
Russia	0 Pins seen by 0 users 0 Pins seen by 1-9 users 0 Pins seen by 10-100 users 1 Pin seen by >100 users	0 Pins received 0 impressions 0 Pins received <1,000 impressions 0 Pins received 1,000 - 9,999 impressions 0 Pins received 10,000 - 49,999 impressions 0 Pins received 50,000 - 99,999 impressions 1 Pin received 100,000 - 499,999 impressions 0 Pins received 500,000 - 999,999 impressions 0 Pins received >1,000,000 impressions	343

## Appeals

Policy violation	Total appeals	Appeal results
Hate speech or racism	217	194 decision upheld 23 decision reversed
Extremism or radicalization	19	19 decision upheld 0 decision reversed
Disinformation or misinformation	913	884 decision upheld 29 decision reversed
Harassment	676	640 decision upheld 36 decision reversed

## 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.

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 a board, that board and its Pins are no longer available to anyone on the platform. Deactivation may also be referred to as "removal."

- **Limiting distribution:** When we limit the distribution of a board, that board will continue to be accessible to the user who created it, but the board and the Pins saved to the board 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 a board within the relevant territory if it violates regional law but does not violate our policies.

Note that when we deactivate an entire account, that user's boards are also deactivated. To avoid double-counting deactivations, our count of board deactivations does not include those from user accounts that were deactivated. The same is true for limiting distribution and blocking in a territory.

Please note that the same board could have been actioned for different reasons or via different mechanisms during the reporting period, for example if one action was reversed on appeal. As a result, the total number of boards actioned does not equal the sum of the boards actioned via each method and reason.

#### Total flags received for boards

This table includes data on the number of flags we received for boards, broken out by the flag source. Note that the same board could have been flagged via multiple mechanisms or for multiple reasons during the reporting period, so it may be counted multiple times in the data.

See the tables below to see how many of these flags resulted in an enforcement action.

Policy cited by flag	Reported by civil society partners	Reported by complaints bodies	Reported by regulators and government agencies	Reported by users	Identified by Pinterest employees or contractors	Flagged by automated systems	Hybrid flags	Total
Hate speech or racism	0 boards	0 boards	0 boards	786 boards	6 boards	480 boards	0 boards	1,250
Extremism or radicalization	0 boards	0 boards	0 boards	12 boards	8 boards	0 boards	0 boards	20
Disinformation or misinformation	0 boards	0 boards	0 boards	183 boards	3 boards	322 boards	0 boards	507
Harassment	0 boards	0 boards	0 boards	1,480 boards	14 boards	444 boards	0 boards	1,916
Local law	0 boards	4 boards	0 boards	15 boards	0 boards	NA	83 boards	102

## Deactivated

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
Hate speech or racism	318 boards	5 identified by Pinterest employees or contractors 305 reported by users 0 reported by civil society partners 8 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	8 Automated 310 Manual 0 Hybrid
Extremism or radicalization	18 boards	7 identified by Pinterest employees or contractors 11 reported by users 0 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 Automated 11 Manual 7 Hybrid
Disinformation or misinformation	34 boards	1 identified by Pinterest employees or contractors 183 reported by users 0 reported by civil society partners 7 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	7 Automated 26 Manual 1 Hybrid
Harassment	148 boards	6 identified by Pinterest employees or contractors 142 reported by users 0 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 Automated 148 Manual 0 Hybrid

## Distribution of deactivated boards

Policy violation	Reach	Impressions	Shares
Hate speech or racism	91 boards seen by 0 users 152 boards seen by 1-9 users 55 boards seen by 10-100 users 20 boards seen by >100 users	83 boards received 0 impressions 229 boards received <1,000 impressions 6 boards received 1,000 - 9,999 impressions 0 boards received 10,000 - 49,999 impressions 0 boards received 50,000 - 99,999 impressions 0 boards received 100,000 - 499,999 impressions 0 boards received 500,000 - 999,999 impressions 0 boards received >1,000,000 impressions	4
Extremism or radicalization	6 boards seen by 0 users 9 boards seen by 1-9 users 3 boards seen by 10-100 users 0 boards seen by >100 users	6 boards received 0 impressions 12 boards received <1,000 impressions 0 boards received 1,000 - 9,999 impressions 0 boards received 10,000 - 49,999 impressions 0 boards received 50,000 - 99,999 impressions 0 boards received 100,000 - 499,999 impressions 0 boards received 500,000 - 999,999 impressions 0 boards received >1,000,000 impressions	1
Disinformation or misinformation	15 boards seen by 0 users 19 boards seen by 1-9 users 0 boards seen by 10-100 users 0 boards seen by >100 users	14 boards received 0 impressions 20 boards received <1,000 impressions 0 boards received 1,000 - 9,999 impressions 0 boards received 10,000 - 49,999 impressions 0 boards received 50,000 - 99,999 impressions 0 boards received 100,000 - 499,999 impressions 0 boards received 500,000 - 999,999 impressions 0 boards received >1,000,000 impressions	0
Harassment	47 boards seen by 0 users 79 boards seen by 1-9 users 18 boards seen by 10-100 users 4 boards seen by >100 users	28 boards received 0 impressions 120 boards received <1,000 impressions 0 boards received 1,000 - 9,999 impressions 0 boards received 10,000 - 49,999 impressions 0 boards received 50,000 - 99,999 impressions 0 boards received 100,000 - 499,999 impressions 0 boards received 500,000 - 999,999 impressions 0 boards received >1,000,000 impressions	6

Policy violation	Reach	Impressions	Shares
		impressions	

Limited distribution

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
Hate speech or racism	956 boards	2 identified by Pinterest employees or contractors 954 reported by users 0 reported by civil society partners 19 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	472 Automated 487 Manual 0 Hybrid
Extremism or radicalization	2 boards	1 identified by Pinterest employees or contractors 1 reported by users 0 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 Automated 1 Manual 1 Hybrid
Disinformation or misinformation	479 boards	3 identified by Pinterest employees or contractors 454 reported by users 0 reported by civil society partners 34 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	320 Automated 159 Manual 0 Hybrid
Harassment	1,791 boards	8 identified by Pinterest employees or contractors 1,782 reported by users 0 reported by civil society partners 5 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	444 Automated 1,348 Manual 0 Hybrid



### Distribution of limited-distribution boards

Because content with limited distribution remains available on the platform, it's expected to have greater distribution than deactivated content.

Policy violation	Reach	Impressions	Shares
Hate speech or racism	234 boards seen by 0 users 422 boards seen by 1-9 users 226 boards seen by 10-100 users 74 boards seen by >100 users	95 boards received 0 impressions 831 boards received <1,000 impressions 27 boards received 1,000 - 9,999 impressions 3 boards received 10,000 - 49,999 impressions 0 boards received 50,000 - 99,999 impressions 0 boards received 100,000 - 499,999 impressions 0 boards received 500,000 - 999,999 impressions 0 boards received >1,000,000 impressions	176 (156 of these were from content on which we reversed restrictions)
Extremism or radicalization	2 boards seen by 0 users 0 boards seen by 1-9 users 0 boards seen by 10-100 users 0 boards seen by >100 users	1 boards received 0 impressions 1 board received <1,000 impressions 0 boards received 1,000 - 9,999 impressions 0 boards received 10,000 - 49,999 impressions 0 boards received 50,000 - 99,999 impressions 0 boards received 100,000 - 499,999 impressions 0 boards received 500,000 - 999,999 impressions 0 boards received >1,000,000 impressions	0
Disinformation or misinformation	145 boards seen by 0 users 244 boards seen by 1-9 users 75 boards seen by 10-100 users 15 boards seen by >100 users	64 boards received 0 impressions 408 boards received <1,000 impressions 7 boards received 1,000 - 9,999 impressions 0 boards received 10,000 - 49,999 impressions 0 boards received 50,000 - 99,999 impressions 0 boards received 100,000 - 499,999 impressions 0 boards received 500,000 - 999,999 impressions 0 boards received >1,000,000 impressions	18 (17 of these were from content on which we reversed restrictions)
Harassment	517 boards seen by 0 users 932 boards seen by 1-9 users 274 boards seen by 10-100 users 68 boards seen by >100	292 boards received 0 impressions 1,492 boards received <1,000 impressions 7 boards received 1,000 - 9,999 impressions 0 boards received 10,000 - 49,999 impressions	69 (64 of these were from content on which we reversed restrictions)

Policy violation	Reach	Impressions	Shares
	users	0 boards received 50,000 - 99,999 impressions 0 boards received 100,000 - 499,999 impressions 0 boards received 500,000 - 999,999 impressions 0 boards received >1,000,000 impressions	

### Blocked in territory

Region	Media type	How content was flagged	Auto v. Manual v. Hybrid
South Korea	76 boards	0 identified by Pinterest employees or contractors 0 reported by users 0 reported by civil society partners 0 flagged by automated systems 76 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 Automated 0 Manual 76 Hybrid
Russia	7 boards	0 identified by Pinterest employees or contractors 0 reported by users 0 reported by civil society partners 0 flagged by automated systems 7 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 Automated 0 Manual 7 Hybrid

### Distribution of blocked-in-territory boards

Content that is blocked in a given territory is still available outside of that territory. The impressions and shares data below comprises global data on such content before it was blocked as well as subsequent data from outside of the territory where it was blocked.

Region	Reach	Impressions	Shares
South Korea	44 boards seen by 0 users 32 boards seen by 1-9 users 0 boards seen by 10-100 users 0 boards seen by >100 users	7 boards received 0 impressions 69 boards received <1,000 impressions 0 boards received 1,000 - 9,999 impressions 0 boards received 10,000 - 49,999 impressions 0 boards received 50,000 - 99,999 impressions	0

Region	Reach	Impressions	Shares
		0 boards received 100,000 - 499,999 impressions 0 boards received 500,000 - 999,999 impressions 0 boards received >1,000,000 impressions	
Russia	4 boards seen by 0 users 3 boards seen by 1-9 users 0 boards seen by 10-100 users 0 boards seen by >100 users	1 board received 0 impressions 6 boards received <1,000 impressions 0 boards received 1,000 - 9,999 impressions 0 boards received 10,000 - 49,999 impressions 0 boards received 50,000 - 99,999 impressions 0 boards received 100,000 - 499,999 impressions 0 boards received 500,000 - 999,999 impressions 0 boards received >1,000,000 impressions	0

## Appeals

Policy violation	Total appeals	Appeal results
Hate speech or racism	12	6 decision upheld 6 decision reversed
Extremism or radicalization	0	0 decision upheld 0 decision reversed
Disinformation or misinformation	2	0 decision upheld 2 decision reversed
Harassment	5	2 decision upheld 3 decision reversed

## 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.

Any account, regardless of privacy settings, may be deactivated for violating our policies. When an account is deactivated, all of its Pins and boards are also deactivated. That means that if you

search for them on Pinterest or click on an old link to their profile, that profile won't show up anymore. Their Pins won't appear anywhere on Pinterest. And the deactivated user won't be able to access their own Pins or boards, either.

Because the same account can be actioned multiple times, the number of actions noted in the tables below may not equal the number of accounts actioned.

### Message moderation

Because all of our Community Guidelines apply to messages sent between Pinner, participants in a message thread can report a message for violating our Guidelines. We've included reported messages in the **Total flagged accounts and messages table** below. 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. All enforcement actions for message violations are reflected in the account moderation data below.

### Total flags received for accounts and messages

This table includes data on the number of flags we received for accounts and messages, broken out by the flag source. Note that the same account or message could have been flagged via multiple mechanisms or for multiple reasons during the reporting period, so it may be counted multiple times in the data. See the tables below to see how many of these flags resulted in an enforcement action.

Policy cited by flag	Reported by civil society partners	Reported by complaints bodies	Reported by regulators and government agencies	Reported by users	Identified by Pinterest employees or contractors	Flagged by automated systems	Hybrid flags	Total
Hate speech or racism	0 accounts 0 messages	0 accounts 0 messages	0 accounts 0 messages	798 accounts 58 messages	5 accounts 0 messages	4,984 accounts 0 messages	0 accounts 0 messages	5,287 accounts 58 messages
Extremism or radicalization	0 accounts 0 messages	0 accounts 0 messages	0 accounts 0 messages	1 account 0 messages	0 accounts 0 messages	0 accounts 0 messages	0 accounts 0 messages	1 account 0 messages
Disinformation or misinformation	2 accounts 0 messages	0 accounts 0 messages	0 accounts 0 messages	201 accounts 0 messages	8 accounts 0 messages	2,255 accounts 0 messages	0 accounts 0 messages	2,350 accounts 0 messages
Harassment	0 accounts 0 messages	0 accounts 0 messages	0 accounts 0 messages	431 accounts 1,035 messages	16 accounts 0 messages	5,067 accounts 0 messages	0 accounts 0 messages	5,212 accounts 1,035

Policy cited by flag	Reported by civil society partners	Reported by complaints bodies	Reported by regulators and government agencies	Reported by users	Identified by Pinterest employees or contractors	Flagged by automated systems	Hybrid flags	Total
								messages
Local law	0 accounts 0 messages	15 accounts 0 messages	9 accounts 0 messages	53 accounts 0 messages	0 accounts 0 messages	NA	0 accounts 0 messages	77 accounts  0 messages

### Deactivated

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
Hate speech or racism	221 accounts	4 identified by Pinterest employees or contractors 215 reported by users 0 reported by civil society partners 2 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	2 Automated 219 Manual 0 Hybrid
Extremism or radicalization	1 account	0 identified by Pinterest employees or contractors 1 reported by users 0 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 Automated 1 Manual 0 Hybrid
Disinformation or misinformation	34 accounts	7 identified by Pinterest employees or contractors 26 reported by users 1 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 Automated 34 Manual 0 Hybrid

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
Harassment	114 accounts	14 identified by Pinterest employees or contractors 88 reported by users 0 reported by civil society partners 12 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	12 Automated 102 Manual 0 Hybrid

### Distribution of deactivated accounts

Policy violation	Reach	Impressions	Shares
Hate speech or racism	36 accounts seen by 0 users 51 accounts seen by 1-9 users 33 accounts seen by 10-100 users 101 accounts seen by >100 users	30 accounts received 0 impressions 125 accounts received <1,000 impressions 43 accounts received 1,000 - 9,999 impressions 16 accounts received 10,000 - 49,999 impressions 3 accounts received 50,000 - 99,999 impressions 4 accounts received 100,000 - 499,999 impressions 0 accounts received 500,000 - 999,999 impressions 0 accounts received >1,000,000 impressions	203 (129 of these were from content on which we reversed restrictions)
Extremism or radicalization	0 accounts seen by 0 users 0 accounts seen by 1-9 users 1 account seen by 10-100 users 0 accounts seen by >100 users	0 accounts received 0 impressions 1 account received <1,000 impressions 0 accounts received 1,000 - 9,999 impressions 0 accounts received 10,000 - 49,999 impressions 0 accounts received 50,000 - 99,999 impressions 0 accounts received 100,000 - 499,999 impressions 0 accounts received 500,000 - 999,999 impressions 0 accounts received >1,000,000 impressions	0
Disinformation or misinformation	10 accounts seen by 0 users 2 accounts seen by 1-9 users 7 accounts seen by 10-100 users 15 accounts seen by >100 users	10 accounts received 0 impressions 10 accounts received <1,000 impressions 6 accounts received 1,000 - 9,999 impressions 5 accounts received 10,000 - 49,999 impressions 1 account received 50,000 - 99,999	102 (70 of these were from content on which we reversed restrictions)

Policy violation	Reach	Impressions	Shares
		impressions 2 accounts received 100,000 - 499,999 impressions 0 accounts received 500,000 - 999,999 impressions 0 accounts received >1,000,000 impressions	
Harassment	27 accounts seen by 0 users 19 accounts seen by 1-9 users 30 accounts seen by 10-100 users 38 accounts seen by >100 users	23 accounts received 0 impressions 67 accounts received <1,000 impressions 14 accounts received 1,000 - 9,999 impressions 5 accounts received 10,000 - 49,999 impressions 3 accounts received 50,000 - 99,999 impressions 1 account received 100,000 - 499,999 impressions 0 accounts received 500,000 - 999,999 impressions 1 account received >1,000,000 impressions	128 (81 of these were from content on which we reversed restrictions)

#### Limited distribution

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
Hate speech or racism	5,196 accounts	3 identified by Pinterest employees or contractors 5,196 reported by users 0 reported by civil society partners 956 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	4,981 Automated 592 Manual 0 Hybrid
Extremism or radicalization	0	N/A	N/A
Disinformation or misinformation	2,336 accounts	4 identified by Pinterest employees or contractors 2,335 reported by users 0 reported by civil society partners 531 flagged by automated systems 0 hybrid flags 0 reported by	2,255 Automated 176 Manual 0 Hybrid

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
		complaints bodies 0 reported by regulators and government agencies	
Harassment	5,166 accounts	3 identified by Pinterest employees or contractors 5,164 reported by users 0 reported by civil society partners 776 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	5,057 Automated 346 Manual 0 Hybrid

### Distribution of limited-distribution accounts

Because content with limited distribution remains available on the platform, it's expected to have greater distribution than deactivated content.

Policy violation	Reach	Impressions	Shares
Hate speech or racism	935 accounts seen by 0 users 1,247 accounts seen by 1-9 users 1,005 accounts seen by 10-100 users 2,008 accounts seen by >100 users	484 accounts received 0 impressions 3,130 accounts received <1,000 impressions 880 accounts received 1,000 - 9,999 impressions 414 accounts received 10,000 - 49,999 impressions 120 accounts received 50,000 - 99,999 impressions 139 accounts received 100,000 - 499,999 impressions 15 accounts received 500,000 - 999,999 impressions 13 accounts received >1,000,000 impressions	6,493 (5,922 of these were from content on which we reversed restrictions)
Extremism or radicalization	0 accounts seen by 0 users 0 accounts seen by 1-9 users 0 accounts seen by 10-100 users 0 accounts seen by >100 users	N/A	0
Disinformation or misinformation	400 accounts seen by 0 users 469 accounts seen by 1-9 users 463 accounts seen by	219 accounts received 0 impressions 1,305 accounts received <1,000 impressions 428 accounts received 1,000 - 9,999 impressions	4,974 (4,750 of these were from content on which we reversed restrictions)



Policy violation	Reach	Impressions	Shares
	10-100 users 1,005 accounts seen by >100 users	218 accounts received 10,000 - 49,999 impressions 63 accounts received 50,000 - 99,999 impressions 78 accounts received 100,000 - 499,999 impressions 18 accounts received 500,000 - 999,999 impressions 8 accounts received >1,000,000 impressions	
Harassment	1,390 accounts seen by 0 users 1,238 accounts seen by 1-9 users 865 accounts seen by 10-100 users 1,673 accounts seen by >100 users	785 accounts received 0 impressions 3,067 accounts received <1,000 impressions 773 accounts received 1,000 - 9,999 impressions 284 accounts received 10,000 - 49,999 impressions 98 accounts received 50,000 - 99,999 impressions 133 accounts received 100,000 - 499,999 impressions 15 accounts received 500,000 - 999,999 impressions 11 accounts received >1,000,000 impressions	5,274 (4,953 of these were from content on which we reversed restrictions)

### Actioned on user level due to 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 user level due to violations at the content level.

Policy violation	Media type	Actioned items of content that resulted in action taken by Pinterest against the user or group of users responsible for the content	How content was flagged	Auto v. Manual v. Hybrid
Hate speech or racism	16 accounts	16 comments	0 identified by Pinterest employees or contractors 0 reported by users 0 reported by civil society partners 16 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	16 auto 0 manual 0 hybrid
Extremism or	0	N/A	N/A	N/A

Policy violation	Media type	Actioned items of content that resulted in action taken by Pinterest against the user or group of users responsible for the content	How content was flagged	Auto v. Manual v. Hybrid
radicalization				
Disinformation or misinformation	0	N/A	N/A	N/A
Harassment	205 accounts	205 comments	0 identified by Pinterest employees or contractors 0 reported by users 0 reported by civil society partners 205 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	205 auto 0 manual 0 hybrid

### Blocked in territory

Region	Media type	How content was flagged	Auto v. Manual v. Hybrid
Germany	1 account	0 identified by Pinterest employees or contractors 1 reported by users 0 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 auto 1 manual 0 hybrid

### Distribution of blocked-in-territory accounts

Content that is blocked in a given territory is still available outside of that territory. The impressions and shares data below comprises global data on such content before it was blocked as well as subsequent data from outside of the territory where it was blocked.

Region	Reach	Impressions	Shares
Germany	1 account seen by 0 users 0 accounts seen by 1-9 users 0 accounts seen by 10-100 users	1 account received 0 impressions 0 accounts received <1,000 impressions 0 accounts received 1,000 - 9,999	0

Region	Reach	Impressions	Shares
	0 accounts seen by >100 users	impressions 0 accounts received 10,000 - 49,999 impressions 0 accounts received 50,000 - 99,999 impressions 0 accounts received 100,000 - 499,999 impressions 0 accounts received 500,000 - 999,999 impressions 0 accounts received >1,000,000 impressions	

## Appeals

Policy violation	Total appeals	Appeal results
Hate speech or racism	56	30 decision upheld 26 decision reversed
Extremism or radicalization	0	N/A
Disinformation or misinformation	9	4 decision upheld 5 decision reversed
Harassment	27	10 decision upheld 17 decision reversed

## Comment moderation

Comments are subject to the same policies as other content, and 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. Any comment containing an image is classified as an image in the **Media type** column in the tables below.

Because the same comment can be actioned multiple times, the number of actions noted in the tables below may not be equal to the number of comments actioned.

In addition to comments on Pins on Pinterest, users can also leave comments on Shuffles content created in the Shuffles app. The data in the **Total flags received for comments** and **Deactivated** tables below include data for text comments on Shuffles.

## Total flags received for comments

This table includes data on the number of flags we received for comments, broken out by the flag source. Note that the same comment could have been flagged via multiple mechanisms or for multiple reasons during the reporting period, so it may be counted multiple times in the data. See the tables below to see how many of these flags resulted in an enforcement action.

Policy cited by flag	Reported by civil society partners	Reported by complaints bodies	Reported by regulators and government agencies	Reported by users	Identified by Pinterest employees or contractors	Flagged by automated systems	Hybrid flags	Total
Hate speech or racism	0 text comments 0 image comments	0 text comments 0 image comments	0 text comments 0 image comments	1,291 text comments 65 image comments  4 Shuffles comments	0 text comments 0 image comments	14,126 text comments 0 image comments	0 text comments 0 image comments	14,548
Extremism or radicalization	0 text comments 0 image comments	0 text comments 0 image comments	0 text comments 0 image comments	0 text comments 0 image comments	0 text comments 0 image comments	0 text comments 0 image comments	0 text comments 0 image comments	0
Disinformation or misinformation	0 text comments 0 image comments	0 text comments 0 image comments	0 text comments 0 image comments	70 text comments 1 image comment	0 text comments 1 image comment	4,618 text comments 0 image comments	0 text comments 0 image comments	4,649
Harassment	0 text comments 0 image comments	0 text comments 0 image comments	0 text comments 0 image comments	2,958 text comments 154 image comments  32 Shuffles comments	1 text comment 0 image comments	6,950 text comments 289 image comments	0 text comments 0 image comments	9,458
Local law	0 text comments 0 image comments	10 text comments 1 image comments	0 text comments 0 image comments	83 text comments 3 image comments	1 text comment 0 image comments	0 text comments 0 image comments	0 text comments 0 image comments	98

## Deactivated

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
Hate speech or racism	1,291 text comments 49 image comments  4 Shuffles comments	0 identified by Pinterest employees or contractors 1,344 reported by users 0 reported by civil society partners 0 flagged by automated systems	0 Automated 1,344 Manual 0 Hybrid

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
		0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	
Extremism or radicalization	0	N/A	N/A
Disinformation or misinformation	70 text comments 1 image comments  0 Shuffles comments	0 identified by Pinterest employees or contractors 71 reported by users 0 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 Automated 71 Manual 0 Hybrid
Harassment	2,959 text comments 108 image comments  32 Shuffles comments	1 identified by Pinterest employees or contractors 3,098 reported by users 0 reported by civil society partners 0 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	0 Automated 3,099 Manual 0 Hybrid

### Distribution of deactivated text comments

Policy violation	Reach	Impressions
Hate speech or racism	102 comments seen by 0 users 265 comments seen by 1-9 users 492 comments seen by 10-100 users 432 comments seen by >100 users	51 comments received 0 impressions 1,155 comments received <1,000 impressions 83 comments received 1,000 - 9,999 impressions 2 comments received 10,000 - 49,999 impressions 0 comments received 50,000 - 99,999 impressions 0 comments received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions
Extremism or radicalization	0 comments seen by 0 users 0 comments seen by 1-9	N/A

Policy violation	Reach	Impressions
	users 0 comments seen by 10-100 users 0 comments seen by >100 users	
Disinformation or misinformation	8 comments seen by 0 users 16 comments seen by 1-9 users 24 comments seen by 10-100 users 22 comments seen by >100 users	4 comments received 0 impressions 59 comments received <1,000 impressions 7 comments received 1,000 - 9,999 impressions 0 comments received 10,000 - 49,999 impressions 0 comments received 50,000 - 99,999 impressions 0 comments received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions
Harassment	314 comments seen by 0 users 748 comments seen by 1-9 users 910 comments seen by 10-100 users 988 comments seen by >100 users	79 comments received 0 impressions 2,619 comments received <1,000 impressions 234 comments received 1,000 - 9,999 impressions 26 comments received 10,000 - 49,999 impressions 2 comments received 50,000 - 99,999 impressions 0 comments received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions

### Distribution of deactivated image comments

Policy violation	Reach	Impressions
Hate speech or racism	4 comments seen by 0 users 1 comment seen by 1-9 users 15 comments seen by 10-100 users 29 comments seen by >100 users	1 comment received 0 impressions 37 comments received <1,000 impressions 9 comments received 1,000 - 9,999 impressions 2 comments received 10,000 - 49,999 impressions 0 comments received 50,000 - 99,999 impressions 0 comments received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions

<b>Policy violation</b>	<b>Reach</b>	<b>Impressions</b>
Extremism or radicalization	0 comments seen by 0 users 0 comments seen by 1-9 users 0 comments seen by 10-100 users 0 comments seen by >100 users	N/A
Disinformation or misinformation	0 comments seen by 0 users 0 comments seen by 1-9 users 1 comment seen by 10-100 users 0 comments seen by >100 users	0 comments received 0 impressions 1 comments received <1,000 impressions 0 comments received 1,000 - 9,999 impressions 0 comments received 10,000 - 49,999 impressions 0 comments received 50,000 - 99,999 impressions 0 comments received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions
Harassment	2 comments seen by 0 users 10 comments seen by 1-9 users 24 comments seen by 10-100 users 72 comments seen by >100 users	0 comments received 0 impressions 66 comments received <1,000 impressions 39 comments received 1,000 - 9,999 impressions 2 comments received 10,000 - 49,999 impressions 1 comment received 50,000 - 99,999 impressions 0 comments received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions

### Removed by users

Users can remove comments on their own Pins for any reason. They are not required to and do not have the ability to select a reason for why they've removed the comment. Therefore, a comment removed by a user is not considered an enforcement of our Guidelines.

<b>Media type</b>	<b>Comments removed by users</b>
Text comments	1,472,492
Image comments	12,601

Limited distribution

Policy violation	Media type	How content was flagged	Auto v. Manual v. Hybrid
Hate speech or racism	14,126 text comments 16 image comments	1 identified by Pinterest employees or contractors 13,305 reported by users 0 reported by civil society partners 876 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	14,126 Automated 16 Manual 0 Hybrid
Extremism or radicalization	0	N/A	N/A
Disinformation or misinformation	4,618 text comments 1 image comment	4 identified by Pinterest employees or contractors 4,369 reported by users 0 reported by civil society partners 262 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	4,618 Automated 1 Manual 0 Hybrid
Harassment	6,950 text comments 327 image comments	0 identified by Pinterest employees or contractors 6,851 reported by users 0 reported by civil society partners 438 flagged by automated systems 0 hybrid flags 0 reported by complaints bodies 0 reported by regulators and government agencies	7,239 Automated 46 Manual 0 Hybrid

**Distribution of limited-distribution text comments**

Because content with limited distribution remains available on the platform, it's expected to have greater distribution than deactivated content.

Policy violation	Reach	Impressions
Hate speech or racism	1,910 comments seen by 0 users 2,331 comments seen by 1-9 users 4,936 comments seen by 10-100 users	14 comments received 0 impressions 12,475 comments received <1,000 impressions 1,503 comments received 1,000 - 9,999 impressions



Policy violation	Reach	Impressions
	4,952 comments seen by >100 users	123 comments received 10,000 - 49,999 impressions 12 comments received 50,000 - 99,999 impressions 2 comments received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions
Extremism or radicalization	0 comments seen by 0 users 0 comments seen by 1-9 users 0 comments seen by 10-100 users 0 comments seen by >100 users	N/A
Disinformation or misinformation	504 comments seen by 0 users 758 comments seen by 1-9 users 1,581 comments seen by 10-100 users 1,775 comments seen by >100 users	6 comments received 0 impressions 3,964 comments received <1,000 impressions 584 comments received 1,000 - 9,999 impressions 62 comments received 10,000 - 49,999 impressions 1 comment received 50,000 - 99,999 impressions 1 comment received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions
Harassment	1,078 comments seen by 0 users 1,159 comments seen by 1-9 users 2,387 comments seen by 10-100 users 2,326 comments seen by >100 users	15 comments received 0 impressions 6,150 comments received <1,000 impressions 723 comments received 1,000 - 9,999 impressions 55 comments received 10,000 - 49,999 impressions 6 comments received 50,000 - 99,999 impressions 1 comment received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions

### Distribution of limited-distribution image comments

Policy violation	Reach	Impressions
Hate speech or racism	1 comment seen by 0 users	1 comment received 0 impressions

Policy violation	Reach	Impressions
	0 comments seen by 1-9 users 6 comments seen by 10-100 users 9 comments seen by >100 users	14 comments received <1,000 impressions 1 comment received 1,000 - 9,999 impressions 0 comments received 10,000 - 49,999 impressions 0 comments received 50,000 - 99,999 impressions 0 comments received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions
Extremism or radicalization	0 comments seen by 0 users 0 comments seen by 1-9 users 0 comments seen by 10-100 users 0 comments seen by >100 users	N/A
Disinformation or misinformation	1 comment seen by 0 users 0 comments seen by 1-9 users 0 comments seen by 10-100 users 0 comments seen by >100 users	1 comment received 0 impressions 0 comments received <1,000 impressions 0 comments received 1,000 - 9,999 impressions 0 comments received 10,000 - 49,999 impressions 0 comments received 50,000 - 99,999 impressions 0 comments received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions
Harassment	35 comments seen by 0 users 16 comments seen by 1-9 users 65 comments seen by 10-100 users 211 comments seen by >100 users	4 comments received 0 impressions 189 comments received <1,000 impressions 111 comments received 1,000 - 9,999 impressions 21 comments received 10,000 - 49,999 impressions 1 comment received 50,000 - 99,999 impressions 1 comment received 100,000 - 499,999 impressions 0 comments received 500,000 - 999,999 impressions 0 comments received >1,000,000 impressions

## 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 not done. The ongoing improvement of our Guidelines, reporting capabilities and policies is an ongoing priority to make sure Pinterest continues to be a safe and 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

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use Pinterest.

### **More simply put**

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

9. Disclaimers

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10. Limitation of Liability

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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 Services 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 access 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](#).

### **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.

## **b. How we and other users can use your User 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, for any reason in our sole discretion, and without notice. 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. Where appropriate, you may appeal the decisions you think were made in error.

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 and, where appropriate, you can appeal those actions.

## 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 required by law, we will provide you with written notice. 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 required by law.

## 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.

If you're a consumer in the European Economic Area (EEA) or the United Kingdom (UK), we don't exclude or limit any liability

for gross negligence, intent, or death or personal injury caused by our negligence or willful misconduct.

### **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 services work. 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 li-

ability 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 disputes initiated after the effective date of these Terms.

For any dispute you have with us, you agree to first contact us and try to resolve the dispute informally. 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](mailto: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](http://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 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 August 1, 2023



Languages

English (US)

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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

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questions or encounter problems on Pinterest, please [contact us](#).

## Adult content

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

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.

## Exploitation

Pinterest isn't a place for exploitation of people or animals. We'll remove or limit the distribution of content and accounts involved in practices that risk harm to people or animals, including sexual, physical, or financial exploitation. That includes:

- Non-consensual images, 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.
- 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.
- 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.

## 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 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.

## 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:

- Medically unsupported health claims that risk public health and safety, including the promotion of false cures, anti-vaccination advice, or misinformation about public health or safety emergencies
- False or misleading content about individuals or protected groups that promotes fear, hate or prejudice
- False or misleading content that encourages turning individuals, groups of people, places or organizations into targets of harassment or physical violence
- Conspiracy theories, including about climate change or civic participation
- 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

## Civic participation misinformation

- 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.
- 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.
- Threats against voting locations, census or voting personnel, voters or census participants, including intimidation 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.

## 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:

- 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](mailto: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.

## Dangerous goods and activities

Pinterest isn't a place for trading or selling of certain regulated goods—products or substances that can cause harm when used, altered or manufactured irresponsibly—or 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 and weapons, including firearms and accessories, firearm parts or attachments, or ammunition
- 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
- Harmful pranks or challenges that risk imminent physical harm or extreme emotional distress, especially if showing or encouraging the participation of minors

## 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
- 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
- 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 Pinner or Pinner web traffic in ways that are misleading, detract from the Pinner experience, or don't add value for Pinner.
- 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 Pinner.
- 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 — Pinner 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.



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# 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.

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Keep in mind...

## 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
- 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, ads in the following

categories can't use actual like, 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.

## Be careful with any data usage

When using data to target or measure ads on Pinterest, you must follow our [Ad Data 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](http://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

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 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
- Minors under 18 years old
- Precise geolocation (e.g. GPS)
- Citizen or immigration status
- Marital status
- Relationship status
- Military status

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 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](mailto:privacy-legal@pinterest.com).

## 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:

- 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.

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. In addition, please:

- Don't require participants to save a specific image
- Don't allow more than one entry per participant if the method of entry is an action taken on Pinterest
- Don't require people to buy a product or service, or pay money to participate.

- Don't 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

With prior permission from Pinterest, ads for the following are allowed with restrictions:

- Pharmaceutical manufacturers (branded or unbranded)
- Prescription drugs (for humans or pets)
- Online pharmacies
- Prescription telehealth providers
- Below are the restrictions on ads for these categories:
  - Ads can be run only in the US
  - 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

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.

## 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.

### Argentina

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

- Brick-and-mortar casinos

### 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:

- Infant formula
- Brick-and-mortar casinos

We allow the following with restrictions:

- Government-sponsored lotteries
  - Advertisers must not promote irresponsible gambling behavior or target minors

- Advertisers must secure prior permission from Pinterest

## Canada

We allow the following with restrictions:

- Government-sponsored lotteries
  - Advertisers must not promote irresponsible gambling behavior or target minors
  - Advertisers must secure prior permission from Pinterest

## Chile

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

- Over-the-counter (OTC) drugs

## 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

## France

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

- Infant formula
- Pharmacies

## Germany

If your ad is shown in Germany, 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

## 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

## Netherlands

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

- Brick-and-mortar casinos
- Infant formula

## 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

## Spain

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

- Brick-and-mortar casinos
- Infant formula

## 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

## 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. 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

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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
    - Fuzzy or grainy images
    - Broken links or incomplete pages
  - Have unoriginal content, including:
    - Unoriginal content within the “about us” section or product descriptions
    - Stock images
  - 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 multiple ads or pop-ups
- Have pop-ups you cannot close
- Have out of date content or out-of-stock products
- 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 24 hours) 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.

## 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](#).



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# 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

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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 Pinner's 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:

- **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, Pinner 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 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 Pinner 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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