



2024 ESG Impact Report

Creating a more inspired internet. Building a better world.



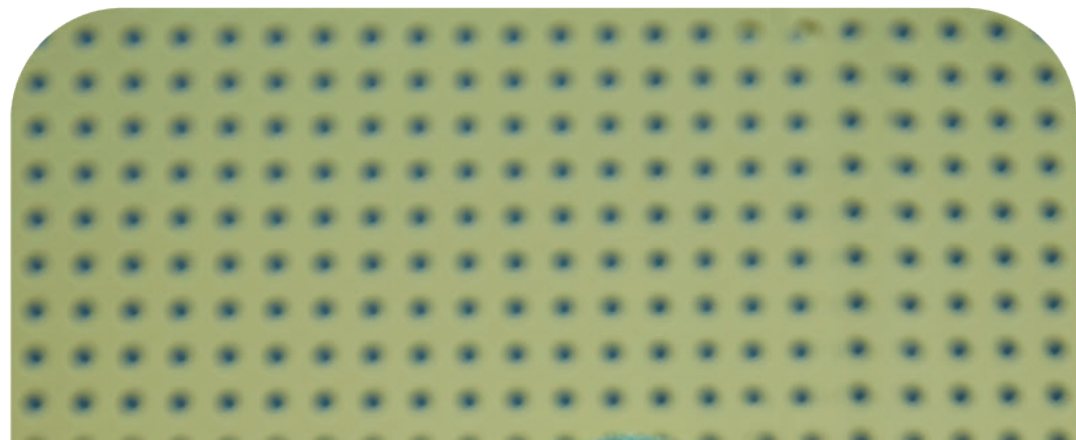
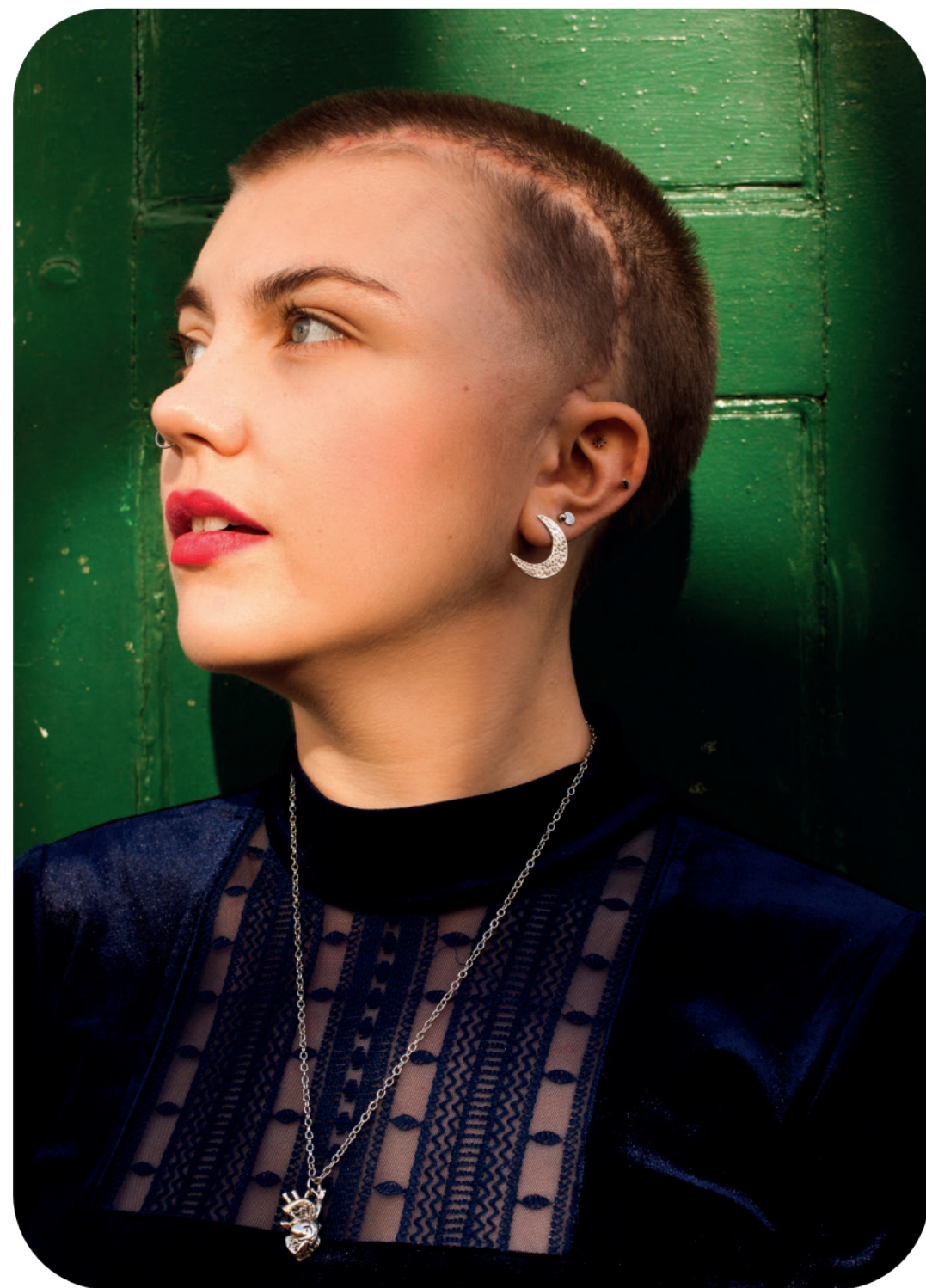


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A note from our CEO

Bringing everyone the inspiration to create a life they love

I am proud to present Pinterest's 2024 environmental, social and governance (ESG) Impact Report, which details our unwavering commitment to being a force for good across our industry, communities, and our planet. Divided into four interconnected focus areas—people, product, planet and governance—our ESG report covers 2022 and 2023, and serves as a testament to the progress we've made.

At Pinterest, our mission is simple: bring everyone the inspiration to create a life they love. With more than half a billion users coming to Pinterest each month, our work has never been more important. We aim to build the most inspiring and positive platform in the world. This means putting emotional wellbeing, a sense of belonging and safety at the center of our company's purpose.

Recognizing that change starts from within, we focused on strengthening inclusion and diversity, employee wellbeing, and pay equity in our own workplace. We also set science-based targets to reduce our emissions and rolled out a climate misinformation policy on our platform.

Since our last ESG report, we've also continued to scale our impact. We reached a milestone of \$20 million invested to date in more than 60 nonprofit organizations around the world that are working to advance youth mental health and emotional wellbeing. We became the founding signatory of the Inspired Internet Pledge—a call to action for tech companies and advertisers to come together to make the internet a safer and healthier place for everyone, especially young people.

As part of our broader effort to improve a sense of belonging on Pinterest, we introduced body type technology to our suite of inclusive AI. This industry-leading technology uses shape, size and form to identify body types so that search results on Pinterest better reflect the diversity of our global community.

We're working hard to build upon these accomplishments and are committed to sharing our impact for years to come.



Bill Ready, CEO

Company overview

Pinterest is a visual search and discovery platform that people around the world use to find products personalized to their tastes. Available in 41 languages, more than 500* million users visit the platform every month to explore and experience billions of ideas and inspiring content.

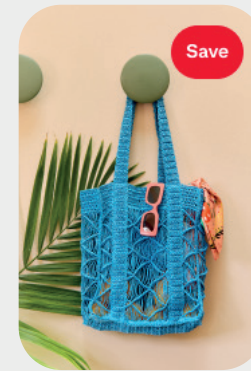
Launched in 2010 and headquartered in San Francisco—with offices in Chicago, New York, Toronto, Atlanta, Los Angeles, Palo Alto, Seattle, London, Amsterdam, Berlin, Dublin, Hamburg, Madrid, Milan, Paris, Warsaw, Mexico City, São Paulo, Sydney, Singapore and Tokyo—it's the company's 4,000+ employees who drive our mission: **bringing everyone the inspiration to create a life they love.**

Read more:
[Company | Pinterest Newsroom](#) ↗

Pinterest fast facts*

1.5 billion

Pins saved every week



8 in 10 people

vote Pinterest as a positive place online



85%

of weekly users say Pinterest is where they go to start a new project

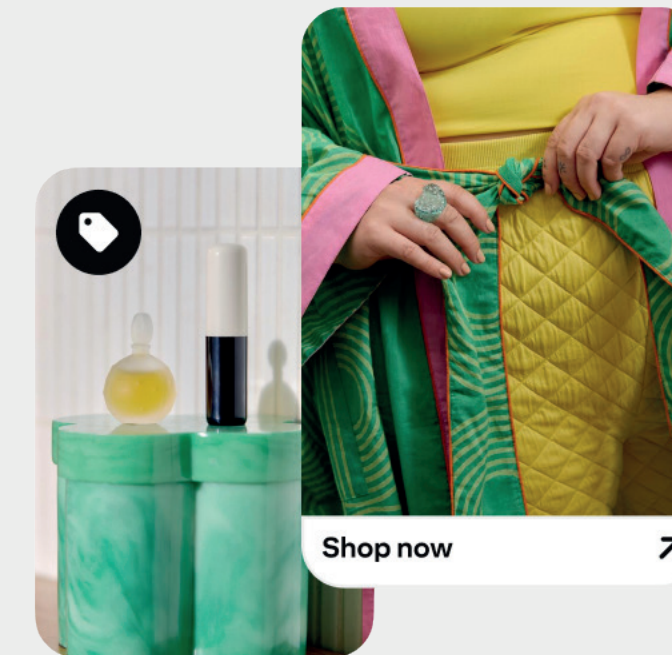


Festival hairstyles

84 Pins · 2 sections

+50%

of users think of Pinterest as a place to shop today



80%

of weekly users have discovered a new brand or product on Pinterest



Home Universal ✓

*Pinterest, Global analysis, Q1 2024

Our values

As Pinterest grows, it's essential that those standards we, as a company, use to drive progress develop as well. In 2022, through employee feedback across all levels of the organization, we announced an evolved set of company values. These five commitments are embedded in Pinterest's foundation and shine through our work every day.



Put Pinners first

We are relentlessly focused on Pinterest users' diverse needs so that all our product, business and policy decisions are centered on their wellbeing. We actively invite users to the conversation so that we're creating with them, not just for them.



Aim for extraordinary

We build extraordinary products and experiences because we start with a higher bar. We push ourselves—and each other—to bring the courage, craft and quality of execution needed to win big.



Create belonging

We each take responsibility for creating a culture of belonging, and we value individual perspectives and life experiences. Divergent thinking, honest debate and real-time feedback are understood as the fuel for innovation and growth. By extending ourselves to others we build strong connections and support the wellbeing of our people.



Act as one

We put energy into helping others succeed—and our wins belong to the entire team. We are resolute in our commitment to eliminating silos in how we work. Once a decision is made, we enthusiastically rally behind a chosen direction.



Win or learn

To achieve our mission and grow, we must constantly evolve. We make big bets and take smart risks to increase our chances of step-change results. Whether we succeed or stumble, we ensure the learning is never lost by working hard to actively bring lessons to our next effort.

On Pinterest's longest-standing value, Putting Pinners First

“When employees were asked to say why this value matters, they came back with some meaningful insights, like ‘Pinterest users will always have the most critical eye,’ and ‘Our best decisions are made when we remember who our Pinners are.’ In a recent team strategy session, we talked extensively about how creators support Pinners seeking inspiration. Putting Pinners First means supporting the @pinterestcreators, publishers and merchants who provide the inspirational content Pinners come to our platform for.”

Malik Ducard
Chief Content Officer,
Pinterest



Report approach

Double materiality assessment

In 2022, Pinterest performed a double materiality assessment for purposes of our voluntary reporting and future strategy: we analyzed our actual and potential impacts on the environment and society, as well as the impacts of these factors on the company. Through this assessment—which included desk research, interviews with internal and external stakeholders (investors, content creators and non-profit groups), and executive review—we identified our company’s most material impacts. These include: our people, corporate governance, data privacy and security, emotional wellbeing, inclusion and diversity (I&D), climate change, responsible and inspiring content and advertising, ethical conduct, energy and renewables, human rights, water, community impact, waste and biodiversity.

After an additional review of our material impacts in 2023, we removed water and biodiversity from our list. As an online visual search and discovery engine, our water, land and resource use is relatively minimal, so we reassigned water and biodiversity as important but secondary impacts. In 2024, we plan to update our materiality assessment and plan to revisit our material topics every 2-3 years going forward.

Report time frame and frameworks

Our 2024 ESG Impact Report details how we’re managing our material impacts and covers Pinterest’s headquarters, all global offices and remote employees. The reporting period includes full calendar years 2022 and 2023. Statements reflect data as of December 31, 2023, unless otherwise indicated.

This report has been prepared using best practice ESG reporting methods, including the [Sustainability Accounting Standards Board \(SASB\)](#) and the [Global Reporting Initiative \(GRI\)](#). Pinterest is also providing enhanced climate-related disclosures using the [Task-Force on Climate Related Financial Disclosures \(TCFD framework\)](#).

Note on reporting cadence

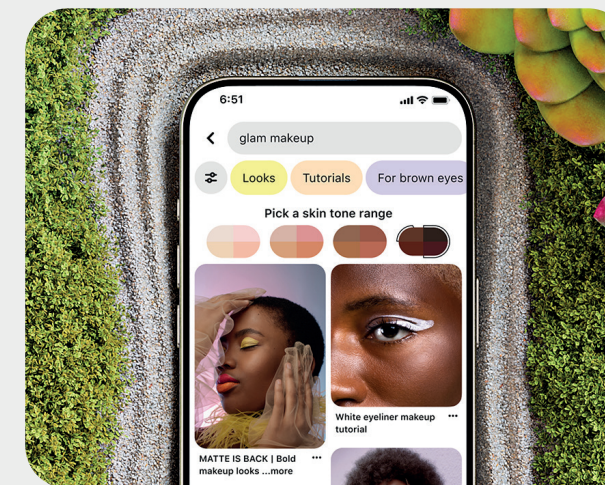
In February 2023, we released Pinterest’s first ESG Impact Report, “[Inspiring a better future](#),” which covered calendar year 2021 and part of 2022. There is overlap in the reporting time frame between the previous report and this report. Moving forward, we intend to release annual reports that will each cover a single calendar year.

Our identified material impacts guided the development of our ESG strategy, which is centered around the pillars of people, product and planet and is grounded by our governance approach.



People

Our company and the world benefit when everyone is able to be their authentic selves. We are committed to a diverse, equitable and inspiring workplace that champions the wellbeing of employees through a values driven culture that emphasizes connection and two-way communication. Dedication to treating everyone with respect and dignity extends to our communities. We strive to be a responsible corporate citizen, uplifting our valued community partners and championing change to make the internet a positive place for all.



Product

Through technological innovation, comprehensive community guidelines and proactive policies, we constantly seek to deliver a product that combats harmful content and is safe and inclusive. Our commitment to be a trustworthy platform is demonstrated by our ongoing investments, including the regular release of transparency reports.



Planet

Climate change is one of the most serious issues facing the planet, disproportionately impacting historically marginalized and under-resourced communities. By measuring and reducing our greenhouse gas (GHG) emissions, engaging with employees and suppliers, and partnering with environmental leaders, we are demonstrating our commitment to meaningful climate action and environmental protection.



Governance

As we advance our focus on people, product and planet, making progress with integrity is essential. Encompassing our strategic and operational priorities, internal and external policies and diligent oversight, our governance framework sets the foundation for a culture of accountability and ethical conduct.

Pinned highlights

\$20M

invested to date in our Impact Partners working to advance youth mental health and emotional wellbeing programs

↑20%

Met our goal to increase women in leadership by 20% from 2020 baseline

100%

Achieved SBTi goal of 100% renewable electricity for our global offices in 2023

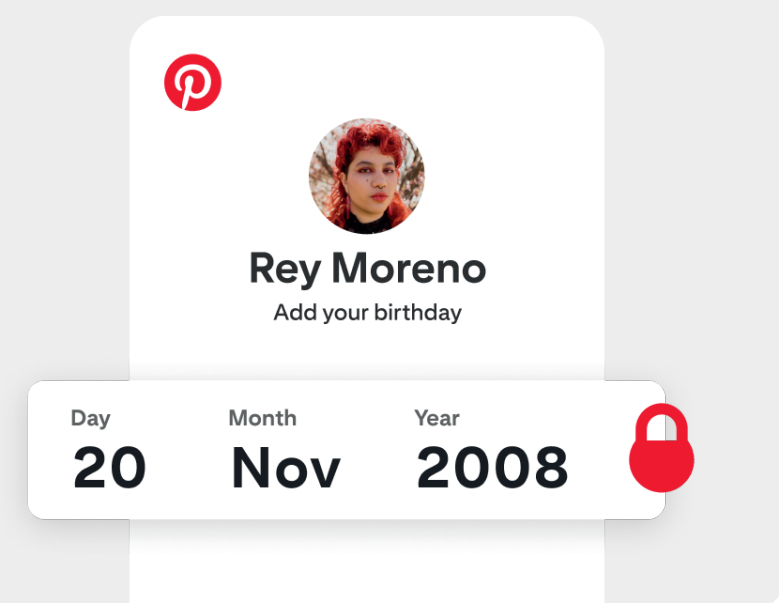
Set near-term emissions reduction goals validated by the Science Based Targets initiative (SBTi), including:

- ↓ Reduce absolute scope 1 and 2 GHG emissions **39% by 2027** from a 2019 base year
- ↑ Increase active annual sourcing of renewable electricity from **34% in 2019 to 100% by 2023** and through 2030
- ↓ Reduce scope 3 GHG emissions **70% per USD gross profit by 2027** from a 2019 base year

Evolved our company values to support employees and inspire Pinterest users while guiding the business forward



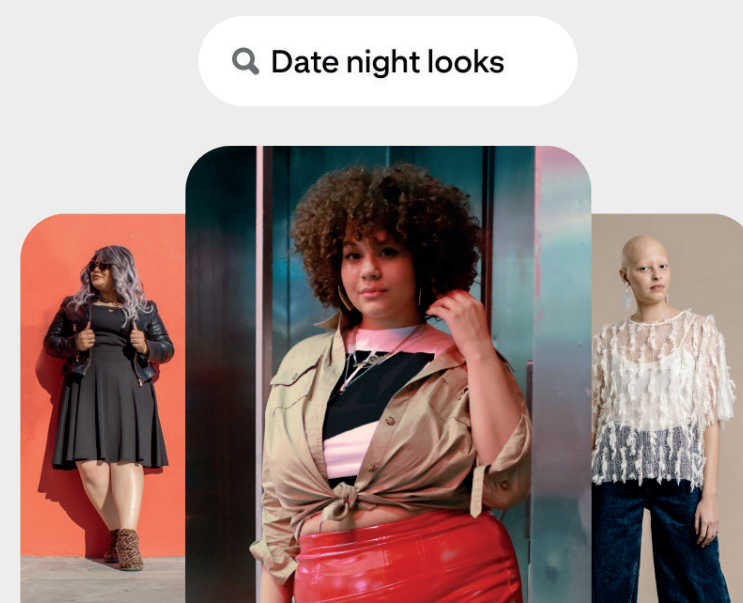
Updated product features designed to further protect teenagers' personal space and safety online



Joined the Inspired Internet Pledge, an industry-wide initiative to create a safer and healthier internet

The Inspired Internet Pledge

Introduced body type technology, adding to our suite of inclusive AI innovations to increase representation of body types, shapes and forms in search and related feeds





2024 ESG Impact Report

Prioritizing people

Our company and the world benefit when everyone is able to be their authentic selves. We are committed to a diverse, equitable and inspiring workplace that champions the wellbeing of employees through a values driven culture that emphasizes connection and two-way communication. Dedication to treating everyone with respect and dignity extends to our communities. We strive to be a responsible corporate citizen, uplifting our valued community partners and championing change to make the internet a positive place for all.

Our mission to **bring everyone the inspiration to create a life they love** applies to our employees and Pinners, and it is realized through intentional internal and external efforts. People are the driving force behind the creation of our platform and content, and we are dedicated to ensuring that our global team and community partners are heard, valued and supported.

Across our global workplaces, we offer competitive and equitable pay, provide extensive mental health support, prioritize inclusion and diversity, and deliver benefits for real world needs, including a flexible work model. Similarly, when it comes to Pinterest users, we are committed to providing resources, programs and funding that support emotional wellbeing, create belonging and elevate individuals from communities that have been historically marginalized.

Employee wellbeing: benefits, health and safety

Competitive and equitable pay

We reward our employees' individual and team accomplishments, results, future potential and commitment to living our values. Pinterest's approach to compensation is focused on being competitive in the marketplace as well as transparent. To create a fair and rewarding environment, we carefully balance the interests of our employees, users and shareholders.

We are deeply committed to maintaining pay equity: equal pay for comparable work. Through ongoing monitoring, we regularly assess our pay practices and review compensation to determine whether our employees are being paid fairly. Increased compensation range and level transparency is available for all employees, and twice a year we analyze compensation and make any necessary adjustments to stand by this commitment.

Support for real-world needs: employee benefits

Supporting our employees means offering every person the opportunity to work in ways that are best for them. In 2022, we introduced PinFlex, a work model that provides employees with the freedom to work in our offices, from home or via another virtual location within their country of employment. Additionally, through our annual Work From Anywhere benefit, eligible employees are able to spend three months working outside their country of employment.

When it comes to healthcare, we seek to provide employees with options to choose what's best for them through a comprehensive suite of medical, dental, disability and mental health benefits. We also offer money management education, financial planning and investment services to facilitate financial wellbeing.

Pinterest's programs are designed to support employees through major life changes. In 2022, we updated our global parental benefits to offer new parents at least 20 weeks of paid leave. Every family has its own specific circumstances, so additional benefits are available to individuals with newborns in neonatal intensive care and adoptive parents, as well as those experiencing a miscarriage.

Pinflex stories: working where we're most inspired

PinFlex, our flexible work model, encourages employees to live and work where they choose. Since launching Pinflex in 2022, we've gained multiple insights demonstrating its success: The model has allowed us to hire more distributed and diverse talent, it facilitates effective collaboration and it grounds our employees' experience in flexibility and inspiration.

Hear more from Pinployees around the globe:
[PinFlex Stories from the Pinterest team](#) ↗

“PinFlex’s work model provided me with an opportunity to not miss important life moments! In October 2022, I worked from Kansas for about a month to support my sister who just gave birth to my adorable nephew! I’m so thankful for this flexibility because I wasn’t able to be there for her first born, so this helped me be super aunty and sister while still making an impact at work!”

Tracey Thong

Manager I, People Operations, San Francisco

“PinFlex revolutionized my life as a supporter of my family’s sports endeavors. With remote work, I accompany my kids to competitions, ensuring I never miss their achievements. PinFlex empowers me to cheer them on while excelling professionally. It’s about creating cherished memories, strengthening family bonds and striking a perfect balance.”

Alberto Huerdo

Sr. Software Engineer, Mexico

Employee safety and security

We are committed to providing a clean, safe and violence-free workplace. That includes striving to manage risk, protect our people and reduce our environmental footprint. We seek to comply with all applicable Pinterest standards, as well as applicable local, state and federal laws.

Environmental, Health, and Safety (EHS) progress is tracked from the company to site level using two metrics to identify opportunities for improvement: total recordable injury rate (TRIR) and lost-time injury rate (LTIR). These metrics are standard United States industry rates that measure either the number of injuries resulting in a recordable incident—as defined by the Occupational Safety and Health Administration (OSHA)—or lost workdays, both per 100 workers. Our proactive approach to site safety, conducting risk assessments, site audits and other continuous improvement tactics have helped decrease our TRIR year-over-year, leading to our safest year yet.

To enhance workplace safety and security, we offer employees a variety of required and voluntary safety training including, but not limited to, emergency drills, First Aid and CPR. Employees may also report a concern by contacting our Global Security Communications Center 24 hours a day, seven days a week.

Our EHS and Physical Security programs are designed to anticipate, recognize, evaluate, prevent and control workplace hazards throughout our operations. Through cross-functional collaboration within the organization, we are able to reduce the risk that conditions, activities and events conducted on behalf of Pinterest on or off the premises would pose to our teams, contractors or visitors.

	2022	2023
Lost-time injury rate (per 100 workers)¹	0.05	0
Total recordable injury rate²	0.05	0

¹The lost-time injury rate represents the number of lost-time injuries or illnesses occurring at Pinterest per 100 full-time workers. Lost time is defined as one or more days away from work due to a work-related injury or illness.

²The total recordable injury rate represents the number of recordable injuries or illnesses occurring at Pinterest per 100 full-time workers. Recordable injuries are defined by US OSHA and include injuries resulting in one or more of the following: a fatality, lost work days, restricted work days, loss of consciousness, medical treatment beyond first aid, or a significant injury or illness diagnosed by a physician or other licensed healthcare professional.



Pinterest employee: Vy Dang

Prioritizing employee mental health and emotional wellbeing

Discovering inspiration is not possible without helping people achieve underlying wellbeing, including prioritization of mental health. For many, Pinterest is a resource to find ways to relieve stress and anxiety. In 2022, we shared that searches on learning about and improving mental health rose during the pandemic and grew throughout the year. We are committed to advancing individuals' emotional wellbeing, including that of our employees'.

We prioritize providing our teams with tools to invest in their mental health, including free access to tools such as Lyra, Ginger, Calm and Cleo. Additionally, in 2022, we launched Pinspiration Groups: spaces for colleagues to connect on a common cause that helps support a business priority, including mental health, sustainability and emotional wellbeing. Our inaugural Pinspiration Group, Pinside Out, creates a unique space for colleagues to connect on mental health topics. Activities included peer-to-peer support through monthly Healthy Hours (open forums and guided discussions) as well as group meditations. In partnership with Pinside Out, we announced a company-wide shutdown on October 10, 2023, in observance of World Mental Health Day, encouraging employees to focus on activities that allow them to disconnect and recharge.

In 2023, we formally launched Caregivers@. Our newest Pinspiration Group focuses on fostering and advocating for an inclusive community where everyone who has the responsibility of caring for someone is supported in creating a life they love, in a way that balances their personal and professional growth.

Additional details on our third Pinspiration Group, PinPlanet, can be found in the Planet: engage and connect section of this report.

Ombuds Program

Through our Ombuds Program, launched in 2022, we provide support to the global Pinterest workforce in navigating workplace difficulties, developing constructive resolutions to conflicts and other work-related concerns, and promoting an inspired workplace culture rooted in dignity and belonging. Led by the principles of confidentiality, impartiality, informality and independence, this program is designed to adhere to the standards of practice and code of ethics of the International Ombuds Association.

The Ombuds Program strengthens the listening culture at Pinterest by providing a safe place and "sounding board" for employees to discuss work concerns and explore resolution options. Additionally, Ombuds assist employees with conflict and communications coaching, as well as other opportunities for competency development via monthly "pop-up" sessions.

To track systematic themes and any problematic trends throughout the company, the Ombuds team captures data on the issues of concern brought forward. This data is the basis for a communication loop with leaders across the organization to assist in developing plans towards addressing systemic issues, as well as continued strengthening of the ethical integrity of the Pinterest company culture based on our values.

Additionally, through our external Ombuds partner, tEQuitable, a self-service platform is offered with training resources and other strategies to help employees navigate challenging work situations. TEQuitable helps ensure that Pinterest employees have a number of options to access Ombuds support and resources, including a monthly learning module.

Listening and learning: Employee Voice Surveys

Hearing feedback from our employees is essential. Through ongoing Employee Voice Surveys, we prioritize two-way communication and gauge overall sentiment of employees.

Meet the Ombuds team

In 2022, we launched Ombuds to provide a safe space for Pinterest employees to discuss work concerns and explore resolution options. In the words of the Ombuds team: "An Ombuds is many things: a listener, a confidential resource, a conflict strategist, coach, educator, mediator, resolution artist and change agent. All of these roles stem from the primary one: a listener. Ombuds are dedicated to helping employees feel like they can be their best, most authentic selves in the workplace. We are here to support people and ensure they have the tools they need to feel supported and safe at work."

Learn more about Ombuds on the Life at Pinterest blog: One year in action: Meet the Pinterest Ombuds team ↗



The Ombuds team from left to right: Teresa Ralicki, Donna Douglass Williams, and Shawday Berstler

Pinterest in real life: hosting inspiring events

Each year we host company-wide events, including PinCon (formerly Knit Con) and Makeathon, to foster our commitment to inspiration.

During PinCon, or Pinterest in real life, employees are engaged to discover and try new ideas. Across two days in 2022 (hybrid and in person), team members gathered to get their creative juices flowing through more than 250 activities, including hands-on classes like Afro-Caribbean dance, Chinese calligraphy, watercolor painting, teaching your dog to talk and beginner backpacking. Of these classes, more than 120 of them were taught by employees.

Additionally, in 2023 we celebrated 11 years of Pinterest's **Makeathon**, an event where employees from across the company bring their dream passion projects into reality and pitch ideas for making our product, culture or internal processes better. In 2023, Makeathon saw 326 participants from eight countries, 198 ideas, 85 projects, 5,728 votes from employees across the business and 2,500 total attendees across all classes.

“What surprised me the most during Makeathon was the creative energy that prevailed across the company. Everyone was really focused on creating amazing tools and features! Another great thing about this week was seeing the collaboration between engineering, sales, IT and basically teams from all disciplines here at Pinterest..You get to try some projects, watch creative and fun videos and chat with folks on how they came up with their ideas and what steps it took to make them a reality. It was a really fun week!”

Juan Pablo Ramos

iOS Engineer from the Client Excellence team, on his first Makeathon



Pinterest employee: Anirudh Koul



Employee wellbeing: inclusion and diversity

Our commitment to inclusion and diversity

Since Pinterest’s beginning, we’ve aspired to be a place where all people belong and have an experience that fully reflects their interests, tastes and cultures. Progress requires an environment grounded in inclusion and diversity. In 2022, we officially unveiled our **Pinclusion philosophy**: the creation of an inclusive culture in which employees flourish through representation and belonging, where users thrive with inspiration, and where Pinterest grows through innovation.

When focusing on inclusion and diversity, there’s a reason we first prioritize inclusion. To foster a workplace where everyone can authentically express themselves, it is imperative that we actively and equitably support, embrace and champion every individual. Regardless of background, we aim for each employee to know they are a valued team member and have the opportunity to advance their career at Pinterest.

Additionally, we firmly believe that a diverse and innovative workforce is fundamental to our success. The varied perspectives, backgrounds and experiences of our team members cultivate an environment where creativity and inspiration thrive. Diverse viewpoints not only enrich our internal discussions but also empower us to better address the needs of our communities. To deliver for Pinterest users, our team needs to understand and reflect them.

Employee demographics, goals, and attrition

Count Me In campaign

To better reflect the various identities of employees and more closely align with how they self-identify, in 2022 we began updating our reporting methodology to apply a more global lens to our demographics. We provided additional self-selection options for gender identity, race/ethnicity, sexual orientation, caregiver status, veteran service and disability. We also began to expand the collection of voluntary demographic data beyond the United States to include the United Kingdom, Ireland, Brazil, Canada, Australia, Singapore, Japan and Mexico.

We are in the process of ensuring employees understand the options available to them and volunteer this information if and when they are ready. The more we can help employees feel safe and provide the opportunity for them to share with us who they are, the better we can deliver for every member of our team. We expect additional representation numbers will be included in future public communications as this commitment continues to evolve and expand.

Employee representation and public goals

In 2015, Pinterest began to release data on employee representation. As of 2023, we publicly disclose global gender representation and United States race/ethnicity representation. Across these categories, we track representation across the company, leadership, engineering and management. We’re focused on measuring progress not just in overall hiring or entry-level roles, but also across senior functions for diverse representation.

Pinterest also sets aspirational representation goals to provide a transparent look into both our progress and setbacks and hold ourselves accountable to make meaningful change. We are committed to setting new goals once previous goals are achieved and sharing learnings and updates along the way.

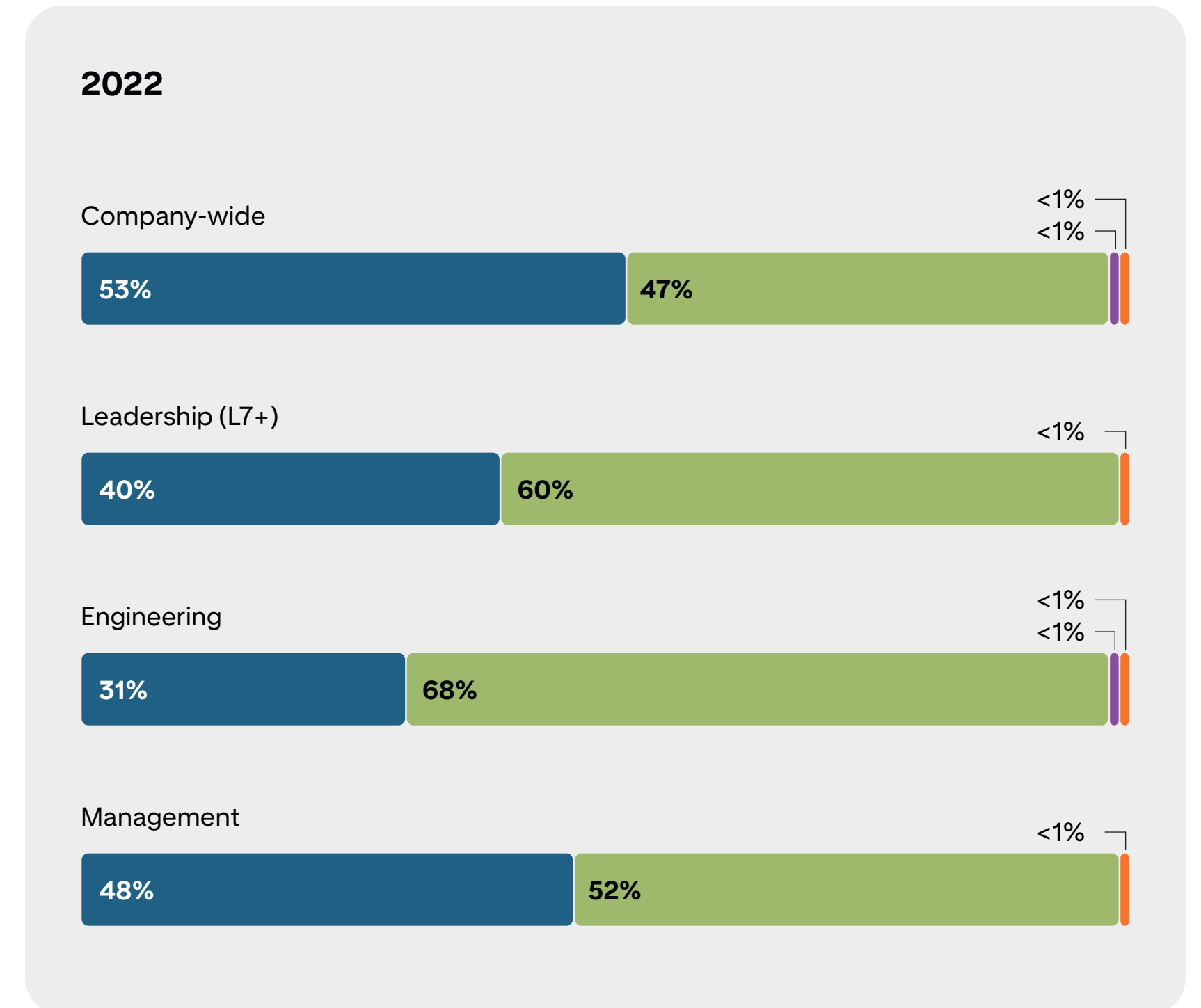
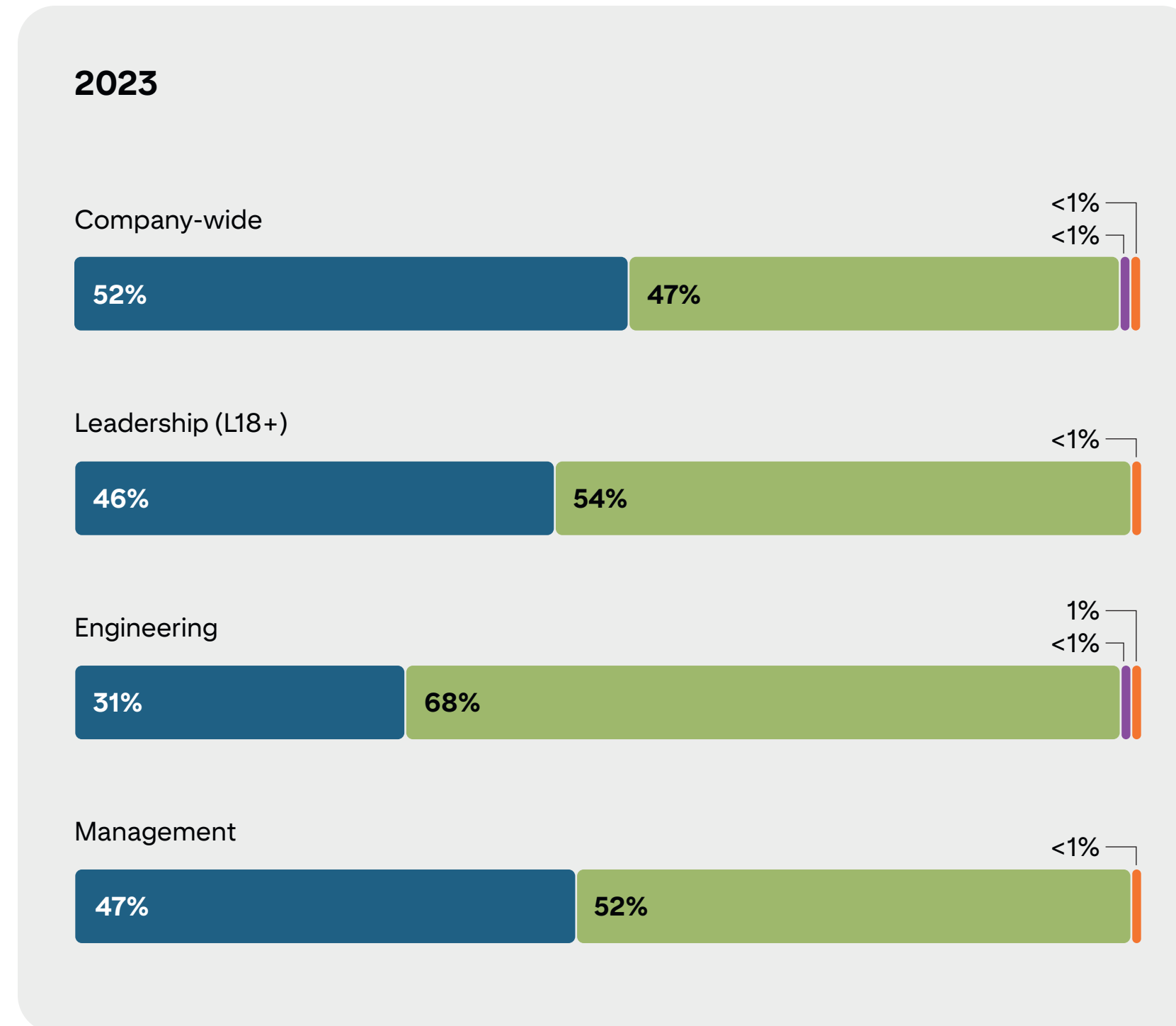


Pinterest employee: Kevin Lindsey

Gender representation

Global

- Women
- Men
- Non-binary and gender non-conforming
- Not declared

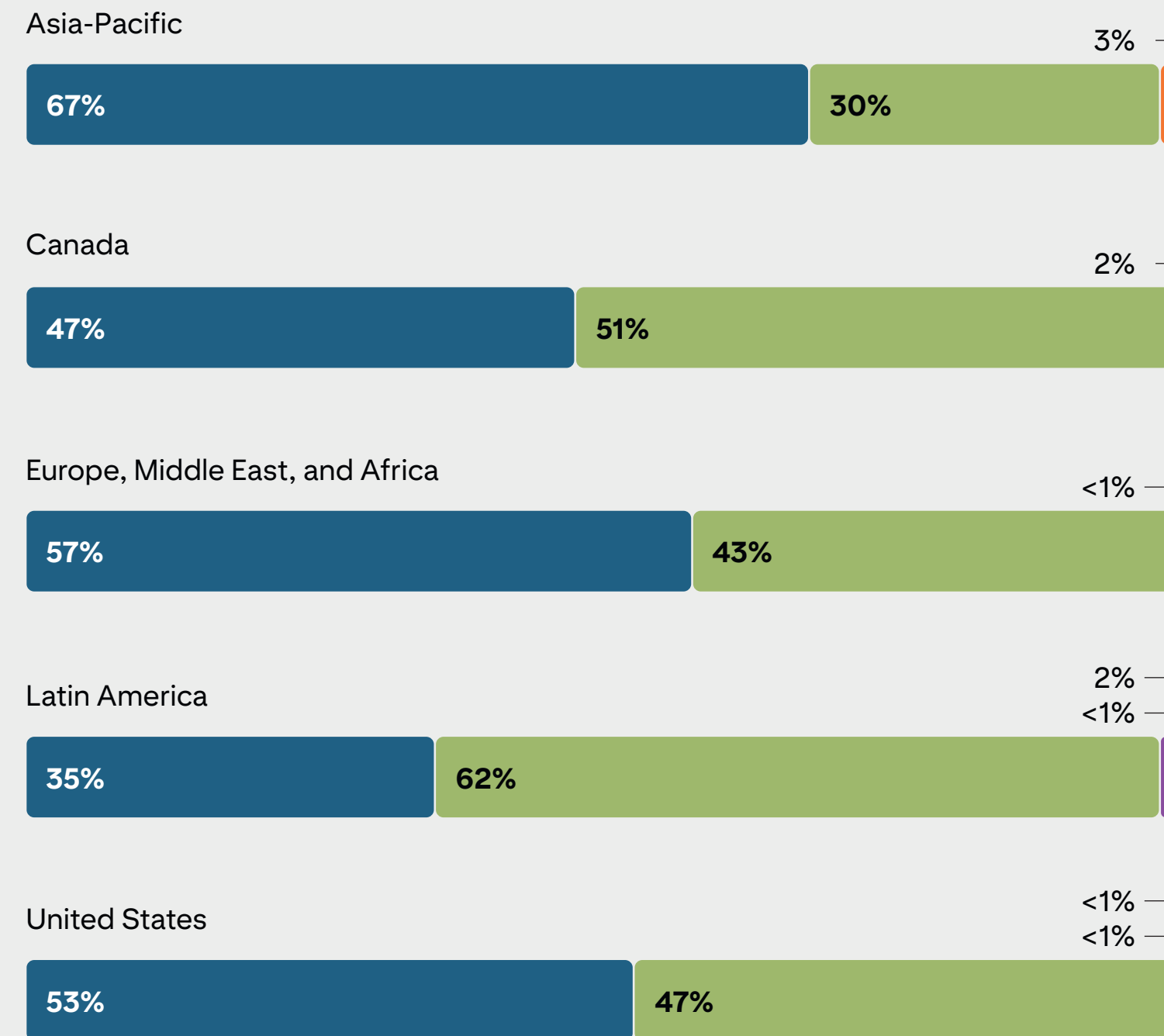


Gender representation

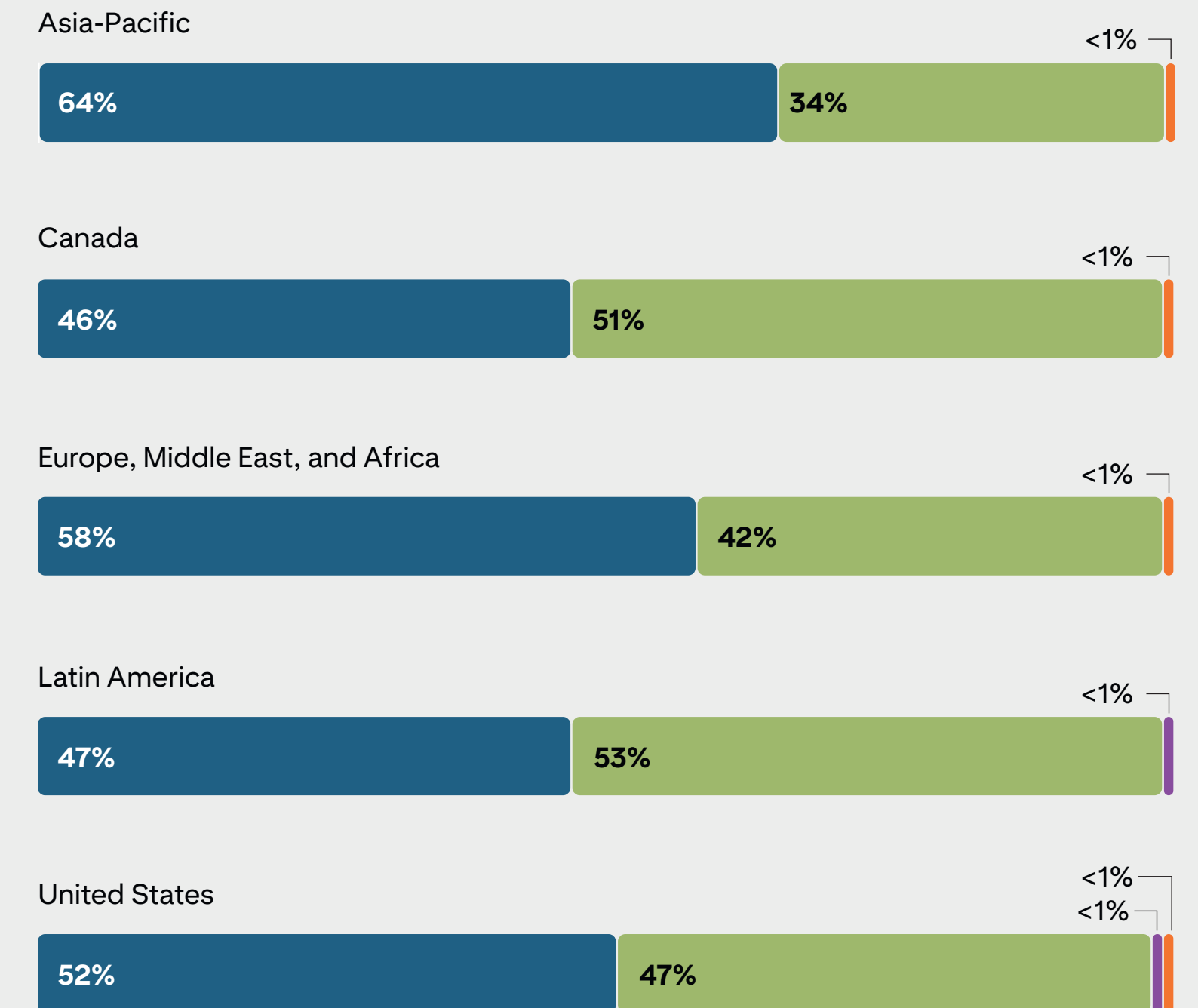
Regional

- Women
- Men
- Non-binary and gender non-conforming
- Not declared

2023



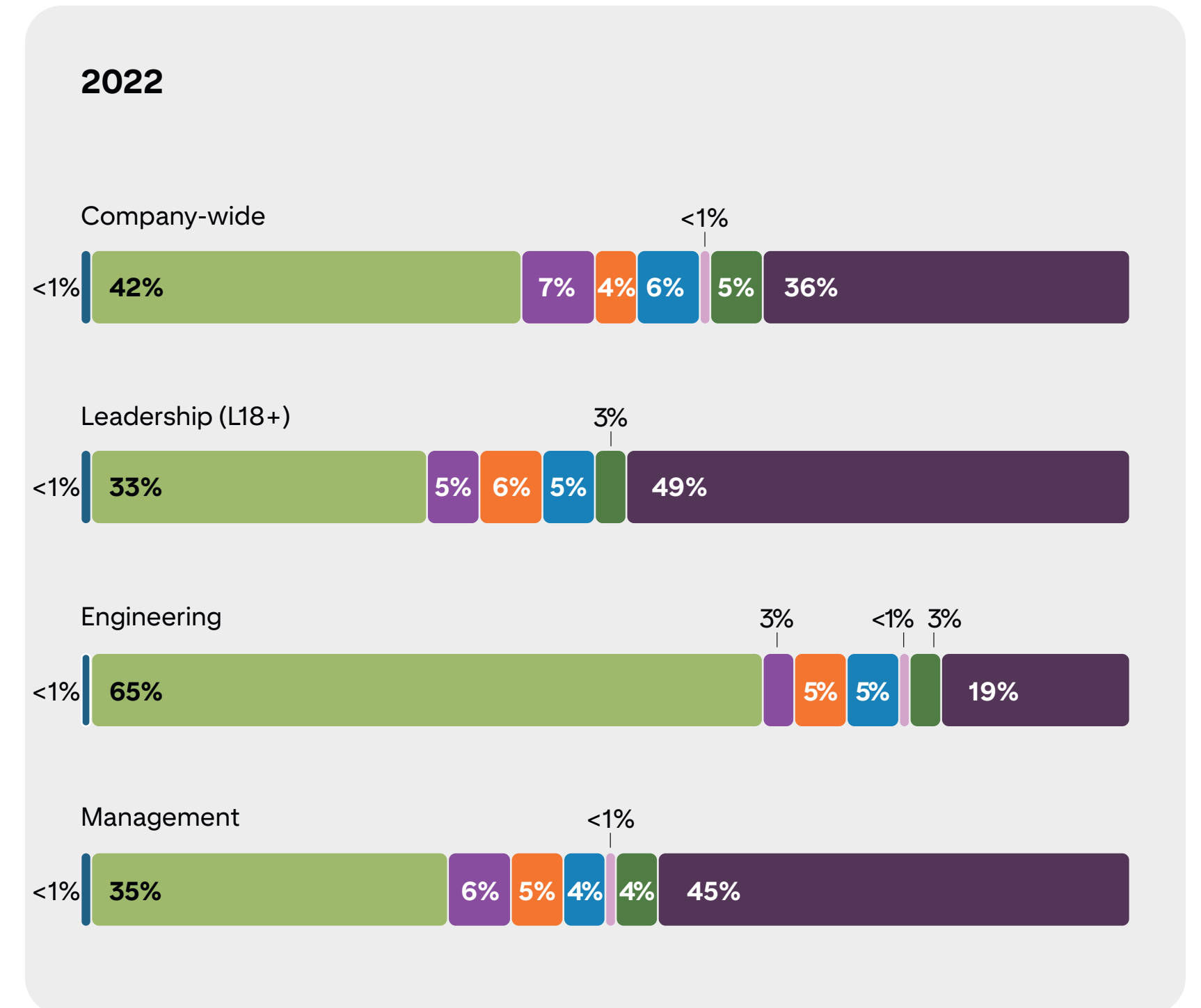
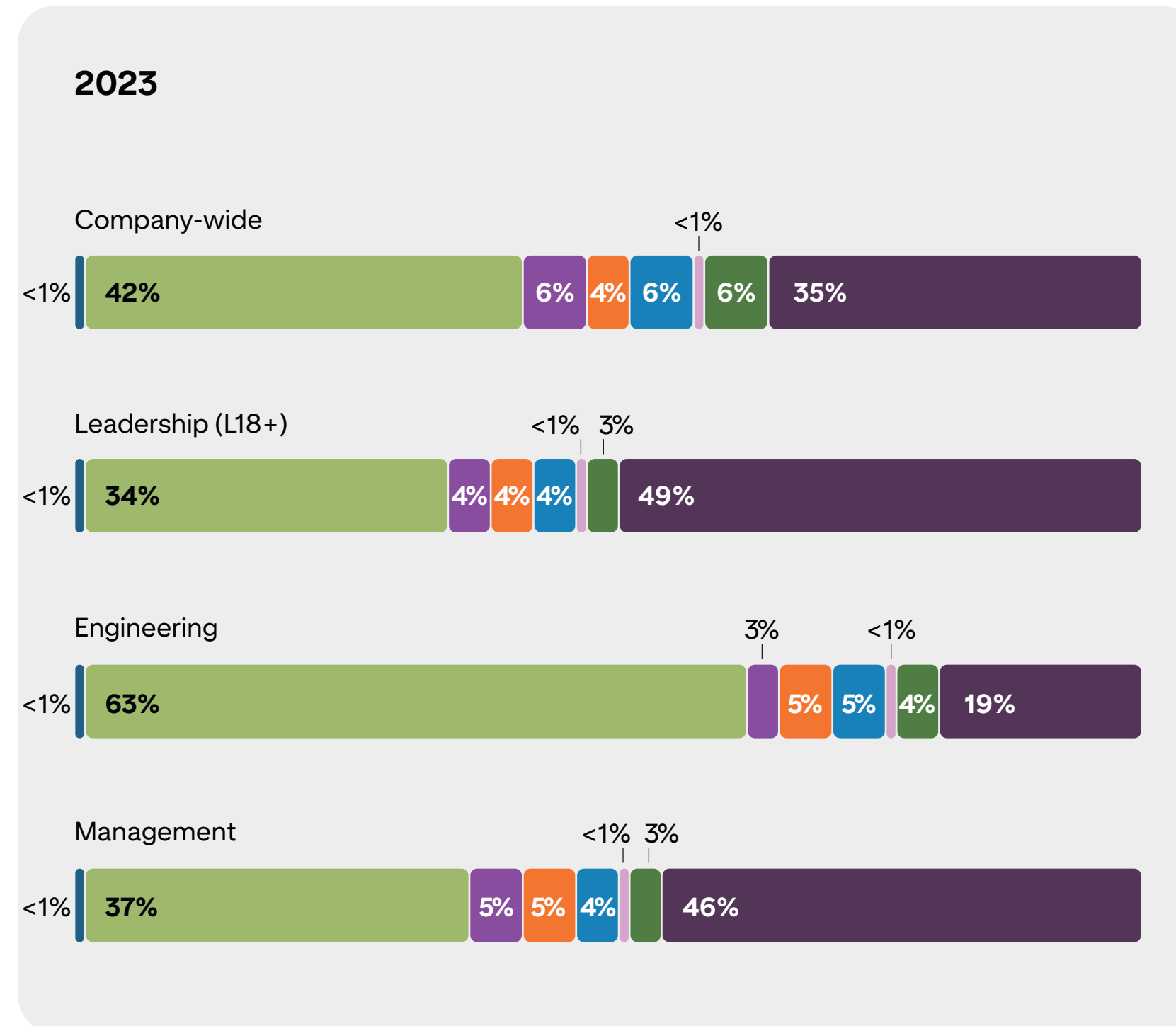
2022



Race/ethnicity representation

United States

- Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander
- Asian
- Black
- Decline to state
- Latiné or Hispanic
- Middle Eastern
- Multi-race
- White



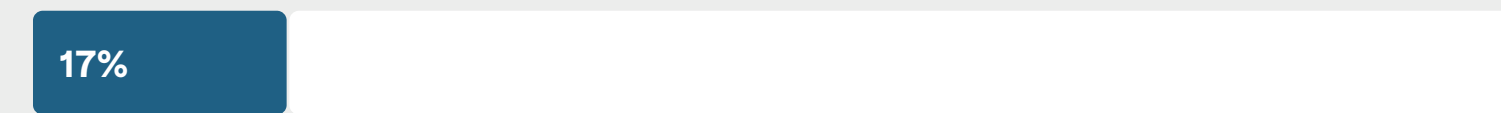
Breakdown of employees

United States, who identify as multi-race

- Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander
- Asian
- Black
- Decline to state
- Latiné or Hispanic
- Middle Eastern
- Multi-race
- White

2023

Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander



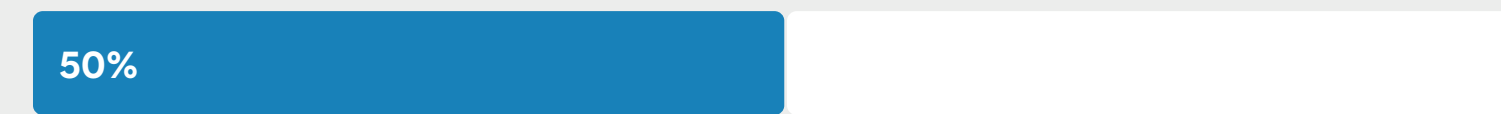
Asian



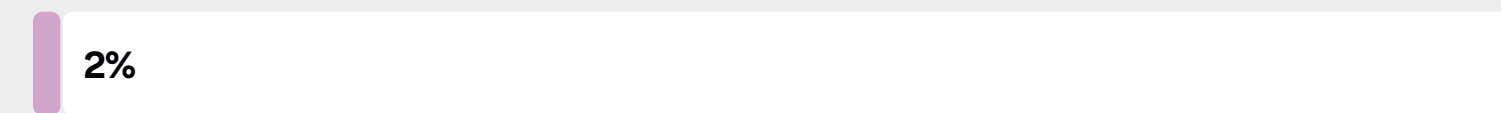
Black



Latiné or Hispanic



Middle Eastern

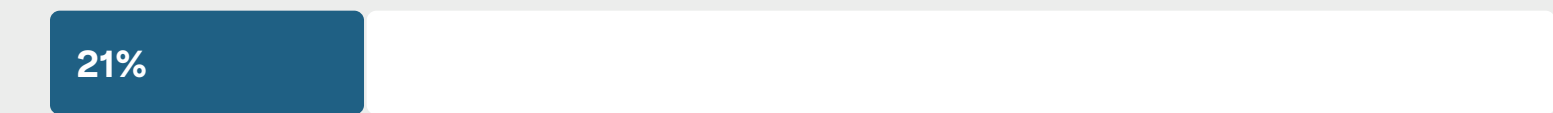


White



2022

Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander



Asian



Black



Latiné or Hispanic



White



Methodology notes

Our data collection is designed to comply with applicable law, which may expressly prohibit collecting such data in certain cases and to avoid collecting data which would put our employees’ safety at risk. Some numbers may not add up to 100% due to rounding. For numbers larger than 1%, we round to the nearest whole number. For numbers smaller than 1% we report as <1%. 0% would mean no employees self-identify in that way and are therefore not depicted in our visualizations. Leadership comprises employees in L18+ (Director+). Note that in 2023, job leveling changed; leadership was defined as L7+ in 2022 and L18+ as of 2023. Engineering consists of employees that report into the engineering organization, excluding executive assistants. All reporting on gender, unless otherwise stated, reflects global data. “Women” and “Men” categories are inclusive of transgender employees, aligned with how they self-identify. Race and ethnicity data currently comprises only our US-based employees. “Asian” is inclusive of employees who self-identify as South Asian, Southeast Asian, and East Asian. We plan to share this additional level of detail in the future when we have met our threshold of participation. “Decline to State” is an option for our employees to actively select. “Multi-race” is representative of employees who self-identify as more than one race/ethnicity. Our metrics pertaining to the goal of increasing representation of employees who self-identify as Alaska Native, American Indian, Black, Latiné or Hispanic, Native Hawaiian and/or Pacific Islander includes employees who are Multi-race when inclusive of the identities listed above.

Progress toward I&D goals

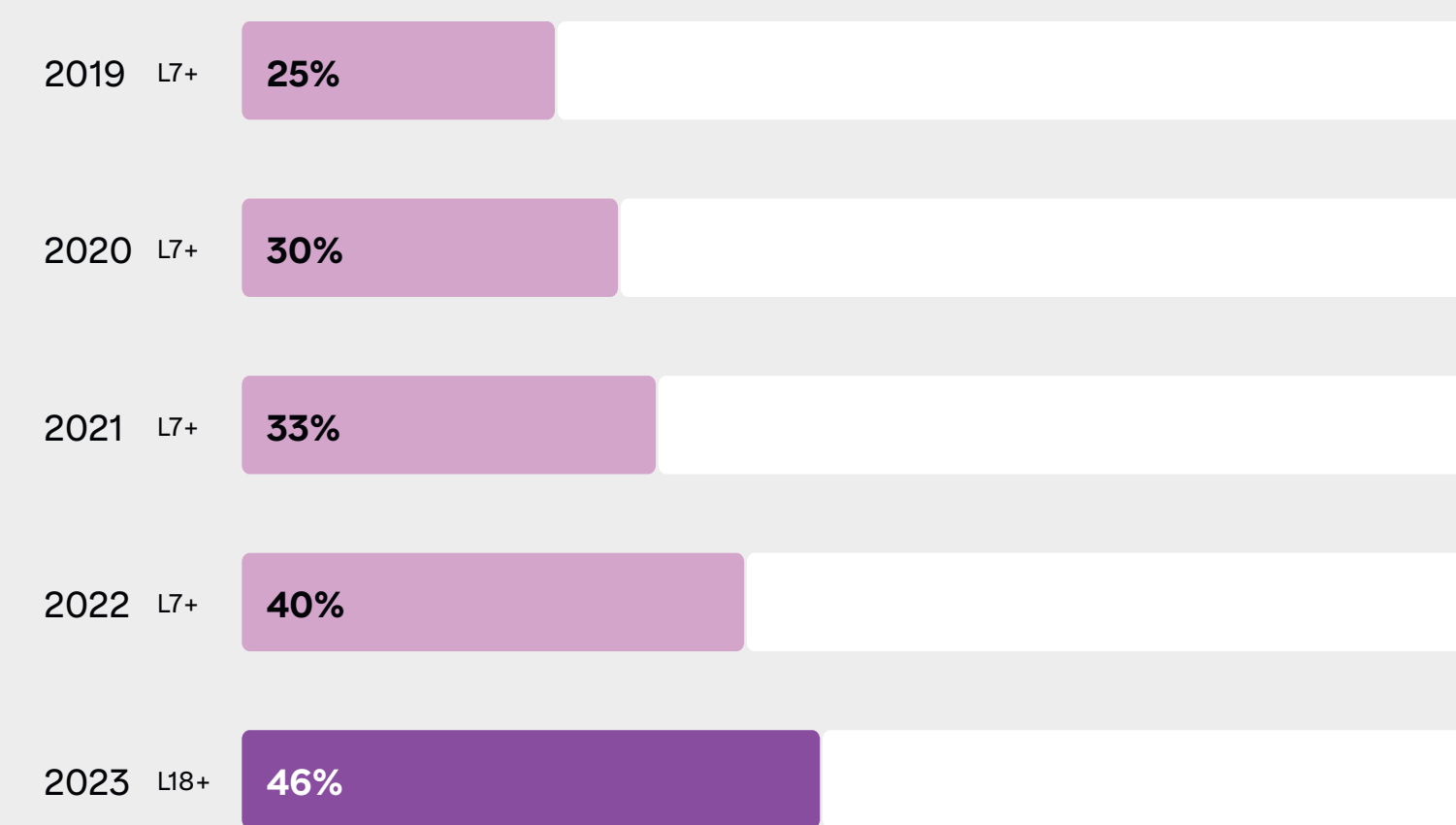
To strengthen our team and business, we established two I&D targets in 2020, including:

- Increase representation of women in leadership (from 2020 baseline) by 20%—achieved in 2022.
- Increase company-wide representation of US employees who self-identify as Black, Latiné or Hispanic, American Indian, Alaska Native, Native Hawaiian and/or Pacific Islander to 20%.

When initially established, we targeted 2025 to achieve these goals. We’ve since reevaluated our approach by removing target years. Our aim is to set I&D goals that enable leaders to integrate attainment into overarching ways of working without time being the leading factor. We’re focused on leading with our values, creating a culture that fosters progress and holds us accountable to reaching targets.

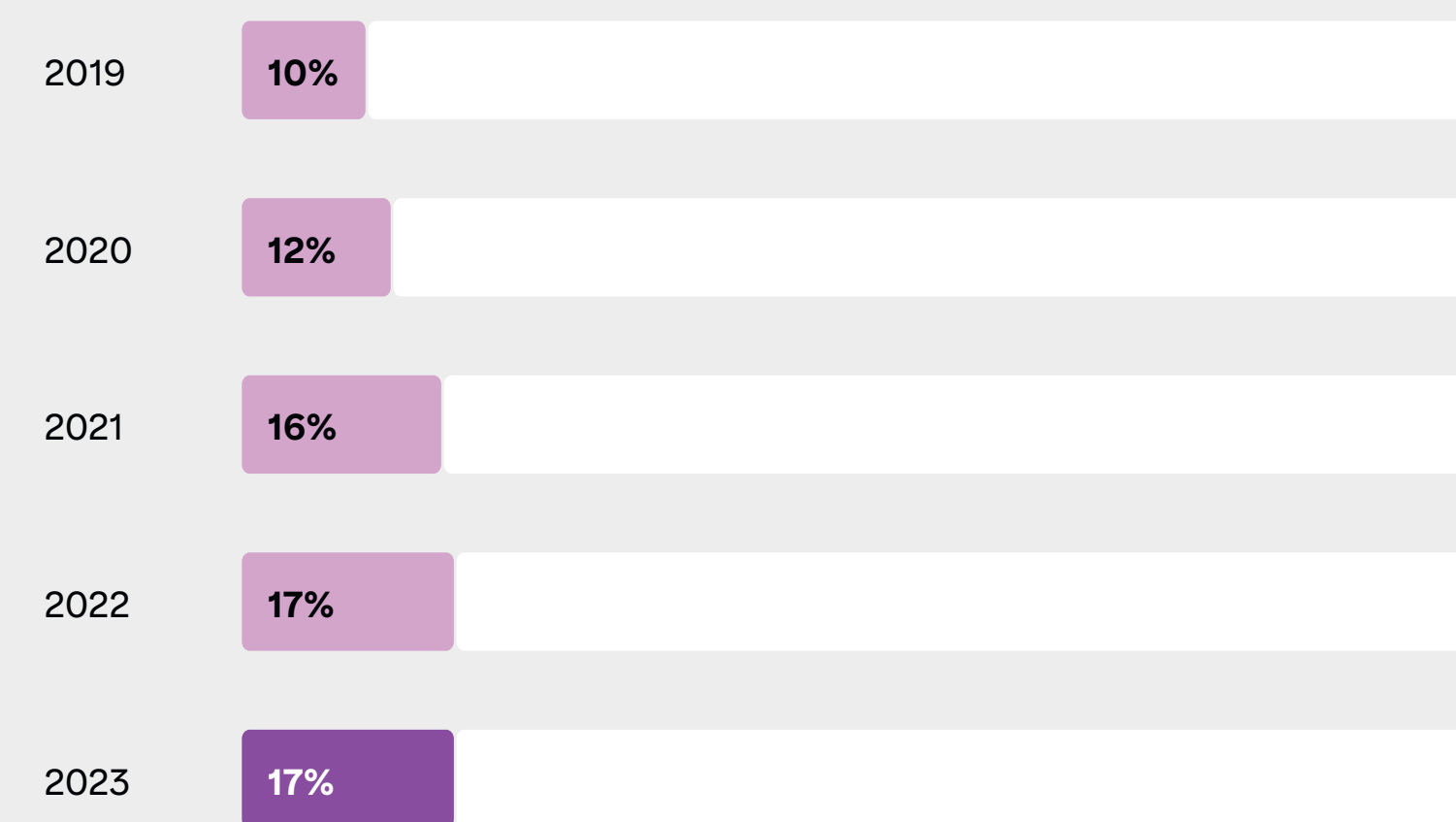
Women in leadership (global)

Women at Pinterest are driving our business forward in every category, and we will continue to focus on our pipeline to leadership. We increased representation of women in leadership by 20% in 2022. We believe that there is an opportunity to further support women and other marginalized gender identities in our leadership positions, particularly in engineering. **In 2023, we also committed to increasing our engineering leadership roles held by women and marginalized gender identities to 25%, from 21%.**



Race/ethnicity representation (US)

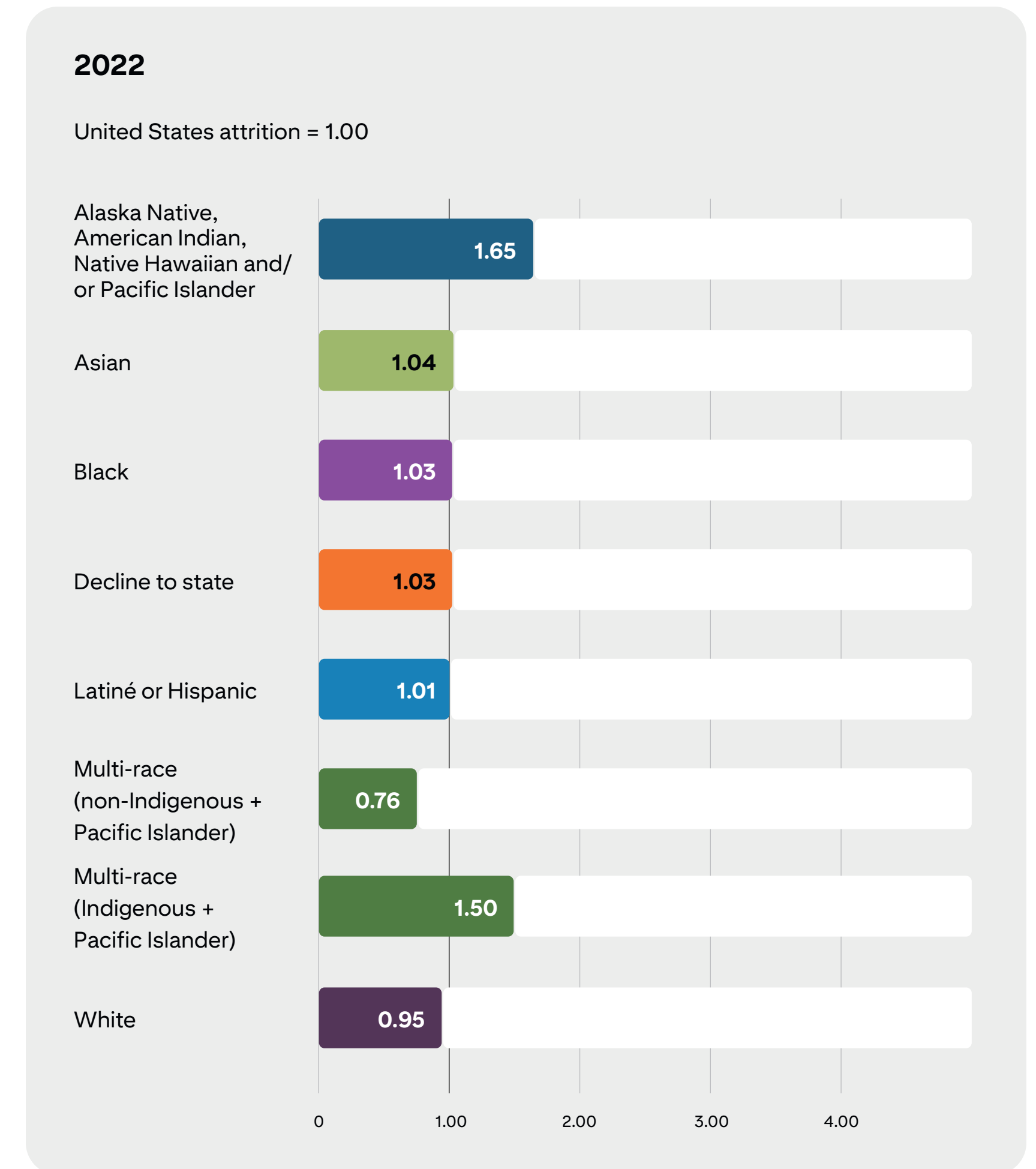
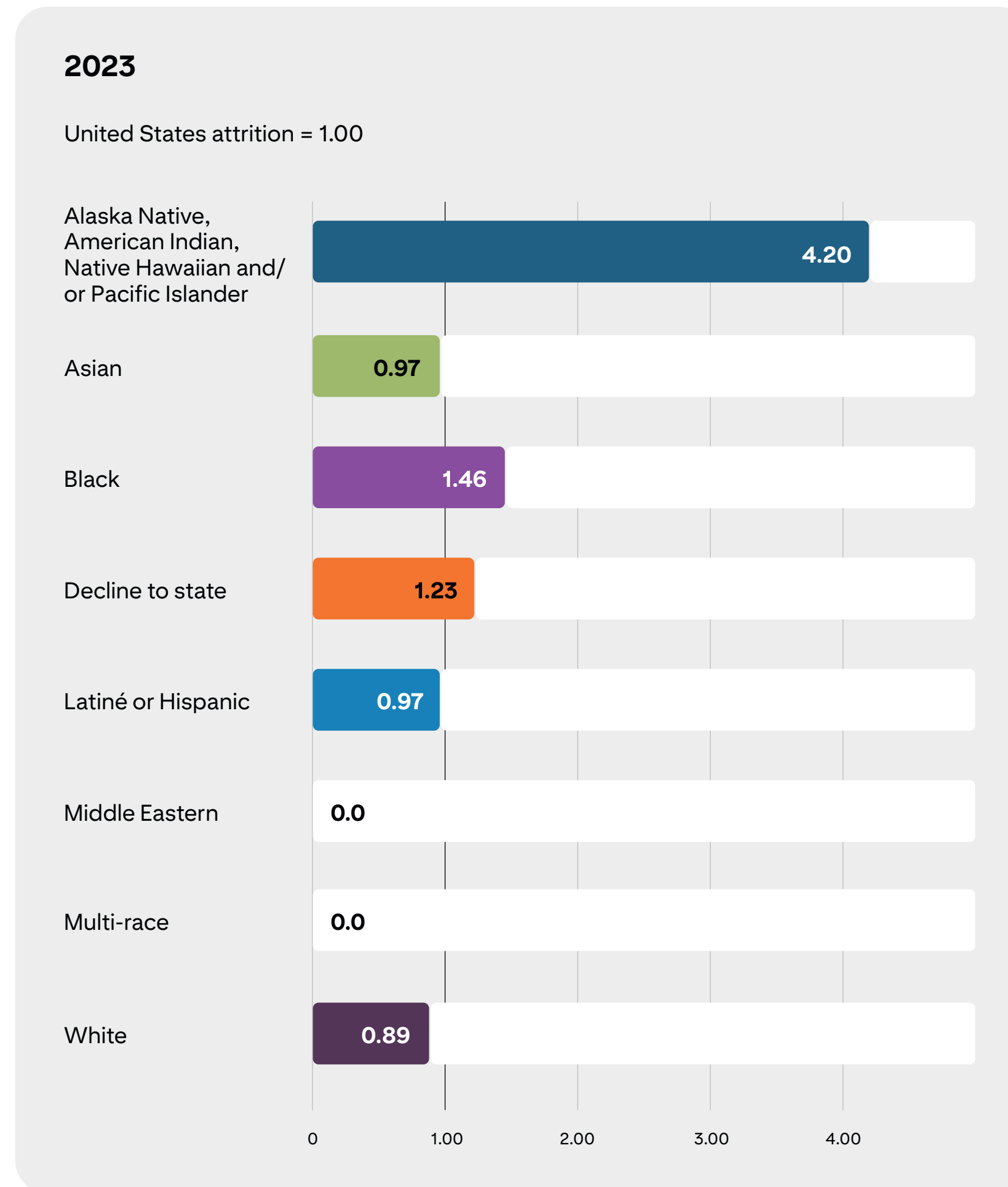
We continue to work toward achieving our goal of increasing the representation of United States employees who self-identify as Alaska Native, American Indian, Black, Latiné or Hispanic, Native Hawaiian and/or Pacific Islander to 20%. At the end of 2023, representation was at 17% (up from 12% in 2020).



Attrition by race/ethnicity

United States

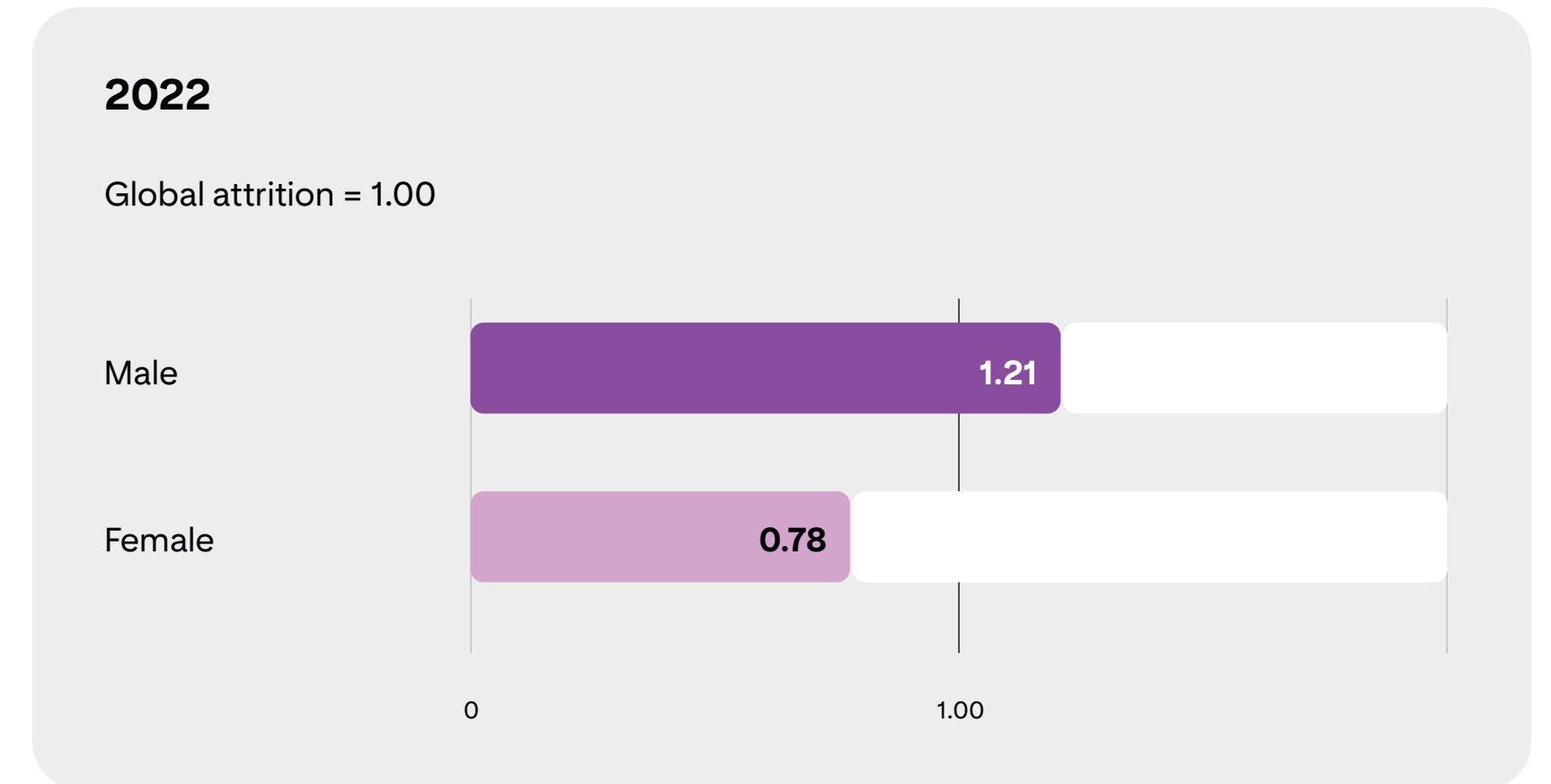
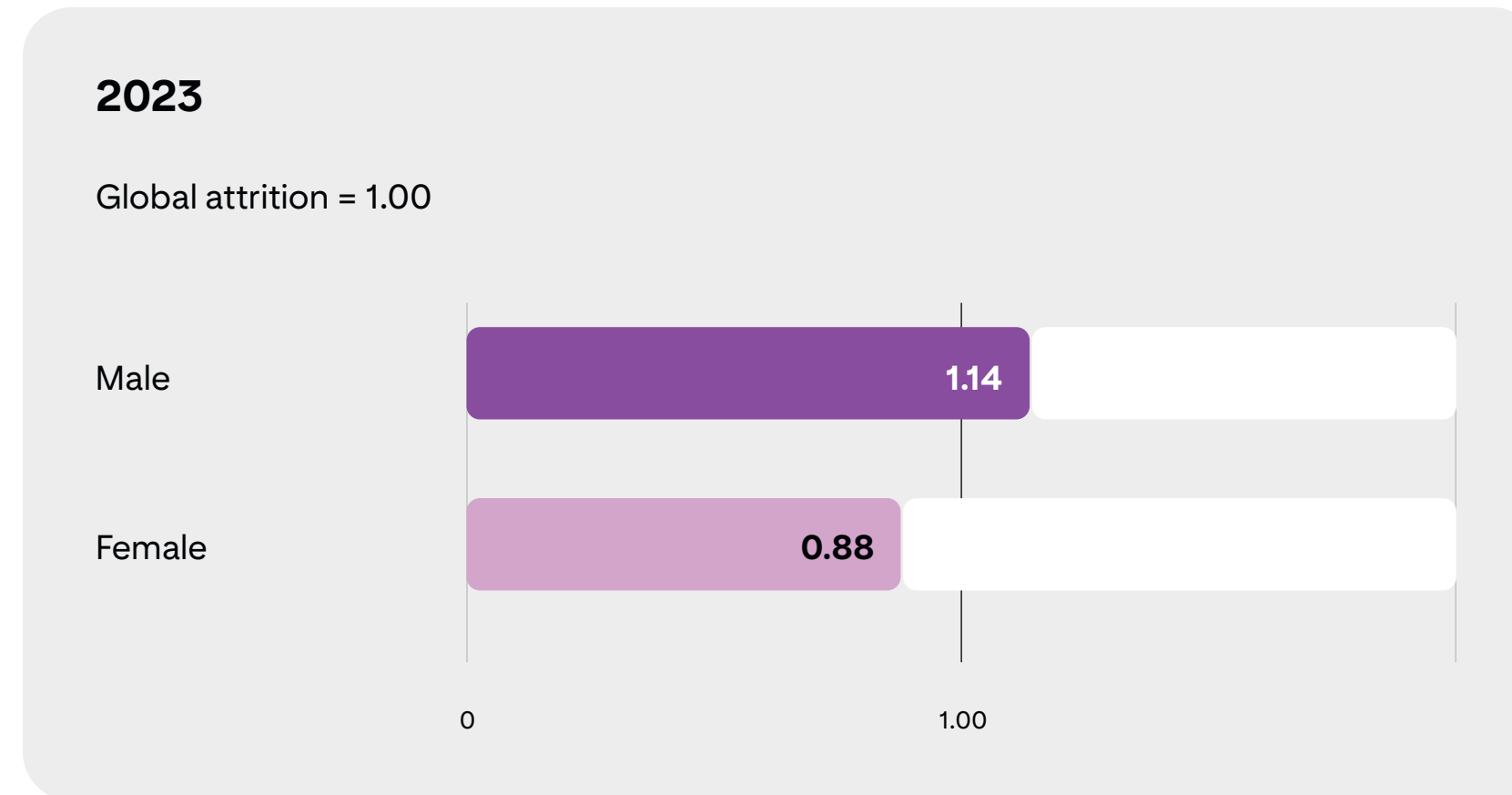
In addition to employee representation, we carefully consider our attrition rates and the factors that contribute to company retention. We strive to ensure that employees from different backgrounds have an equally positive experience working at Pinterest.



Attrition by gender

Global

A note on attrition rate: Pinterest's average attrition rate represents 1.00 on the index (displayed as the reference line). Groups where attrition is above 1.00 have a higher attrition rate than the average. Groups where attrition is below 1.00 have a lower attrition rate than the average.



Collective responsibility for inclusion and diversity

Creating an inclusive organization is everyone’s responsibility and requires intentional action. We utilize the [Intercultural Development Inventory \(IDI\)](#), a widely recognized tool that allows us to understand successes and challenges, as we engage various inclusion, diversity, equity and justice related issues.

We seek diversity at the highest levels in our organization, beginning with our [company executives](#) and [board of directors](#), who are diverse in terms of gender, race, skill set and experience. Pinterest’s 10-person executive team is composed of six women and four men while our 11-member board of directors is composed of three women and eight men. More information on Pinterest’s leadership can be found in the [Governance framework: ESG governance](#) section of this report.

Our Talent Development and Compensation Committee is responsible for actively monitoring our I&D initiatives. The committee, composed of members from our board, receives regular updates from management on our commitments, including pay equity, as well as any challenges and notable trends.

There is an open channel of communication between the committee, our Chief Diversity, Equity & Inclusion Officer and our Head of Ombuds. Additionally, Pinterest’s Inclusion Advisory Council, a group of leaders from civil rights and justice organizations, regularly advises Pinterest on issues related to our employee experience and product.

Our commitment to inclusion and diversity does not end with management: all employees are expected to engage in creating an inclusive environment. Employees are provided with several learning opportunities throughout the year.

In 2022 and 2023, we proudly partnered with:



[Values Partnerships](#) is the largest Black-owned social impact agency in the United States. Their affiliate company is [Gauge](#), which provided Pinterest with world-class research to inform our approach on everything from inclusive product features to heritage month programming. Values Partnership also helped us organize and manage the Pinterest Inclusion Advisory Council and Pinterest’s Inclusion Insiders.



[TTI](#)’s world-class team used their lived experiences to provide education to help people better affirm the transgender and non-binary individuals in their lives. The organization equipped Pinterest with strategies and policies to enhance belonging in our workplace. TTI closed in 2023 and the work continued with [Trans Affirming Training & Consultation](#)



[Right to Be](#)’s focus is teaching people how to stop harassment. In partnership with the organization, we were proud to introduce Bystander Intervention Education, equipping our team with tools to be more effective allies.



Pinterest executives participated in [Activate Inclusion](#)’s DEI training and inclusive leadership coaching. These learned skills and tools will allow us to apply inclusion and diversity across every workstream.



In April 2023, we hosted a community conversation facilitated by [/dev/color](#), a powerful community of Black software engineers, technologists and executives, with Black technologists from inside and outside Pinterest.

Commitment to an equitable enterprise

We aim to enable the success of every employee, regardless of their background or identity. Through continuous assessment of our initiatives, policies and decisions, we focus on minimizing bias and providing equitable opportunities. We review employee survey results, job leveling distributions and talent management decisions. All regular full-time, part-time, and fixed-term employees are eligible* for both mid-year and year-end performance reviews, including career development conversations.

In addition, we are dedicated to upholding pay equity, providing equal pay for comparable work. We analyze compensation twice a year and make necessary adjustments to uphold this crucial commitment.

Workforce advancement and representation

Programs that help develop the next generation of leaders play an important role in advancing our inclusion and diversity commitments. In partnership with CNEXT, an organization committed to advancing next-level leaders, we continued our CNEXT ACCELERATE program. This 18-month leadership development program, of which Pinterest was a founding partner, brings together high-potential emerging leaders from Fortune 100+ companies, former Fortune-ranked CEOs, executives from founding partner companies and best-in-class practitioners. Pinterest's executive team selected 10 rising leaders to participate in CNEXT's curriculum, which consisted of workshops on leadership, personal impact and enterprise excellence.

Awards and accolades

Our ongoing commitment to inclusion and diversity helped Pinterest earn recognition for our global workplaces in 2022 and 2023.

In 2023, Pinterest was named one of the "Best Workplaces in Canada" by Great Place to Work®. Our Canada office was also named one of the "Best Workplaces for Inclusion" and "Best Workplaces for Women" in 2022.

In 2023, we were named to Fast Company's Best Workplaces for Innovators: Women Employees. The recognition highlighted Pinterest's annual Makeathon and noted that, in 2022, 60% of the winning projects were led by women.



Pinterest employee: Cintia Romero

*To be eligible for the performance cycle, regular full-time, part-time, and fixed term employees must have started at Pinterest on or before April 1 for mid-year and Oct 1 for year-end performance reviews.

Fostering internal connections: Pinclusion Groups

An important aspect of fostering an inclusive culture is providing employees with opportunities to create connections outside of their workstreams. Pinclusion Groups, our Employee Resource Groups, are one of the primary ways employees come together.

Active in all regions, Pinclusion Groups help create safe spaces for employees as well as opportunities to educate the broader company on identity-based issues and topics. We recognize and support the leaders of these groups for all the essential work they're doing to build these communities, including offering monetary awards and professional development opportunities. During an annual leadership retreat, Pinclusion and Pinspiration leads gather to connect, reflect on wins and learnings, and discover inspiration for the coming year.

In 2023, we convened our Global Pinclusion Group and Pinspiration Group leaders for strategic planning, team building, skill building and volunteering. We expect to continue to invest in these company leaders as they design and implement impactful programming.

Pinclusion Groups and examples of the many ways members led progress include:

asians@

Our Asian Pinclusion Group collaborated on programming for Asian Pacific Islander Heritage month, which featured career panels, an interview with actor Simu Liu and information on how to defy stereotypes while building a career. Additionally, they uplifted the mosaic of communities within the diverse Asian and Pacific Islander heritage through Mid-Autumn Festival, Diwali, and Filipino American Heritage Month celebrations.

Blackboard

Our Black Pinclusion Group hosted Bloom, a professional development conference in which the community came together to lift each other up and learn from one another. The group also launched their first external campaign for Black History Month and hosted their first Black ERG meetup, with attendees from 10 other global companies.

latin@

Our Latiné Pinclusion Group focused on career growth by opening up access to leaders through casual “cafecito” conversations, goal-setting workshops and support during performance reviews. They also launched a Latiné Local Business Guide, supported local Latin-owned businesses for events hosted globally, and raised over \$20,000 to donate to the [Hispanic Scholarship Fund](#) and [International WeLoveU Foundation](#).

PinAble

Our group focused on disability and accessibility transitioned from leadership by allies to empowering people with disabilities as leaders. This change is leading to increased activism by and for employees and users with disabilities. PinAble also hosted entrepreneur and Disability Rights Advocate Keely Cat-Wells for National Disability Employment Awareness Month in 2023. The group continues to advocate for, and advise on, accessibility at the company and in our product.

PIndigenous

Our group for Indigenous employees and allies hosted a series of wellness sessions with [Nazbah Tom](#), a somatic healing practitioner, to aid our employees' reconnection to mind, body and spirit. They also hosted listen and learn sessions with Cherokee Supreme Court Judge Shawna Baker and Vogue journalist and author Christian Allaire.

pride@

Our LGBTQIA (lesbian, gay, bisexual, transgender, queer, intersex, asexual)+ Pinclusion Group organized public statements in support of the community to combat the global surge in discriminatory legislation and discourse. As part of our commitment to marriage equity in Japan, Pinterest participated as a supporting company for [Business for Marriage Equality](#) and helped lead our [Pride & Progress](#) campaign in 2023.

Vets@

Vets@ hosted volunteering events and fundraisers for organizations such as [Swords to Plowshares](#) and [Run In The Dark](#). In collaboration with Pride@, the group also hosted a panel with members of SPARTA, the premier transgender military service advocacy, support and education organization in the United States.

women@

Women@ organized networking circles, mentoring opportunities and leadership development curriculum for Pinemployees. In 2023, the group launched a campaign called Women& to highlight and amplify the various identities that women hold, and to deliberately and thoughtfully partner with all of our Pinclusion Groups. #pintersectionality

Building a diverse talent pipeline: recruitment and hiring

To realize a truly representative workplace, we need to focus on achieving a diverse applicant pool and inclusive hiring process. Recruitment and hiring priorities include our Diverse Slates Approach, dedicated talent communities, apprenticeship program and recruitment partnerships.

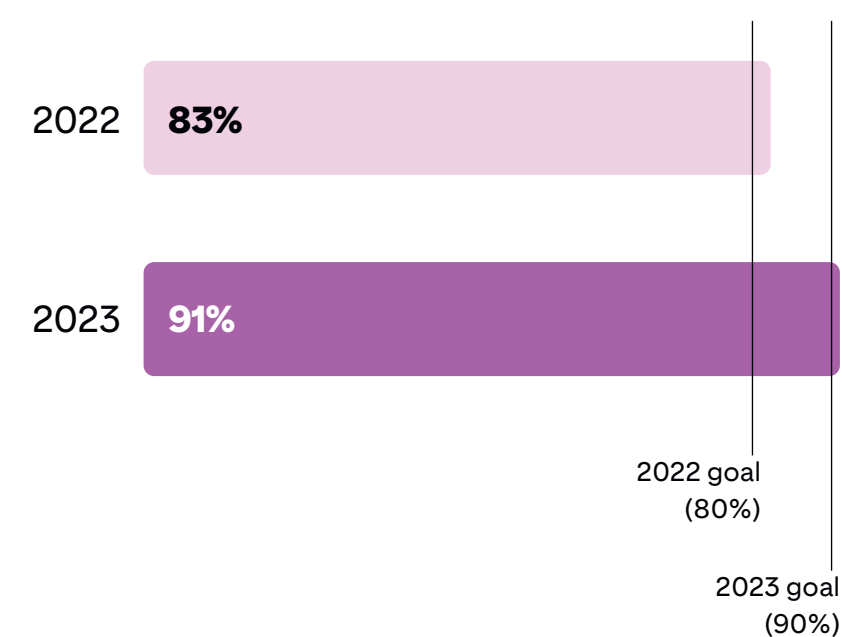
Diverse Slates Approach

We always aim to reach candidates with the most relevant skills, experience and potential to contribute to our teams at Pinterest. To expand our reach and include qualified candidates outside traditional recruiting methods, we need to be intentional.

Our interviewing process is designed to build a diverse slate that includes candidates who are women, Black, Latiné or Hispanic, Indigenous, Native Hawaiian and/or Pacific Islander. The focus on diverse slates during the hiring process is one set of parameters to help us expand our reach and incorporate diversity throughout the entire pipeline.

In 2022, 83% of open roles adhered to the Diverse Slates Approach (DSA), exceeding our goal of 80%. Building on this progress moving forward, we set a new goal of 90% in 2023 for our open roles in the United States. DSA attainment in 2023 was 91%, exceeding our goal. We also expanded our DSA globally to build qualified slates of candidates who identify as women.

Open roles adhered to the Diverse Slates Approach



Talent communities and recruitment partnerships

Collaboration with organizations that share our values is another way we continue to focus on establishing a talent pipeline that champions inclusion and diversity. Our targeted recruitment efforts, in partnership with events and organizations including AfroTech, Lesbians Who Tech & Allies, AISES, and Sistas in Sales, expand our reach to highly skilled candidates. At our AfroTech booth in 2023, we were joined by Danielle (Yaya) Moore, hair creative, licensed stylist, business owner and creator on Pinterest. Attendees spoke with the Pinterest team about our product inclusion efforts and were invited to experience real-time inspiration while getting their edges laid.

In 2022, our University Recruiting team partnered with Historically Black Colleges and Universities and Hispanic Serving Institutions, leading to a notable 15% increase of talented interns from underrepresented backgrounds. Further, the University Recruiting team continued its successful early career web-series “Pin it to Win it” and “ML Fall Preview” designed to prepare college students from underrepresented backgrounds and help anyone early in their career find inspiration through open conversations with the Pinterest Engineering team. The series provided 300+ attendees a safe space to ask questions on subjects ranging from technical interview preparation and product engineering to general career advice for success.

Pinterest apprenticeship program

The Pinterest Apprenticeship Program is an opportunity for candidates from non-traditional tech backgrounds and those who face barriers of entry into the tech industry to start their careers at Pinterest. The program emphasizes on-the-job learning and provides candidates looking to start their careers with the 1:1 mentorship and support needed to become successful full-time employees in their chosen field.

For our 2022 to 2023 cohorts, we hosted our second Product Apprenticeship and our seventh Engineering Apprenticeship programs. The programs resulted in 26 apprentices converted to full-time employees.

Workplace accessibility

To help create a physical environment that’s accessible for everyone, we continue to improve accessibility in the workplace. That includes adjustable-height conference room tables, accessible lobby desks, assistive listening systems in all teams and event spaces, spoken feedback on Google Meet in conference rooms, and closed captioning on Google Meet and company-wide streams.

Inclusion and diversity is a vital component of our business strategy. View our dedicated I&D updates here:

[2023 I&D Executive Summary](#) ↗

[2023 H1 Update](#) ↗

[2022 Inclusion and Diversity Report](#) ↗



2023 I&D Executive Summary



Wellbeing in communities

Mental health and emotional wellbeing

At the root of Pinterest’s mission lies a deep commitment to emotional wellbeing. We recognize that the internet has the potential to take a negative toll on mental health, and we are committed to supporting wellbeing in communities, both on and off Pinterest. With intentional and purposeful use, as well as a focus on equity—addressing disparities in access to mental health support across different communities—social media can foster positivity, create meaningful connections and drive inspiration.

Pinterest Impact Fund and the launch of Pinterest Impact Lab

We strive to be a responsible corporate citizen. One way we take action is by supporting our valued community partners through our Pinterest Impact Fund. In 2023, Pinterest reached a significant milestone: \$20 million invested in more than 60 nonprofit organizations, our Impact Partners, since the inception of Pinterest Impact Fund.

With a core strategic focus on advancing emotional wellbeing, our investments prioritize both systems-level and culturally-led approaches to the topic. Impact Partners’ programs or projects either provide mental health support or promote emotional wellbeing through art

and creative expression, social connection, technology for wellbeing, or structure and systems. Given the subjective experience of mental health and emotional wellbeing, we are intentional about centering equity and young people in our work. Pinterest also invests in equity-first programs for makers and creators, as well as community resilience, given the intersection with emotional wellbeing.

In addition to financial giving, we are focused on building trust-based relationships with organizations, investing time, knowledge and skills to support our partners’ missions.

\$20m

invested since the inception of the Pinterest Impact fund

↑60

nonprofit organizations invested in since the inception of the Pinterest Impact fund



Pinterest employee from left to right: Rebecca Rodan, Tahlia Fancy

Meet our Impact Partners: advancing mental health and emotional wellbeing

Pinterest’s Impact Partners are raising awareness on the importance of mental health. They’re inspiring us too: The knowledge and expert voice of our Impact Partners have added important dimensions to Pinterest’s platform, policies and employee experience.

Get to know some of the partners we proudly joined forces with between 2022 and 2023:

Communities facing crisis: International Rescue Committee

On World Mental Health Day in 2023, we announced the Catalyzing Resilience in Emergencies, or CaRE Fund in partnership with the International Rescue Committee (IRC), an organization that helps people affected by humanitarian crises, including the climate crisis, survive, recover and rebuild their lives. The Fund will drive country-level expansion, generate evidence and advocate for systemic change, addressing the stigma that separates mental health from primary healthcare. Through a trauma-informed approach, IRC aims to provide vital mental health support to marginalized individuals who struggle to access reliable care.

Joan Ganz Cooney Center (JGCC) at Sesame Workshop

The Joan Ganz Cooney Center (JGCC) at Sesame Workshop is a research and innovation lab that advances positive futures for children in our digital world. JGCC conducts research on emerging technologies and collaborates with technologists, digital media producers and educators to put this research into action and support young people’s learning and wellbeing. With Pinterest’s support, JGCC has launch Wellbeing by Design, a leadership program for digital media professionals in designing for young people’s wellbeing.

Girls Leadership

Girls Leadership teaches girls to exercise the power of their voice through programs grounded in social-emotional learning (SEL). Through a racial and gender equity lens, the organization offers programs for girls, workshops for families and professional development training for youth-serving professionals that contain both the curriculum and mindset to cultivate foundational leadership skills and overall wellbeing. Pinterest’s funding will support the redesign of Girls Leadership’s family-based programming to support girls and gender-expansive youth, as well as their parents and caregivers, with a focus on meeting the needs of BIPOC families.

New Profit’s Mental Health Equity Cohort

In 2023, Pinterest helped fund the Mental Health Equity Catalyze Cohort established by New Profit, a venture philanthropy organization that backs organizations led by social entrepreneurs who are advancing equity and opportunity. The group of selected early-stage innovators and leaders each has a focus on promoting health equity addressing factors that affect mental and behavioral health specifically—access to basic needs, mental health literacy, access to culturally competent mental health services, level and quality of social connection, and the impacts of system-involvement. From May 2023 - May 2024, each individual in the cohort will receive strategic coaching, \$100,000 in unrestricted funding, and the opportunity to meet regularly as a peer learning community. Members of the cohort are working across a variety of target populations, including but not limited to Black, Indigenous, and People of Color (BIPOC) and LGBTQIA+ youth; youth in foster care; BIPOC women; survivors of gender-based violence; formerly incarcerated individuals; Latinx communities; rural communities; people experiencing social isolation and educators of color.

“At Pinterest we are building a positive place online and are committed to emotional wellbeing on and off our platform. We’ve seen that conflict and forced migration can have a profound negative effect on the mental health and wellbeing of those impacted. As these issues are increasing in frequency and severity, more help is urgently needed. We are proud to be the founding partner of the CaRE Fund to advance the work of the IRC in scaling their efforts to support the mental health of impacted individuals who lack access to reliable care.”

Alise Marshall
Senior Director of Corporate Affairs, Pinterest



In 2023, we launched Pinterest Impact Lab to more deeply invest in our partners’ organizational and leadership capacities. We offered community events open to all partners as well as a cohort program for emerging-stage organizations at the forefront of building new and effective mental health solutions. The cohort experience was co-designed with participating leaders and offered tactical resources including speaker events, workshops, 1:1 coaching, and community events on topics such as brand building and operations—all critical to scaling impact. Curriculum focused on reframing brand and story, storytelling for impact, expanding relationships and resources, and operational sustainability. While these topics are important for organizations at any stage, they can be particularly powerful accelerators for emerging stage organizations. For the program’s culmination, we hosted an in-person Community Coaching Day at Pinterest HQ, which brought together Impact Partners and volunteer coaches from Pinterest and other organizations.

“Overall, I found the program very valuable. This program was a great opportunity to level up and look at the business itself. This opportunity to step back and think about myself, my needs, the organization, its needs [...] is very important.”

Aaron Harvey
 Co-Founder and Executive Director,
Made of Millions

The inaugural Pinterest Impact Lab cohort included diverse leaders from emerging-stage organizations. Each organization is taking innovative approaches to provide mental health access and support communities, including #HalfTheStory, Asian Mental Health Collective, Black Emotional and Mental Health Collective (BEAM), Brio, Intersectional Environmentalist, Made of Millions Foundation, Our Own, and Purpose Project. At the end of the program, 90% of leaders rated the overall program as valuable or extremely valuable, and 88% of leaders enhanced the work and impact of their organization through the program.

Hear from our partners about their unique experiences at our first Impact Lab: [2023 Pinterest Impact Lab](#)



% increase in confidence by category*

Storytelling



Fundraising



In the spirit of serving as a true partner, we also found unique ways to elevate our partner organizations, including:

- The Pinterest team served as advisors on Digital Wellness Lab's Inspired Internet Pledge.
- **The Art Therapy Project** teamed up with Pinterest for a lunch activation at Kate Spade New York's Global Women's Mental Health and Empowerment Summit in New York, where attendees depicted their optimistic view of the future on a physical Pinterest board.
- At our Pinvision event in Toronto, Jack.org President and CEO, Rowena Pinto, joined Pinterest CEO Bill Ready on stage in a fireside chat about youth mental health.

Our partners showed up on our platform too: Makers from **Nest's** Indigenous Artisans Collective were featured on an editorial page for International Day of the World's Indigenous Peoples, and our first-ever Shopping Spotlight with a social impact component featuring Lady Gaga's **Born This Way Foundation** and Cotton On in support of youth mental health.

Building a movement of corporate impact: Pledge 1%

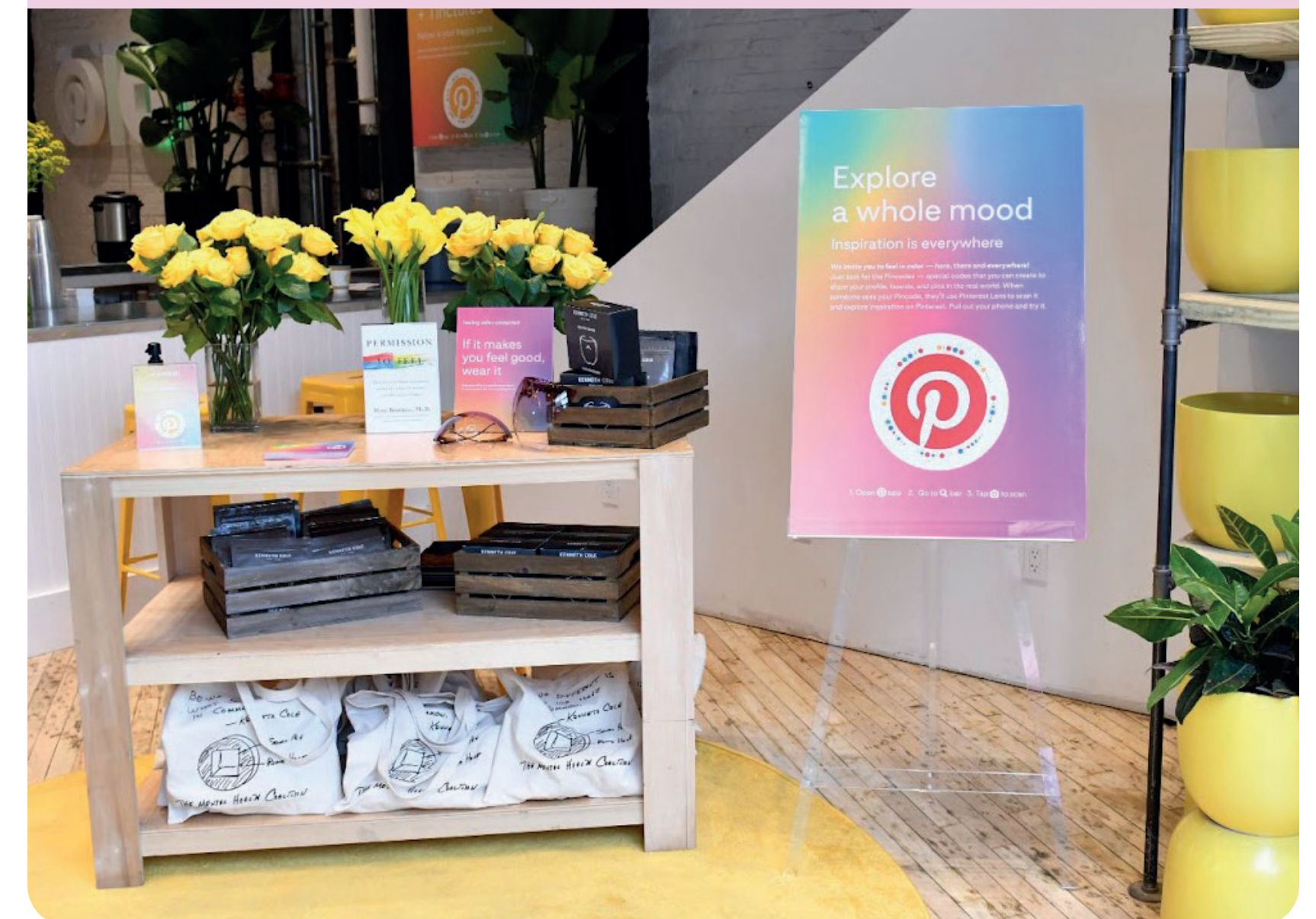
As a member of the global Pledge 1% corporate impact movement, Pinterest committed a portion of our equity to fund social impact efforts, including those highlighted in this report. Dedicated to multiplying social impact beyond our own efforts, Pinterest is also a member of Pledge 1% Builders, a collaborative network of companies leading the Pledge 1% movement as partners, advisors, and financial supporters. Learn more at www.pledge1percent.org

Mind Your Wellness: Pinterest awarded 7th annual Shorty Impact Award

Each year, the international Shorty Impact Awards honors the most purposeful and impactful work organizations are doing to make the world a better place. Recognition includes work on social and digital media to raise awareness for a cause, as well as offline work done internally or externally to advance our society.

The Pinterest team was proud to win the 7th annual Shorty Impact Award in Mental Health due to our 2022 work to increase awareness on the mental health challenges that show up in daily life, advance innovation in the field through purposeful giving and provide inspiring resources to promote self-care.

All the details: [Mind Your Wellness: Self-care with intention - The Shorty Impact Awards](#)



Recognizing Mental Health Awareness Month and World Mental Health Day

Established by Mental Health America, National Mental Health Awareness Month recognizes the essential role mental health plays in overall wellbeing. At Pinterest, we marked this important month in multiple ways in May 2022 and 2023.

Mental Health Youth Action Forum

During Mental Health Awareness Month in 2022, Pinterest joined MTV Entertainment Group’s first Mental Health Youth Action Forum in Washington, D.C. Through the partnership, Pinterest amplified the stories of young mental health content creators and activists selected to create new mental health campaigns tailored for young people, by young people. After a six-week, virtual creative development program, the young leaders presented their concepts at an event at the White House in order to inform future campaigns related to mental health.

Additionally, the evening before the Forum, Pinterest kicked off the activities with an interactive experience at the Renwick Gallery of the Smithsonian American Art Museum to prompt dialogue and inspire action around mental health and emotional wellbeing. Pinterest hosted a panel featuring our Impact Partners

[Bring Change to Mind](#), [Asian Mental Health Collective](#) and [Hopebound](#) on destigmatizing mental health by meeting people where they are. During the event, we also shared our support for the recently passed “Restoring Hope for Mental Health and Well-Being Act of 2022” (HR 7666), designed to improve mental health outcomes for youth, mothers and people in crisis.

Pinterest Havens: inspiring mental health in person and online

In May 2022, Pinterest and [The Mental Health Coalition](#) (MHC), an Impact Partner, hosted [Pinterest Havens: A Whole Mood](#), an immersive experience exploring color and mood to build emotional awareness and resilience. The activation, which took place in New York City, showcased six different installations and featured speakers including iconic fashion clothing designer and MHC founder, Kenneth Cole, and experts from wellness concept HealHaus.

Mindful and creative content

On May 1, 2023, our PinTV takeover featured content dedicated to elevating the artistic and playful side of Creators. Topics included activities from expressive art to music therapy, to DIY videos and immersive tutorials such as candle making and Y2K nails. Additionally, we rolled out a series of articles dedicated to improving overall wellness with mindful arts,

wellness recipes, affirmations and music therapy. These self-care tips are designed to help Pinners prioritize themselves and be kind to their minds.

Brave Together

In 2023, we launched a Creator Editorial Spotlight with Maybelline as our inaugural brand partner. The Maybelline campaign, “Brave Together” created to help combat mental health anxiety and depression in youth, is rooted in the Pinterest Predicts Trend, Now Processing – more ways to feel your feels. Now Processing focuses on alternatives to talk therapy, such as expressive art, music therapy and art therapy, which are on the rise, thanks to Generation Z and Millennials. Read on: [Now Processing | Pinterest Predicts 2023 | Pinterest Business](#).

Headspace subscriptions for content creators

Content creators are at the forefront of Pinterest, developing content that inspires people to create a life they love. Ahead of World Mental Health Day in 2022, we announced a global partnership with Headspace to support Pinterest users creating content, offering a range of tools for managing stress, increasing positivity and improving sleep. The partnership invited hundreds of thousands of eligible Pinterest users to receive a 6-month subscription to Headspace, free of charge.



Courtesy of MTV Entertainment Studios & The White House.

Advocating for equity

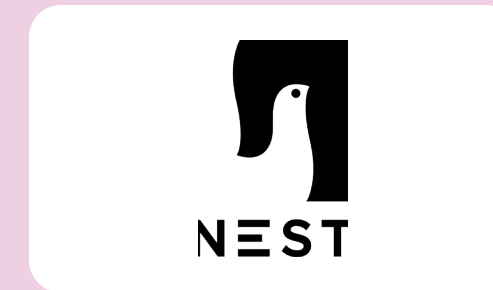
Equity is fairness and justice, recognizing that not everyone starts from the same place, and doing our part to take action on those imbalances. Through funding and collaboration, we are committed to elevating individuals from communities that have been disproportionately under-resourced.

Pinterest Impact Fund

In addition to holding equity as a core value for our emotional wellbeing work, Pinterest Impact Fund also invests in equity-first programs for makers and creators, as well as organizations focused on community resilience. Pinterest provides resources, time and knowledge to support our Impact Partners advocating for and advancing equity. Through Pinterest Impact Lab, we were able to more deeply invest in our partners' organizational and leadership capacities in 2023.

Meet our Impact Partners advocating for equity

Pinterest's Impact Partners are working to create a more equitable world, and we're focused on lifting them up through meaningful collaboration. Get to know some of the partners we proudly joined forces with between 2022 and 2023:



Nest

Pinterest is proud to support [Nest](#), an organization that unlocks the power of craft to advance economic opportunity and gender equity around the globe. Nest's Makers United (MU) initiative supports entrepreneurs in the United States who face disproportionate barriers to accessing the training, funding and business development resources needed to grow their small businesses and achieve their economic and creative goals. 84% of entrepreneurs in the program are women and 55% self-identify as BIPOC or non-white. MU increases access to ecommerce opportunities, fosters maker-to-buyer connections, provides opportunities for brand exposure and provides free business training workshops. MU hubs include cities where Pinterest also has a presence, such as Chicago and New York City. Because of Pinterest's support, Nest was able to grow the program by 24% from March 2023 to December 2023, advancing gender equity and economic inclusion for thousands of maker-entrepreneurs across the country.



Take Creative Control

[Take Creative Control](#) supports BIPOC creators whose livelihoods depend on effectively sharing, protecting and monetizing their work—providing education, resources and community-building to empower creators to advocate, tell their stories and compete in the economy. Pinterest's funding is focused on Creator Clinics, which provide education on topics including intellectual property, platform integrity and business development, in addition to pro bono legal counseling.

Pinterest Inclusion Fund

The Pinterest Inclusion Fund (formerly the Creator Inclusion Fund) is an incubator program designed to build more equitable pathways to success for talented creatives from Black, Latiné, LGBTQIA+, Asian, Indigenous and disability communities. Since its inception in 2021, the program has provided financial and educational support to Pinterest creators, inspiring Pinterest users with their ideas and passions. In 2022 the program supported content creators from the United States, United Kingdom and Brazil across fashion, beauty, lifestyle, wellness and food. Support includes training and deep industry insights, personalized consulting and a financial grant in cash and advertisement credits.

In 2023, we announced the expansion of the Pinterest Inclusion Fund to five additional countries: Canada, Germany, Austria, Switzerland and France. The first cycle of 2023 included a focus on sustainability, with participants creating Pins and boards on upcycling, foraging, farming, thrifting and gardening. Cycles with international markets focused on specific communities like Black creators for the United Kingdom’s Black History Month and LGBTQIA+ creators during Berlin Pride. The final cycle of the year in the United States was dedicated to fashion and beauty creators within the plus-size communities. Pinterest users of all sizes should be represented and inspired.

“Our mission is to bring everyone the inspiration to create a life they love, and inspiration is fueled by diversity of experiences, perspectives and communities. Expanding this program will unlock more opportunities for disproportionately underrepresented creators and content producers to gain financial support, exposure, resources and reach new audiences looking to be inspired by their passions on our platform.”

Zeny Shifferaw

Global Content Partnerships
 Lead Inclusion, Pinterest

“In an industry that is often all talk and no action for people like me, it brings me to joyful tears seeing how much work Pinterest is truly willing to put in to make this space more accessible, inclusive and welcoming. This program is a game-changer for me on many levels.”

Heensie Low

Creator

In 2022, we supported 74 partners, with collective monthly views increasing from 23 million to 189 million. In 2023, we partnered with more than 80 global creators, with participants seeing an average of 124% growth in engagement on Pinterest after the program. Since graduating the program, creators like Nike the Gawdess saw a 42% growth in impressions and, for Mollie, more than 10X her impression growth on Pinterest.*

189M

collective monthly views in 2022

36%

increase in followers (Nike the Gawdess)

80+

creators across additional markets

10X

impression growth (Mollie)

Meet Pamyla Cummings, Skincare and Beauty Creator and Pinterest Creator Fund Participant

Pamyla Cummings, a skincare and beauty content creator, participated in the Fashion and Beauty cycle from June to December 2022 and saw an incredible 68% follower growth. As someone dealing with acne, Pamyla decided to start sharing skincare content. She received so many questions from her new community that she put herself through esthetics school using her Creator Inclusion Fund grant. Now a licensed esthetician, Pamyla’s success on Pinterest provided her the opportunity to become a small business owner.

Follow: @pamylasworld



*Pinterest internal data. August 2023 to October 2023.

Celebrating Pride Month in 2023

Collaborating with RuPaul’s drag race winner, Sasha Colby

We increasingly see from Pinterest searches that Pinners are looking for inspiration to explore and express their identities. From 2022 to 2023, searches for “understanding gender” increased +550% with “gender identity poster” and “self expression painting” up +415% and +455%. Queer fashion trended on Pinterest with searches growing for “non-binary outfits” (+355%), “genderqueer fashion” (+300%) and “queer outfits men” (+335%). Beauty searches for “non-binary hair” (+285%) and “genderfluid hairstyles” (+210%) also increased year over year.*

We’re proud to be a place for people to celebrate their identities within the LGBTQIA+ community. During Pride Month in June 2023, we launched “Pride and Progress,” a content series with Creators and brands around the world, including Sasha Colby. Sasha Colby is a drag performer, actress, dancer and trans advocate who made history as the first Native Hawaiian contestant and winner of RuPaul’s Drag Race. As part of the series, Sasha revealed a [curated Pinterest board](#) highlighting the inspiration behind her iconic looks.



“I’ve been a Pinterest Queen for years. Pinterest has always been the platform I’ve used to help realize my looks and performances, and I’ve been harnessing inspiration on my boards for years. Pinterest allows me to push my creative thinking and delve into ideas I wasn’t even originally searching for. I’m proud to collaborate with Pinterest this Pride Month to reveal the board behind so many of my greatest inspirations.”

Sasha Colby,
 Drag race winner

Additionally, to celebrate Pride in 2023, we launched a new series of live-streaming shows in the US, UK, Canada, Germany and France with our partner [Tastemade](#). Shows included Proud of Me, Home Away from Home, Queen of All Trades and Here Comes The Pride.

Volunteerism and donation matching

Our employees are passionate about volunteering in their communities, and we’re focused on supporting the causes our team cares about. In 2021, we debuted formal employee giving and volunteer benefits, which continued through 2022 and 2023. Employees were able to access \$1,000 in annual donation matching and take 40 hours of paid time off to volunteer for their chosen cause, whether a local nonprofit, their child’s school, nonpartisan voting efforts or a place of worship. We also matched every volunteer hour with \$30 donated to eligible organizations.

In 2022 and 2023, over 2,800 employees participated, donating \$1.8 million which, when matched by Pinterest, totaled over \$3.1 million.

Global Day of Service

Since 2021, Pinterest has partnered with the Surfrider Foundation to celebrate Earth Day and National Volunteer Week in the US. Each year, we have hosted a series of beach cleanups in the cities where Pinterest offices are located. The Surfrider Foundation’s mission of protecting the world’s ocean, waves and beaches for all is closely tied with Pinterest’s own mission of bringing inspiration to everyone to create a life they love. Pinterest continues to look for new opportunities to reinforce our core values and think through the ways—be they online through our platform or offline through volunteerism and other forms of civic engagement—that we can advance our core social commitments as a company.

2,800
 employees participated

\$1.8M
 donated

\$3.1M
 total when matched by Pinterest

*Methodology: Pinterest internal search data, Global, April 1, 2022 to April 30, 2022 vs April 1, 2023 to April 30, 2023.

2024 ESG Impact Report

Positive product



Through technological innovation, comprehensive community guidelines and proactive policies, we constantly seek to deliver a product that combats harmful content and is safe and inclusive. Our commitment to be a trustworthy platform is demonstrated by our ongoing investments, including the regular release of transparency reports.

Each month, hundreds of millions of people around the world visit Pinterest to discover ideas that reflect their unique interests. When users open up Pinterest, we are committed to ensuring they interact with a product that fosters a sense of wellbeing and belonging, prioritizes safety and security, and addresses and counters harmful content. That dedication is demonstrated throughout the user experience and includes how we integrate inclusive artificial intelligence; community, advertising, and merchant guidelines; safety and security practices and policies; and partnerships with essential organizations that advance our mission.

User wellbeing: our pledge

Inspired Internet Pledge

In 2023, Pinterest was the founding signatory of the **Inspired Internet Pledge**. Created by the Digital Wellness Lab at Boston Children’s Hospital, an Impact Partner, the pledge is a call to action for technology companies and the broader digital ecosystem to unite through a common goal: to make the internet a safer and healthier place for everyone, with a focus on young people.

While some attribute the current youth mental health crisis to the use of interactive media, the Digital Wellness Lab acknowledges that the root causes of the crisis are complex, and the digital ecosystem can be an important part of the solution, enabling young people to express their identities, explore interests and build meaningful relationships. By sharing rigorous research and clinical expertise, we can change the paradigm for how young people use technology and interactive media.

The Inspired Internet Pledge is an opportunity to collaborate and address our most serious challenges. After making the pledge, each signatory creates its own supplementary addendum, describing the specific actions for their platform.

Following the pledge launch, Pinterest outlined our 2024 **company commitment**, centered on making the internet a healthier place through our product, thought leadership, policy and strategic giving. To jumpstart our commitment to all three pledge principles, in 2023 we hosted three thought leadership conversations aimed at signatory recruitment, engagement and collaboration.

- In August, Chief Executive Officer (CEO) Bill Ready, Chief Product Officer (CPO) Sabrina Ellis, and Chief Marketing Officer (CMO) Andréa Mallard participated in an event at Pinterest’s headquarters aimed at connecting the dots between technology, mental health and emotional wellbeing.
- In October, Pinterest helped organize a technical expert conversation on how tech companies can optimize for user wellbeing.
- In December, Chief Legal and Business Affairs Officer Wanji Walcott led a conversation with the Digital Wellness Lab on designing a roadmap for a healthier digital ecosystem across the ages and stages of child development.

Signatories pledge to three key principles, with emotional wellbeing at the forefront:



Tune for emotional wellbeing

Understand which actions and content correlate with wellbeing outcomes to inform how to build and evolve products and services supporting healthier experiences on and offline.



Listen to and act on insights from people who have experienced harm online

Listen to and learn from those who have experienced harm online and the experts who support these communities, to inform the evolution of policies and product.



Share lessons collaboratively

Share best practices, key research findings, and creative solutions across the industry to make the internet a healthier place for everyone—especially young people.



Interested in signing the Inspired Internet Pledge? Learn more at www.inspiredinternet.org

“I’m incredibly proud that Pinterest is the first signatory and partner on this pledge to create more positive wellbeing outcomes for young people. We’re inviting our peers and the industry to join us and we’re pleased to see momentum building in this movement. To build a better internet for our better selves, emotional wellbeing has to be a real, measurable result, and the standard for the entire industry.”

Bill Ready
Pinterest CEO

Inspiration and wellbeing: developing a Social Media Wellbeing Measurement Tool

Building off [our work with UC Berkeley](#), in 2023, Pinterest conducted research aimed at building a more positive online experience where people feel seen, self-assured and supported in their pursuits. Since a critical part of improving wellbeing is the ability to assess current outcomes, we built a benchmarking tool that can be utilized by any technology platform to better understand their impact on user wellbeing.

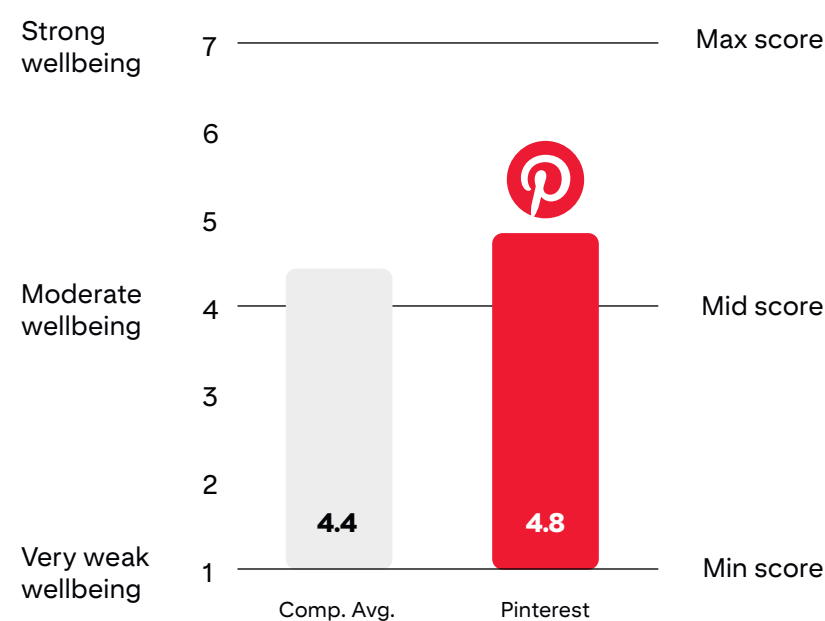
To inform the development of this tool, Pinterest developed a 12-question measure to assess user wellbeing while engaging with social media. A snapshot of the approach included:

- A comprehensive review of academic and industry research
- Consultation with experts in the space of user wellbeing on the comprehensiveness and rigor of our measures
- Surveying 8,685 people across five markets who use two or more social media platforms at least monthly

By analyzing the responses of surveyed social media users, Pinterest developed a social media wellbeing score, which assessed four key pillars: safety, belonging, self-worth and purpose. These four pillars are the aspects of wellbeing that Pinterest and other social media companies can most directly influence.

User wellbeing on Pinterest

Results demonstrated that Pinterest leads the industry in user wellbeing, with a statistically significant stronger social media wellbeing score than other social media platforms. This finding is backed up by third party researchers, including the Neely Ethics & Technology Indices, which finds that Pinterest users report fewer adverse events and more beneficial learning experiences compared to other social media platforms.



Building on our best instincts

The social media wellbeing benchmarking tool demonstrates that building products to promote a positive, diverse, and inclusive experience is critical for social media platforms. Research showed that user time spent on platforms built for more positive wellbeing was deemed more purposeful.

We are continuously focused on building experiences that are inspirational, purposeful and create belonging, while understanding the key drivers for these feelings. This tool is an initial step on a long road to understanding and building a more positive platform.

Ultimately, this research will offer a replicable and scalable tool that prioritizes user wellbeing through safety, belonging, self-worth and purpose, for adoption by other technology platforms. To learn more, reach out to wellbeing_benchmark@pinterest.com.

Research and review: measuring wellbeing

Detailed research goes hand-in-hand with the development of our Inspired Internet Pledge commitments and unearths opportunities to further prioritize wellbeing. In 2022 and 2023, key initiatives included:



Research with UC Berkeley's Greater Good Science Center

Pinterest partnered with the University of California, Berkeley's Greater Good Science Center to test the relationship between inspiration and wellbeing. Through rigorous research, it was determined that active engagement with content on Pinterest buffers against rising burnout, stress and social disconnectedness among Generation Z college students in the United States. Put simply: during challenging times, seeking inspiration can preserve capacity for positive emotions and boost feelings of social connections. Read more: [Pinterest and UC Berkeley Study: The Power of Positivity and Inspiration | Pinterest Business](#).



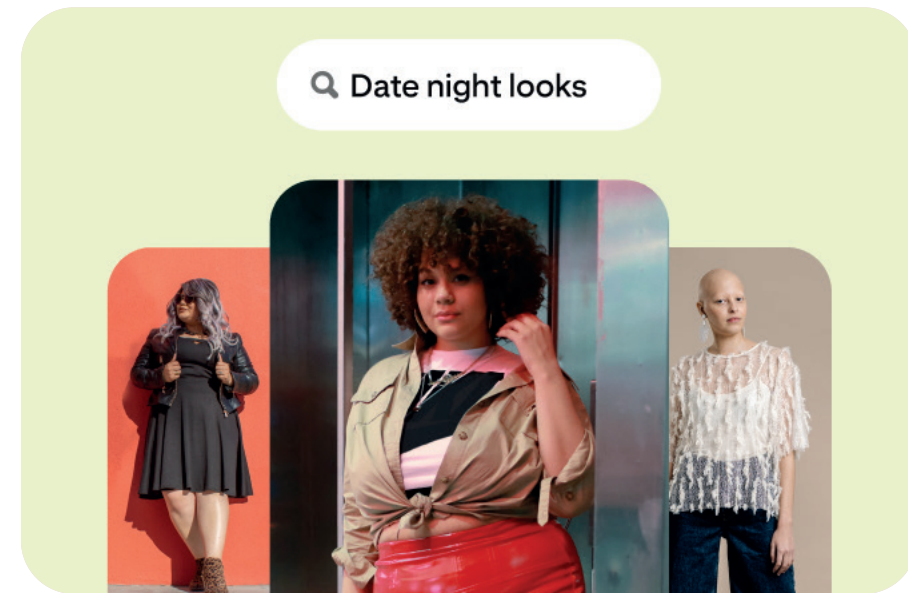
Social media sector mental health and wellbeing materiality memo

In 2023, we partnered with [Prospira Global](#) to develop a social media sector mental health materiality memo. This memo will initiate common understanding and language on our sector's most significant risks and opportunities when it comes to mental health and wellbeing. Work will be completed in 2024.

Inclusive artificial intelligence (AI)

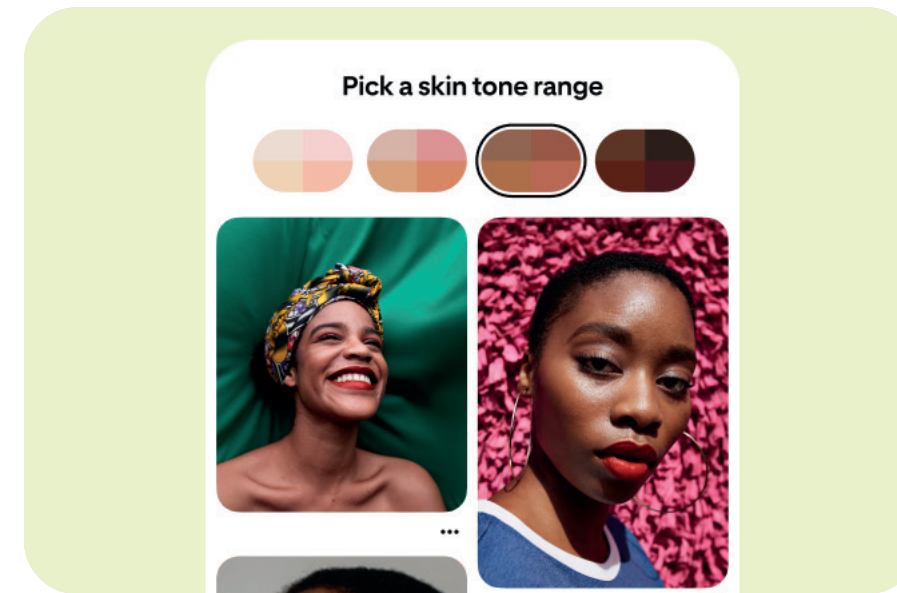
Inspiration starts with inclusion. For several years, we’ve engineered technology in a way that advances inclusion, which is core to our mission. As part of this commitment, Pinterest is continuously investing in a product that allows users to find inspiration that resonates with them, because it’s hard to see a future on Pinterest if you don’t see yourself.

Progress that inspires meaningful societal impact would not be possible without collaboration with external organizations, experts and users.



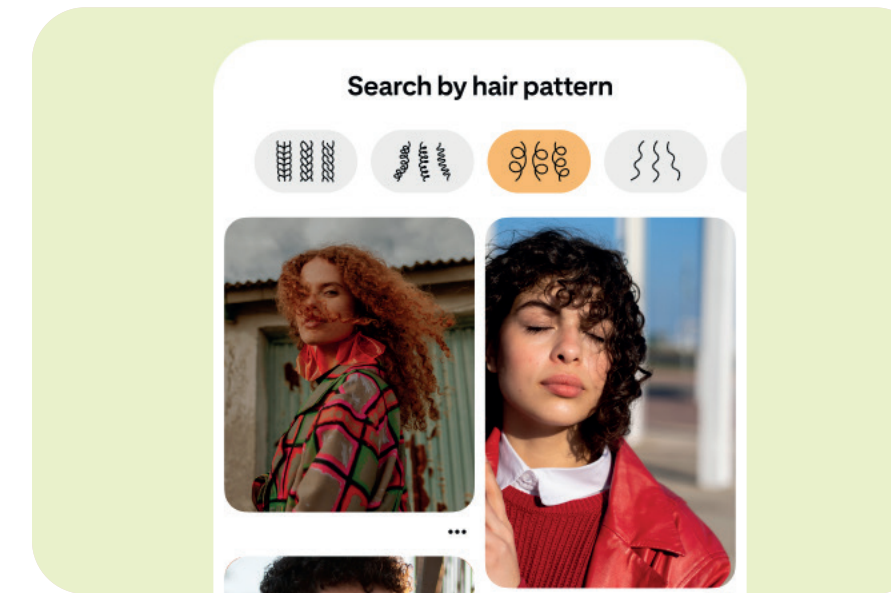
Body type technology

Inspired by user behavior and culturally critical discussion on body representation, we introduced body type technology to our suite of inclusive AI innovations in 2023. Currently available in the United States, United Kingdom, Ireland, Canada, Australia and New Zealand, this technology uses shape, size and form to identify various body types in over 3.5 billion images on the platform. Through this enhanced understanding of visual content, we shaped how Pinterest’s algorithms increase representation of body type across search results and related feeds. For example, if a user searches for “date night outfit,” they will start seeing results that are more inclusive of numerous body types.



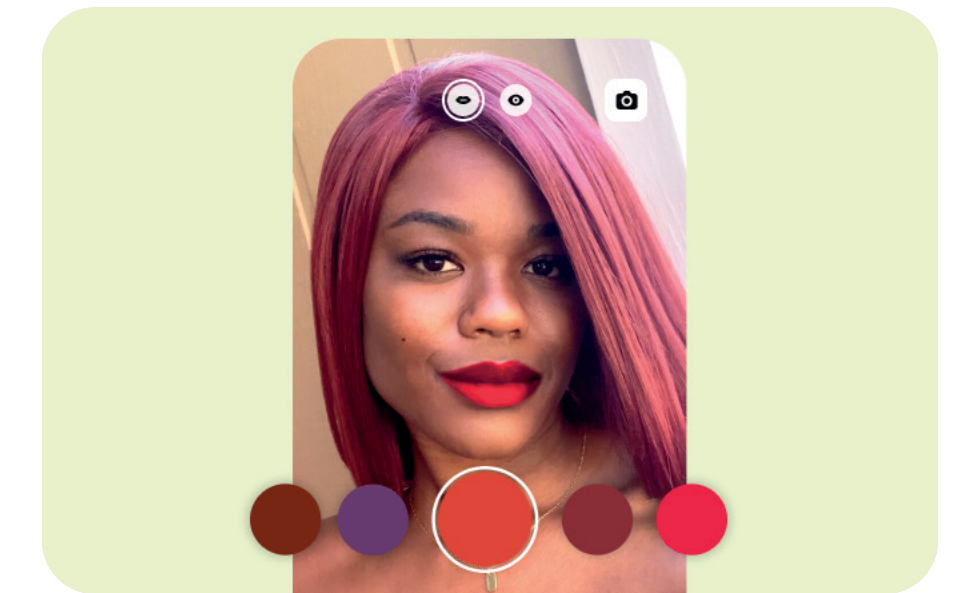
Skin tone ranges and technology

Pinterest’s body type technology is just one way we aim to enhance inclusion and diversity within our product. First introduced in 2019, skin tone ranges allows users to customize their beauty exploration, refining their search results by skin tones. In 2021, we expanded this feature to encompass more beauty- and fashion-related searches. We also started using skin tone technology to increase the representation of skin tones across search results, related feeds and home feeds for new users, creating a more inclusive experience. The number of monthly searchers using skin tone ranges has doubled from Q1 2023 to Q1 2024.²



Hair pattern search

Many people come to Pinterest looking for inspiration for their next hairstyle. Our hair pattern search, allows users to search for inspiration including hair patterns such as protective, coily and curly. In 2022, we expanded this tool to nine additional international markets across Central and South America (Argentina, Brazil, Colombia and Mexico) and Europe (Austria, Germany, Spain, Italy and France). In launched markets, the number of daily searchers using hair pattern search grew 41% in 2023 compared to 2022.³



Try On for beauty tool

Pinterest has always been a visual platform. In 2022, we launched AR Try-On, which uses Augmented Reality (AR) technology to let individuals use virtual tools to see what they look like while wearing different lipstick, eyeshadow or other beauty products—without skin-smoothing or image altering effects. Integrating skin tone ranges, people on Pinterest can see similar lip shades on skin tones that match their own, for example.

¹Pinterest internal data, US, since launch for 12/1/2023-12/31/2023; among women’s fashion and wedding searchers.

²Pinterest Internal Data; launched markets; Q1 2024 vs. Q1 2023; amongst beauty searchers.

³Pinterest Internal Data; launched markets; 2023 vs. 2022; among hair searchers.

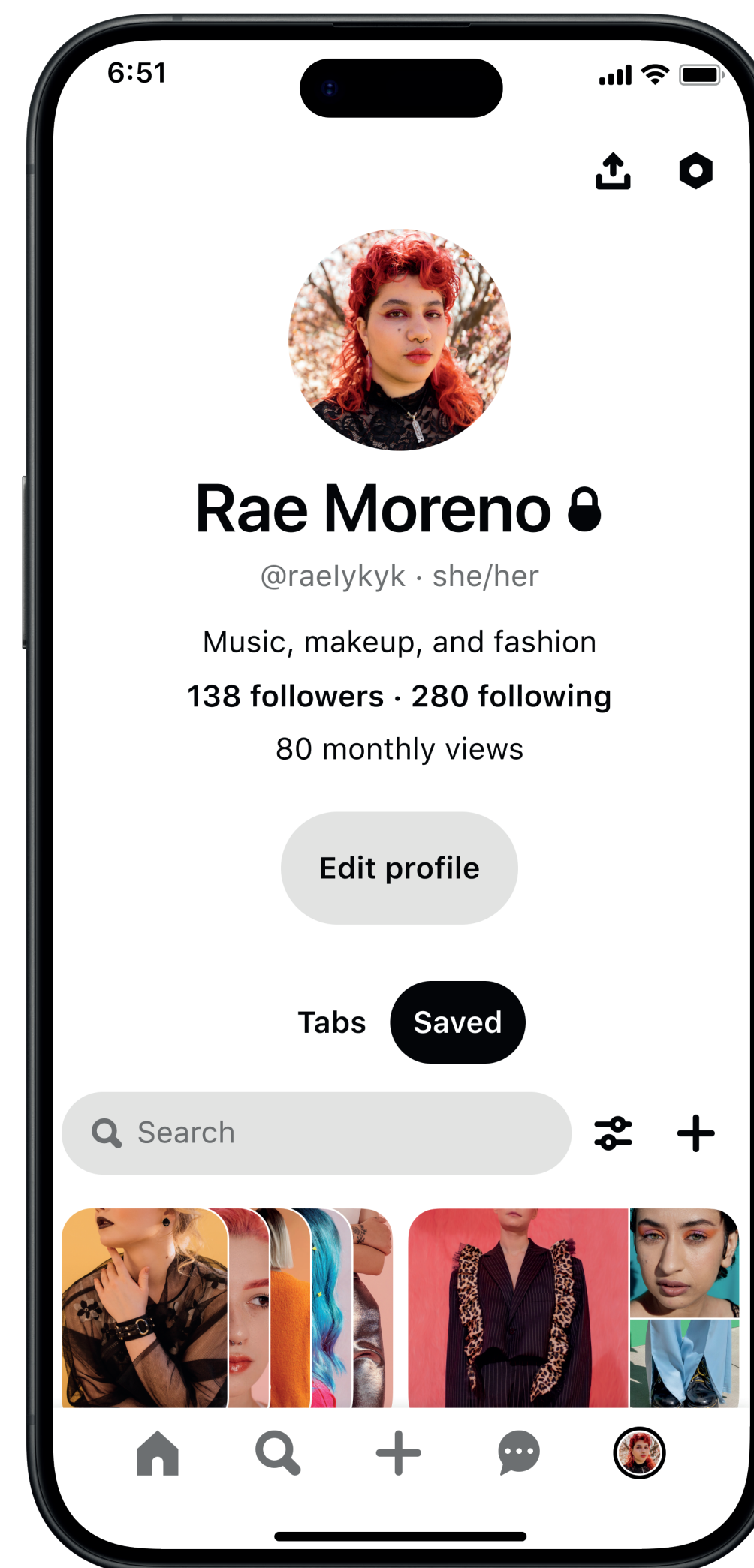
Safety and security

Providing age-appropriate experiences

Our mission to bring everyone the inspiration to create a life they love is our guiding light, driving how we created Pinterest, develop our products and shape our policies. As part of this ongoing work, we continuously strive to provide young people with age-appropriate experiences while using our platform. In 2023, we announced a suite of essential updates to product features, which expanded how we're working to protect our users' personal space.

- **Age verification:** Pinterest requires a date of birth for new and existing accounts of any age. In April 2023, we expanded our age verification process to include additional features. If someone who previously entered their age as under 18 attempts to edit their date of birth on the Pinterest app, we now require them to send additional information to our third party partner to confirm its legitimacy.
- **Expanded private profiles:** Private profiles are not discoverable on search and are the only option for teens under the age of 16. Users aged 16 and over can opt into a private or public profile. If private, they are only able to connect with people they already have an off-platform relationship with by sending a unique profile link outside of Pinterest.

- **More control over followers:** All users are able to review and remove followers. In addition, for teens under the age of 16, pre-existing followers were removed so that users can control who can follow them.
- **Messaging and collaborating with trusted people:** We enabled more ways to help users decide who can and cannot contact them. Teens under the age of 16 can only send and receive messages from mutual followers with whom they already have an off-platform relationship and have been accepted through a unique profile link that expires after three days or when they get five new followers with the shareable link. Messaging and group boards are available to all users, as long as they are given permission.
- **Parental passcode update:** Parents and caregivers can opt to require a passcode to change certain account settings for their teens. In 2023, we provided caregivers the ability to easily opt-in and out of the parental passcode and update the protected settings on their teen's account.



Community Guidelines

Pinterest’s commitment to a positive product is driven by comprehensive policies designed to prevent real-world harm. We aim to deliver a platform that is positive, welcoming and inspiring, and our [Community Guidelines](#) establish clear guardrails delineating what is acceptable on Pinterest and what is prohibited. We actively encourage our community members to play a role in maintaining a positive atmosphere by reporting content that contradicts our guidelines.

Advertising and Merchant Guidelines

Comprehensive [Advertising Guidelines](#) clarify what can be promoted on Pinterest and how. In 2022, we updated our Advertising Guidelines to explicitly prohibit any advertisements that contain conspiracy theories, misinformation and disinformation related to climate change. Additionally, while Pinterest is not involved in facilitating the purchase, sale or delivery of goods, our [Merchant Guidelines](#) help people to have positive experiences purchasing products they find on Pinterest.

Details on how advertising and merchant guidelines are enforced can be found on the [enforcement section](#) of Pinterest’s website and via our biannual transparency report.

An overview of our Community Guidelines



Content safety

Pinterest is not a place for antagonistic, explicit, false or misleading, harmful, hateful or violent content. We may remove, limit or block the distribution of such content and the accounts, individuals, groups and domains that create or spread it. We have comprehensive Community Guidelines for categories of harmful content including adult content; exploitation of people and animals; hateful activities; misinformation (including climate and civic participation misinformation); harassment; child safety; private information; self-injury and harmful behavior; graphic violence or threats; violent actors; dangerous goods and activities; harmful or deceptive products and practices; and impersonation.



Intellectual property and other rights

Those using the platform must respect the rights of people on and off Pinterest; not infringe anyone’s intellectual property, privacy or other rights; post content that violates laws or regulations; or use Pinterest’s name in a way that confuses people.



Site security and access

We ask that Pinterest users not access, use or tamper with our systems or our technical providers’ systems; use any undocumented or unsupported method to access, search, scrape, download or change any part of Pinterest; try to reverse engineer our software; and more. We ask that users do not break or circumvent security measures or test the vulnerability of systems or networks, except as part of our authorized Pinterest [bug bounty program](#). We also ask that users not share their password, let anyone access their account, or attempt to buy or sell access to their account.



Spam

We want the inspiration and ideas on Pinterest to be high-quality and useful, so we seek to remove spam when we find it. We ask users to be considerate of others’ experiences on Pinterest and not create accounts that are non-authentic.



Paid partnership, affiliate, and contest guidelines

To make clear the commercial nature of content, additional guidelines apply to paid partnerships (any sponsored or branded content on Pinterest that features or is influenced by a business partner for an exchange of value), as well as affiliate programs and contests.

Our full [Community Guidelines](#) can be found via Pinterest’s website. Details on how Community Guidelines are enforced can be found in the [enforcement section](#) and via our biannual transparency report.

Biannual Transparency Report

Our policies and practices aim to foster inclusivity, safety and transparency within our platform. From measures that prohibit harmful misinformation to offering tools in support of mental health, we aim to advance the industry and create a more positive internet. We started publishing a biannual transparency report in 2013 and, in 2020, expanded it to include more information on our actions to uphold our Community Guidelines. Reports include information on efforts to keep our platform safe and inspiring, such as the number of Pin and account deactivations, and include insights into the volume of information and deactivation requests we received from law enforcement and other government entities.

Pinterest’s latest transparency reports can be found here: [Transparency | Pinterest Policy](#).

Privacy Policy and data protection

Our [Privacy Policy](#) details the information we collect and how we use it, as well as choices for Pinterest users when it comes to privacy. We focus on communicating our Privacy Policy details clearly so that it can be easily understood by everyone using Pinterest. Users want to be in control over what happens to the information they entrust to us, and we offer settings that allow everyone to customize their Pinterest experience and exercise their privacy rights.

Through maintenance of robust cybersecurity measures, protecting our platform and business against cyberattacks is a priority. To oversee data and business security areas—including enterprise security; product security; security operations; infrastructure security; detection and response; and governance, risk and compliance—we maintain an expert Information Security team. In addition, during security awareness and compliance training, we emphasize our employees’ shared responsibility in supporting ongoing product and company security. We hold lunchtime information sessions, host open office hours for informal discussions and regularly communicate across the company about security initiatives. Regular updates are provided to executive leadership and the Board of Directors’ Audit and Risk Committee.



Compassionate search experience

An essential element of keeping people safe includes supporting their emotional safety and mental health. In 2022, we doubled the reach of our compassionate search feature, which directs Pinterest users to supportive resources to improve their mood if their search results indicate that they are stressed, anxious, sad or trying to manage challenging emotions. At the end of 2023, compassionate search was available in 23 countries. We continue to iterate on our compassionate search feature each year, centering the changing wellbeing needs of Pinterest users.

Combating climate misinformation

Climate Misinformation Policy

Ensuring that Pinterest users discover content and ideas from trusted sources is an important component of delivering on our mission. In 2022, we released a Climate Misinformation Policy to keep false and misleading claims about climate change off Pinterest.

Included in our Community Guidelines on misinformation, this policy aims to prevent climate change misinformation across content and ads by prohibiting language or imagery that is false, inaccurate or misleading, including:

- 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.

Partnering to inspire a better future

Tackling issues like climate change or misinformation is complex, requiring the support and collaboration of an entire ecosystem. We partnered with experts, including the Climate Disinformation Coalition and the [Conscious Advertising Network](#), to help inform and develop our policy based on common misinformation themes seen across media platforms.

In 2023, [Climate Action Against Disinformation](#), a global coalition of more than 50 leading climate and anti-disinformation organizations, ranked social media platforms on their approach to climate change misinformation. Though there was room for improvement, Pinterest **scored the highest**, with mention of our Community Guidelines. We are committed to continuously updating and enhancing our Climate Misinformation Policy.

“Climate disinformation on digital platforms is a serious threat to the public support needed to solve the climate crisis. Pinterest has demonstrated great leadership by creating a community standard that includes a definition of climate misinformation, and we will continue to press all platforms for transparency and reporting on their actions.”

Michael Khoo
 Climate Disinformation Co-Chair,
 Friends of the Earth

Awards and accolades

At Pinterest, we’re dedicated to delivering a safe, healthy and inclusive product. In 2022 and 2023, that commitment was recognized through various awards and accolades.

- In 2022, Pinterest was named one of Fast Company’s [Brands That Matter](#). The article highlights our expanded search capabilities in the beauty space for users with textured hair, as well as our work to rein in advertising content that could be harmful to users’ body image. Pinterest was also an honorable mention in Fast Company’s [World Changing Ideas](#) in 2022 for our [hair pattern search](#) and a finalist in 2023 for our work to [combat climate misinformation](#).
- In Insider Intelligence’s [Digital Trust Benchmark](#) in 2022, Pinterest was named the most trusted of the nine ranked major social media platforms. Total score was calculated across five pillars: security, community, legitimacy, ad experience and relevance. Across all social media platforms, trust declined from 2021 to 2022.

Positivity starts with policy

You can't have a positive platform without proactive content policies. We create clear guidelines against harmful content and go the extra mile to ensure it has no home on our platform. Here's a look back at our content policy decisions.

2018	2019	2020	2021	2022	2023
Banned political campaign ads and began removing QAnon conspiracy content	Rolled out compassionate search for people seeking mental health support	Directed people with election-related inquiries to vote.org	Teamed up with the National Eating Disorder Association to support body positivity	Announced a climate misinformation policy	Implemented safety measures to protect teens' personal space
	Rolled out inclusive beauty searches (skin tone)	Banned harmful misinformation, such as the promotion of false cures for terminal illnesses or anti-vaccination advice related to COVID-19	Launched Creator Code and new comment moderation tools to keep content positive and inspiring	Prioritized humanitarian aid for people affected in Ukraine and worked to keep our platform safe from disinformation	Launched body type technology
		Joined GARM	Rolled out inclusive beauty searches (hair pattern).		Founding signatory of the Inspired Internet Pledge—a call-to-action to make the internet a safer, healthier place
			Received TAG brand safety certification		
			Received MRC Display accreditation		



2024 ESG Impact Report

Protecting our planet

Climate change is one of the most serious issues facing the planet, disproportionately impacting historically marginalized and under-resourced communities. By measuring and reducing our greenhouse gas (GHG) emissions, engaging with employees and suppliers, and partnering with environmental leaders, we are demonstrating our commitment to meaningful climate action and environmental protection.

Just as discovering inspiration is nearly impossible without inclusion, belonging and emotional wellbeing, our employees and Pinterest users must be physically safe to feel inspired. With climate change posing a clear risk to the environment and individual wellbeing, and with disproportionate impacts falling on historically marginalized and under-resourced communities, prioritizing physical safety must mean taking action to combat global warming. Around the world, climate change will increasingly pose risks to our clean air, and increased droughts and extreme weather will affect water systems, agricultural yields, food availability and secure shelter.

At Pinterest, our work in this area is just getting started. We are committed to taking action through science-based emissions reduction targets, preserving our natural resources and collaborative partnerships to expand our positive impacts.

Track and reduce

Tracking and reducing emissions

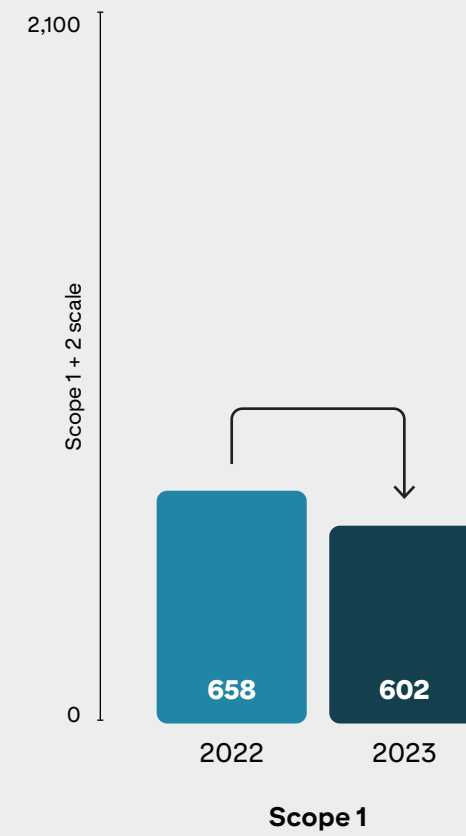
To calculate our emissions, we partner with the enterprise climate platform Watershed, following guidelines from the Greenhouse Gas (GHG) Protocol, the leading global standard for carbon accounting. At the end of 2023, we achieved a 39% decrease in absolute emissions from a 2019 baseline.

Limited assurance

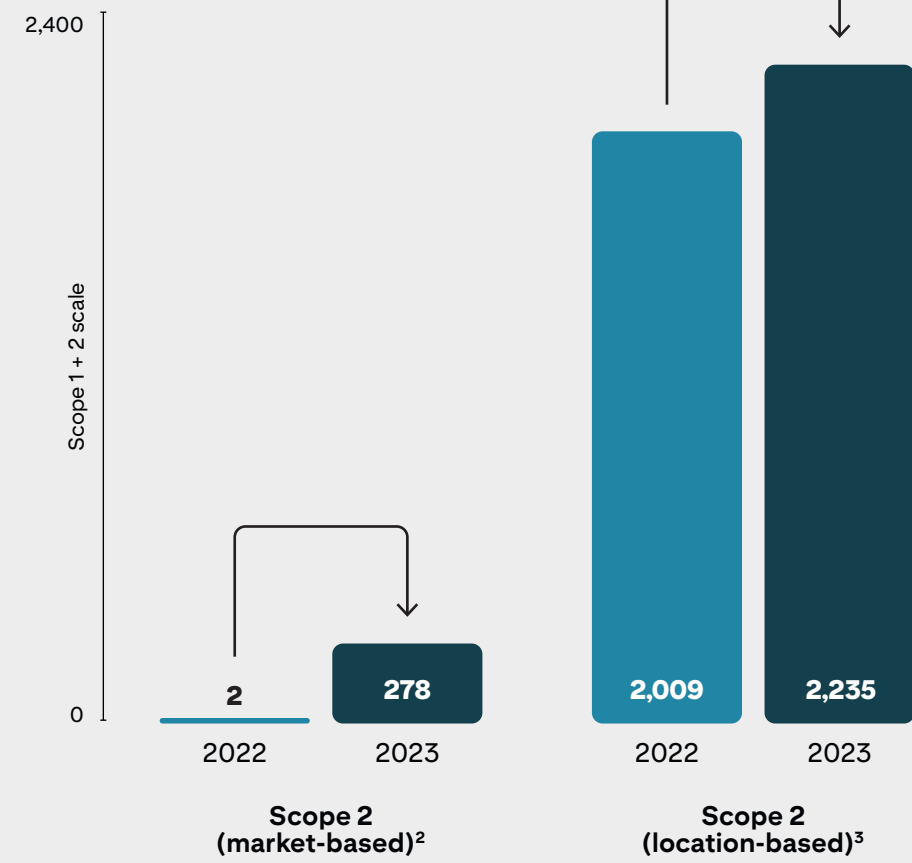
We obtained limited assurance on our Scope 1, 2 and 3 GHG emissions in 2022 and 2023 by third-party verification provider Apex Companies LLC (Apex). Apex conducted an independent verification of the GHG emissions accounting and the data systems and processes used to collect, analyze and review business activity data and other relevant information.

Pinterest's carbon emissions (tCO2e)

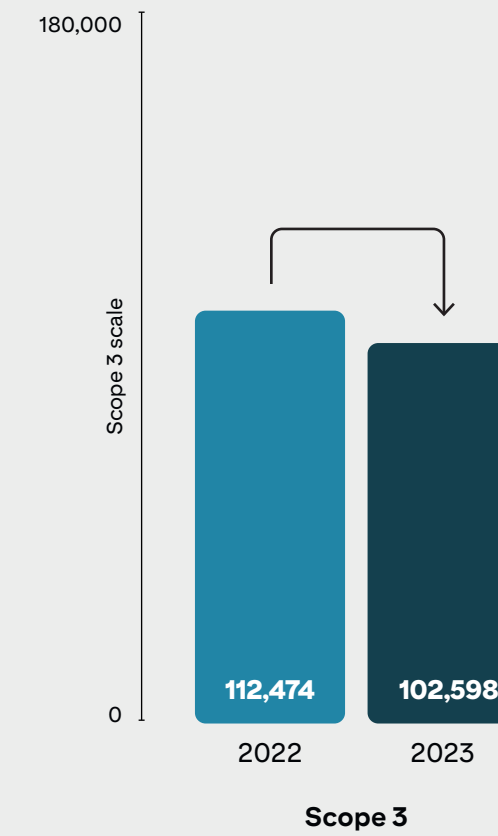
Scope 1¹



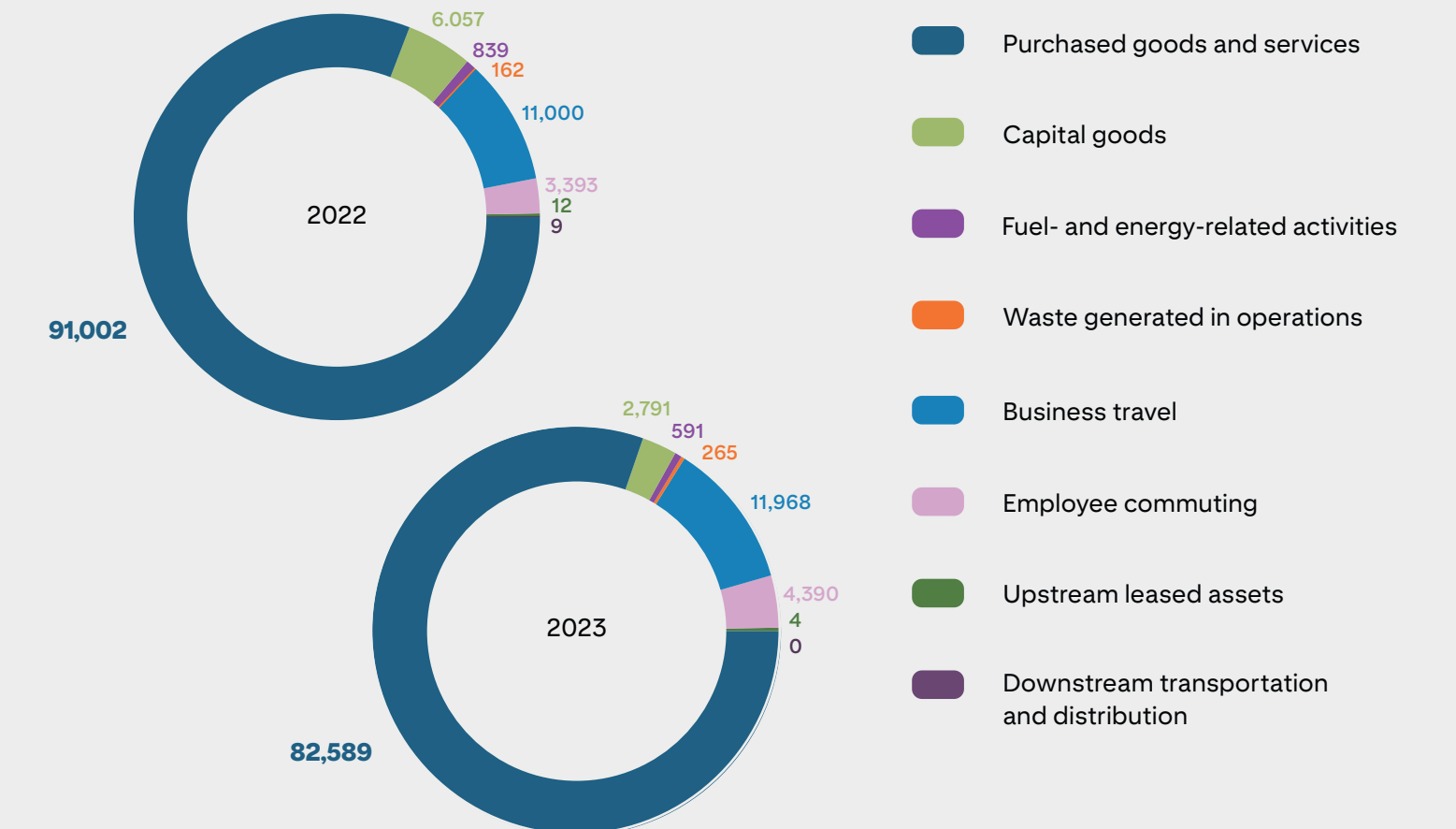
Scope 2²



Scope 3



Scope 3 categories⁴



¹Scope 1 are direct emissions from sources we own and control; Scope 2 are indirect emissions from purchased energy; Scope 3 are indirect emissions from our upstream and downstream value chain.

²The GHG Protocol defines market-based emissions as emissions from electricity that companies have purposefully chosen (or their lack of choice).

³The GHG Protocol defines location-based emissions as the average emissions intensity of grids on which energy consumption occurs.

⁴The following Scope 3 categories are not applicable to Pinterest's due to the nature of our business activities and value chain: processing of sold products, use of sold products, end-of-life treatment of sold products, downstream leased assets, franchises or investments.

Aggregated energy consumption in 2022

10,157 MWh

Total energy consumption

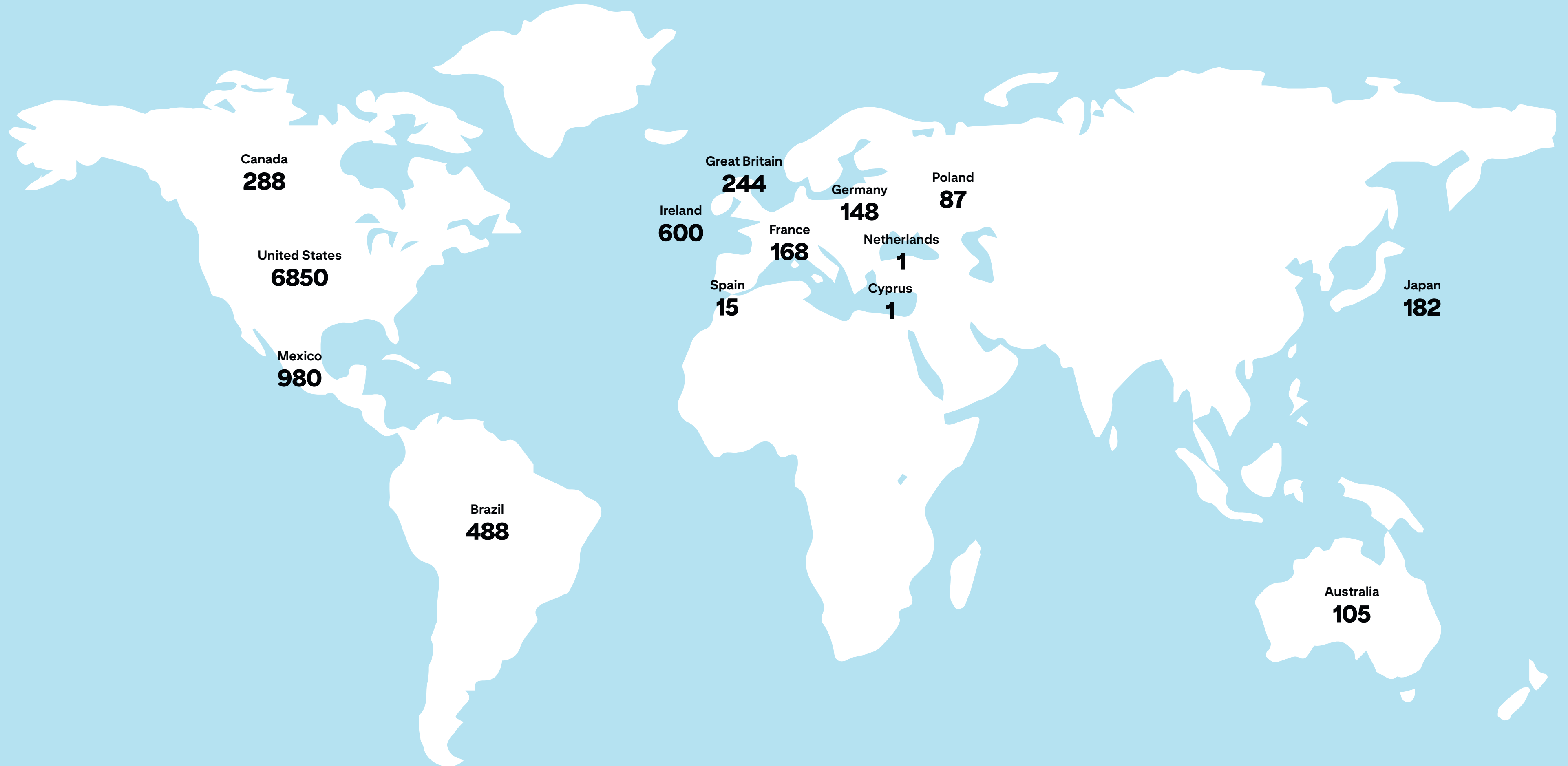
7,619 MWh

Total electricity consumption

7,619 MWh

Total clean energy consumption

Total energy usage by location (in MWh)



Aggregated energy consumption in 2023

10,832 MWh

Total energy consumption

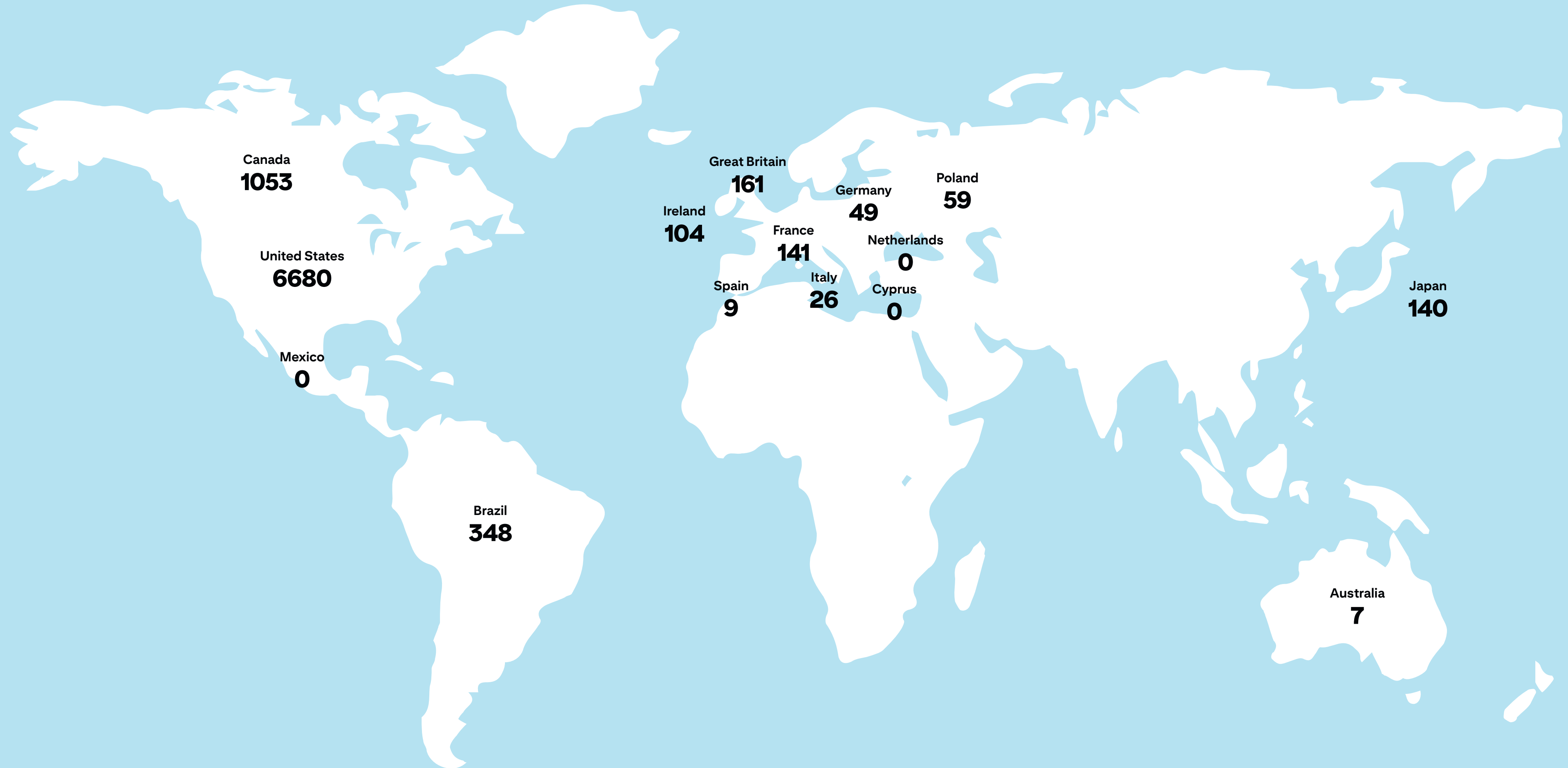
8,069 MWh

Total electricity consumption

8,069 MWh

Total clean energy consumption

Total energy usage by location (in MWh)



Science Based Targets initiative (SBTi): credible corporate action

In 2022, we committed to setting near-term emissions reduction targets in line with climate science. The Science Based Targets initiative (SBTi), designed to drive ambitious corporate climate action, provides companies with a clearly-defined path to reduce emissions in line with the Paris Agreement’s central aim: global decarbonization by 2050.

In 2023, Pinterest’s three emissions reduction targets were validated by SBTi, including:

- Reduce absolute scope 1 and 2 GHG emissions 39% by 2027 from a 2019 base year
- Increase active annual sourcing of renewable electricity from 34% in 2019 to 100% by 2023 and through 2030
- Reduce scope 3 GHG emissions 70% per USD gross profit by 2027 from a 2019 base year

Moving forward, we will build our climate strategy around achieving these targets through credible action. We expect to share information on our emissions reduction progress in future reports.

Achieving 100% renewable electricity in our global offices

We’re always looking for ways to make our global offices more energy efficient, as they represent our largest physical footprint. In 2022, we announced our commitment to 100% renewable electricity for our global offices and, in both 2022 and 2023, we achieved that goal (verified by Apex).

We began with our headquarters in San Francisco in 2022, where we receive 100% renewable electricity through CleanPowerSF’s SuperGreen program. Across all other offices, to lower our market-based Scope 2 emissions (emissions from electricity), we purchased Energy Attribute Certificates (EACs)—official documentation proving renewable energy consumption—following a set of guidelines developed in partnership with our EAC provider, including:

- Prioritizing in-country projects within the same year the electricity was consumed.
- Sourcing from projects that maximize system impact.
- Requiring third-party certifications for United States EACs through Green-e and European Union EACs through EKOEnergy.

All EAC purchases are designed to be compliant with RE100, a global initiative bringing together businesses committed to 100% renewable electricity. In addition, to support our new work model, PinFlex, we purchased Renewable Energy Credits to offset home electricity use for our global employees.

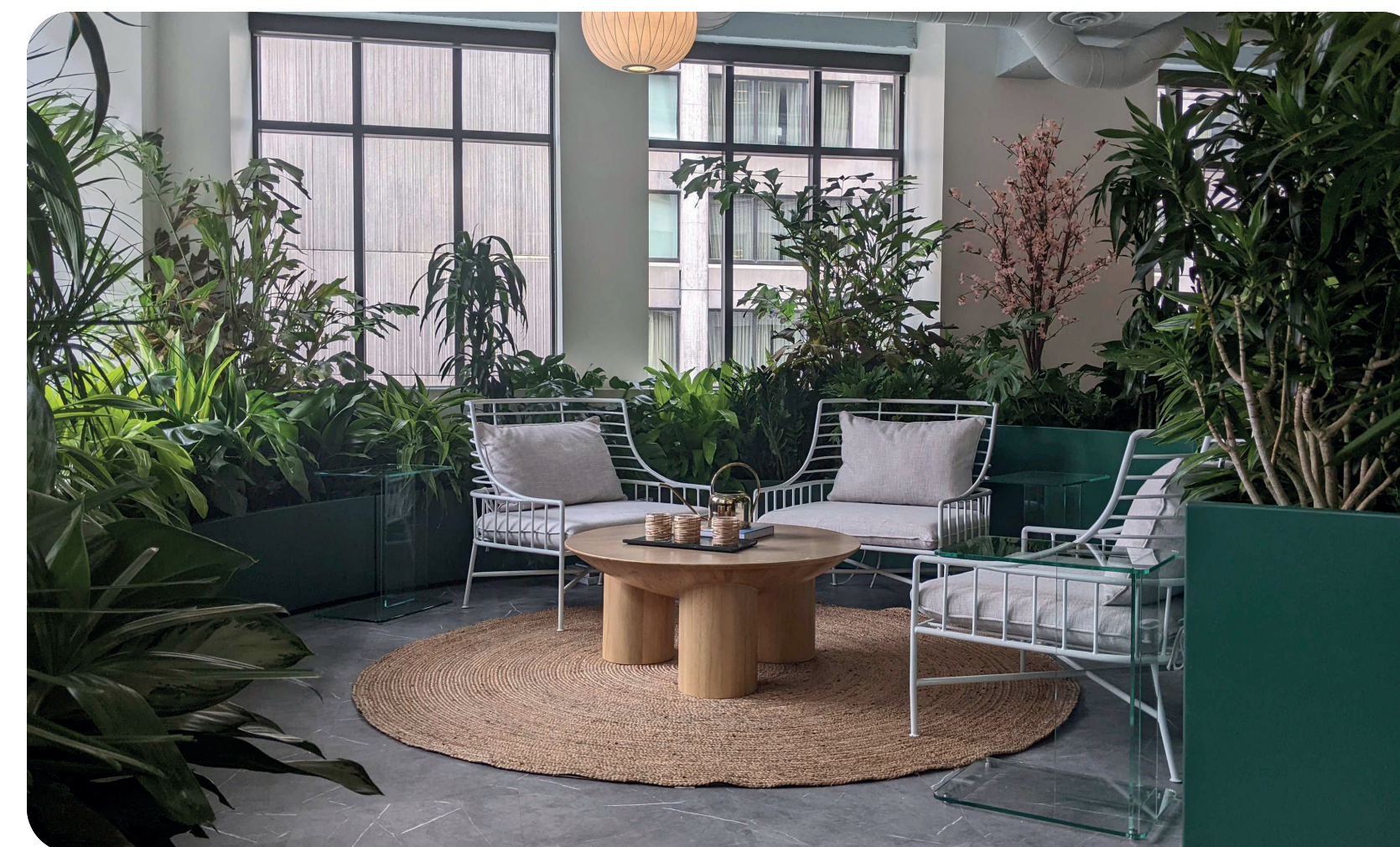
New office locations: energy efficiency, material recycling, and indoor air quality

For all new locations, we strive to source renewable energy locally whenever possible. We prioritize office spaces that are highly rated and certified LEED, BREEAM and Energy Star. In 2022 and 2023, we opened offices in Toronto (WELL Health-Safety Rated) and Mexico City (LEED Gold Certified).

During construction of our office in Toronto, 13,215 pounds of carpet and an additional 33.63 metric tons of materials (glass, wood, drywall, and waste) were recycled. Additional design and construction elements include:

- All lighting is LED for high energy-efficiency.
- Occupancy sensors are included in all spaces to minimize power consumption.
- Approximately 200 plants were integrated into the office design to provide better indoor quality for employees.

For our Mexico City office, the Pinterest team was inspired by the Fireflies Sanctuary in Tlaxcala. We created a greenscape with design elements resembling the sanctuary and prioritized greenery throughout the office. The majority of the workstations and task chairs are previously owned, and all millwork was sourced locally.



Toronto Pinterest office



Mexico City Pinterest office

Engage and connect

A more sustainable cloud: progress through collaboration

Like most internet companies, the majority of Pinterest’s emissions are Scope 3, including emissions from cloud computing that makes our platform possible. For the past five years, we’ve worked with our cloud computing partner, Amazon Web Services (AWS), to better understand our Scope 3 footprint.

In 2023, we prioritized the efficiency of our use of AWS infrastructure. That includes technology projects to ensure efficient use of compute resources, storage and networking, and reduce the number of AWS servers that are required to power Pinterest around the world. Specific projects included applying appropriate retention policies to reduce stored data, migrating a portion of our compute instances to AWS’s own energy efficient, general purpose processor and right-sizing compute instances across the rest of our compute infrastructure.

The migration delivered performance improvements, plus cost and carbon savings. In order to better understand the aggregate impact, we conducted an in-depth analysis of one important workload. Due to improved workload performance and lower energy intensity, we operated our workload more efficiently—achieving a 62% reduction in carbon emissions per query.

62%
 reduction in carbon emissions per query

PinPlanet: an employee-led climate community

In 2022, we launched Pinspiration Groups: spaces for colleagues to connect on a common cause that ties back to a business priority, including mental health and sustainability. On Earth Day that year, we introduced PinPlanet, a Pinspiration Group on a mission to create a sustainable future through climate action. PinPlanet leaders hosted workshops, created community action opportunities for employees, and worked with Pinterest users to develop content focused on living more sustainably. In 2023, over 500 employees across our global locations joined an in-office Earth Month celebration to receive fresh farmers market produce, learn how to mend clothing, create DIY pickling kits, and more.

Additionally, employees have various environmentally focused benefits available to them. Pinterest partnered with [EnergySage](#) to provide all United States employees with incentives to install solar on their home or subscribe to local community solar farms. We also offered a monthly commuter subsidy to all employees using public transportation when working from Pinterest offices.

Combating climate change: Climate Misinformation Policy

Climate misinformation on social media can have a significant negative impact on the action needed to combat global warming. In 2022, we introduced a Climate Misinformation Policy to keep false and misleading claims about climate change off Pinterest. Read more in the [Product: combating misinformation](#) section of this report.

Partnering to protect our planet

Addressing climate change requires global, cross-industry collaboration. We maintain memberships with organizations that establish shared responsibility for creating a healthier planet. In 2022 and 2023, we were members of [BSR](#), a global organization of sustainable business experts, and Project Drawdown’s [Drawdown Labs](#) initiative, a testing ground for accelerating the adoption of climate solutions quickly, safely and equitably.

Further, we collaborated with our Impact Partners to drive progress, including:



Intersectional Environmentalist

This climate justice collective works to increase awareness and education about intersectional environmentalism, highlights diverse environmental legacies and drives support toward grassroots environmental justice efforts. Pinterest has supported the organization’s in-person Earth Sessions community art and environmental education events, digital distribution of educational resources on the intersection of social justice and environmentalism, and advocacy through locally based education.



Frontline Resource Institute (FRI)

[The Environmental Defense Fund](#) founded Frontline Resource Institute in 2022 in response to feedback on how the organization could best support the communities most vulnerable to climate change impacts. FRI helps community-based organizations develop strategies, build durability, and advance climate and environmental justice. With Pinterest’s financial support, FRI provided technical assistance to 10 community organizations who went on to train 200+ organizations working at the nexus of climate change and community, unlocking \$136 million in funding and helping drive long-term success.



Force of Nature

Young people have inherited the challenge of the climate crisis, yet many report feeling hopeless about the issue. **Force of Nature** empowers young people to turn their anxiety into agency through its mindset programs and training pathways. In 2023, Force of Nature supported 800+ young people via its programs and graduated 155 young people through its training pathways (with 53% from underserved backgrounds). Our PinPlanet Pinspiration Group partnered with Force of Nature to discuss climate anxiety and how to turn it into action for positive impact.

Protecting resources

Our environmental impacts extend beyond our emissions. We receive data on water usage at our headquarters in San Francisco, and we are committed to monitoring and managing our water usage to make progress in this area. When it comes to waste, we see landfill as the last resort and are focused on reducing, reusing and recycling. We continue to seek innovative solutions to reducing our water usage and the waste sent to landfills.

Food waste and equipment

At our offices in the United States, we cut food waste by forecasting employee meal requirements and sending used cooking oil for biofuel. If we do find ourselves with a surplus, we work with [Copia](#) to safely donate our excess food. 2022 and 2023 achievements included:

- 61% reduction in food waste (by weight) at our San Francisco headquarters¹
- Food donations diverted 22.3k lbs of food, 68.7k lbs of CO2 emissions, and 5.1M gallons of water²
- Greater than 70% plant-forward (vegan and vegetarian) menuing at headquarters³
- Greater than 20% local spend on food (within 250 miles of office)⁴
- Zero plastic bottles across all global offices⁵

Additionally, since establishing our flexible remote policy, we've donated used and excess office furniture from our headquarters to local non-profit organizations. We also partner with organizations to recycle office furniture and equipment, including [Revivn](#), a hardware lifecycle management platform, to donate used laptops and other IT equipment.

Recycling and composting

When in person at our global offices, employees have options for recycling in all offices and composting in 16 locations. In 2023, we conducted our first waste audit at our headquarters in San Francisco, determining that approximately 60% of waste is diverted from landfill and identifying areas for improvement. In an effort to improve diversion rates, we updated signage to clarify what can be recycled and composted, and we provided training for our culinary and janitorial teams.



61%

reduction in food waste (by weight) at our SF headquarters

↑70%

plant-forward (vegan and vegetarian) menuing at HQ

↑20%

local spend on food (within 250 miles of office)

Zero

plastic bottles across all global offices

¹ May 2022-May 2023
² All United States offices and Toronto in 2023
³ Q2 2023
⁴ All United States offices
⁵ Achieved Q4 2023

2024 ESG Impact Report

Governance framework



As we advance our focus on people, product and planet, making progress with integrity is essential. Encompassing our strategic and operational priorities, internal and external policies and diligent oversight, our governance framework sets the foundation for a culture of accountability and ethical conduct.

We are dedicated to consistently strengthening stakeholder confidence through a robust approach to corporate governance. From our board of directors to the various committees spearheading our ESG strategy, our leadership structure serves as the cornerstone of strategic decision-making, accountability and transparency.

Each day, we work to deliver inspiration while upholding high ethical and responsible standards. This commitment is embodied in our Code of Business Conduct & Ethics, Supplier Code of Conduct, our robust compliance policies and program, as well as our dedication to human rights.

Corporate governance

Overseeing our efforts

Pinterest's [Board of Directors](#) is made up of eleven individuals, including the company's CEO and a lead independent director. Board members are responsible for overseeing and reviewing strategic and operational direction, and objectives, considering risk profiles and exposure as well as key stakeholder relationships. Our [Corporate Governance Guidelines](#) help ensure the Board of Directors exercises its responsibilities and provides a structure for directors and management to effectively pursue company objectives for the benefits of stockholders.

Three standing [board committees](#) have distinct responsibilities, including those specific to ESG. Committees include:

Audit and Risk Committee

- Maintains responsibility for financial and accounting matters and reporting and associated risks.
- Oversees enterprise risk management (ERM), including risks related to information security, data protection and privacy.
- Oversees risks relating to legal and regulatory matters as well as compliance policies and procedures.
- The full Audit and Risk Committee Charter can be found [here](#) ↗

Talent Development and Compensation Committee

- Maintains responsibility for compensation of employees and the board.
- Reviews and oversees development, implementation, and effectiveness of policies, objectives, and strategies related to talent attraction, retention, and development.
- Oversees I&D efforts and other aspects of human capital management.
- The full Talent Development and Compensation Committee Charter can be found [here](#) ↗

Nominating and Corporate Governance Committee

- Oversees matters relating to governance, director succession, board refreshment and board diversity, ESG, and stockholder engagement.
- The full Nominating and Corporate Governance Committee Charter can be found [here](#) ↗

ESG governance

At the board level, our Nominating and Corporate Governance Committee reviews Pinterest's ESG strategy, goals, and significant initiatives on ESG matters. The Committee receives updates from Pinterest's management responsible for ESG and sustainability initiatives.

In 2023, we hired an ESG lead who is part of our Corporate Affairs team, which reports to our Chief Legal and Business Affairs Officer. The ESG lead partners with our environmental sustainability, I&D, product, social impact, and other cross-functional team members to bring Pinterest's ESG strategy to life. Regular updates on progress are shared with the Board of Directors.

A comprehensive approach to risk management

We maintain a defined approach to assessing and managing risks and circumstances that could impact our ability to achieve strategic objectives. Our Enterprise Risk Assessment (ERA) process is revisited and refreshed annually, using the previous year's ERA results as a baseline, researching potential emerging risks, and interviewing relevant stakeholders to gather perspectives on Pinterest's top enterprise risks. Our internal management risk committee that meets regularly reviews various enterprise risks. These insights help direct ongoing risk management conversations with senior management and the Audit and Risk Committee.

More about the board

- Lead independent director
- Board members diverse in skills, tenure, gender and age
- Board committees composed of 100% independent directors
- Annual board evaluation facilitated by the Nominating and Corporate Governance Committee and lead director
- Stock ownership guidelines, applicable to executive officers and non-employee directors
- Proxy access for stockholders, with standard conditions on director nominations
- Director resignation submission required if majority vote during uncontested elections is not received
- Number of public company boards directors may serve on limited to five; Pinterest's CEO limited to serving on three

Ethics and compliance

Pinterest’s mission is to bring everyone the inspiration to create a life they love. We’re intentional in our efforts to create a positive, welcoming and inspiring place on the internet. And it’s not just what we do that matters, but how we do it.

Acting with integrity and creating a culture of ethics and compliance is foundational to our mission. Our Ethics and Compliance program serves as the cornerstone of our operations, fostering a culture rooted in accountability and integrity. We are committed to not only meeting but to exceeding legal requirements, promoting transparency and fairness in our endeavors. Through robust policies, regular audits, and comprehensive training initiatives, we empower our employees to make ethical decisions and uphold our values in every interaction. Our program is designed for continuous improvement, evolving with changing regulations and industry standards, thereby helping to safeguard our reputation and earning the trust of our stakeholders. By embedding these principles into our daily practices, we uphold a standard of excellence that guides us towards sustainable success and responsible corporate citizenship.

The foundation of our Ethics and Compliance program is our [Code of Business Conduct & Ethics](#). The Code sets out Pinterest’s expectations for how we treat each other, our Pinners, advertisers, content providers and suppliers, and the decisions we make about how to run our business with Pinterest’s mission and values as our Guiding Light. Complying with the law is important, but for us, that’s a floor, not a ceiling.

We aim for extraordinary and choose to go further:

- **We act as one:** Working ethically, honestly, transparently and responsibly
- **We put Pinners first:** Looking out for Pinterest, users, and the broader community
- **We create belonging:** Embracing inclusion and diversity, a supportive workplace culture, professionalism and respect
- **We lead by example:** Recognizing the critical role our managers play to reinforce our code
- **We speak up:** Speaking up if we see something wrong and asking for help if we need it

We bring our Code to life through training and communication. Every new part-time and full-time employee must complete Code of Conduct training and confirm they have read and understand the Code and related policies. We also require all employees to take training every two years to enhance employee understanding of these expectations. We achieved 100% completion of the 2023 Code of Conduct and related compliance trainings. Our Code is translated into multiple languages to reflect our global workforce. In 2023 we launched an interactive website to further bring the Code to life.

In addition to our Code of Business Conduct and Ethics, we have a set of corporate policies and procedures that address specific ethics and compliance risk areas, including but not limited to:

- Anti-Bribery Policy
- Charitable Giving Policy
- Gift & Hospitality Guide
- Insider Trading Policy
- Political Engagement Policy
- Sanctions & Export Controls Policy

Many of our ethics and compliance policies have associated FAQs to allow employees to better understand our expectations and bring these policies to life.

We expect that our suppliers are similarly committed to operating lawfully, ethically and responsibly. Acting with integrity has guided our business choices since Pinterest was founded, and we partner with suppliers who embody the same values. Pinterest’s [Supplier Code of Conduct](#), which is available in multiple languages, establishes expectations for suppliers working with Pinterest. We ask suppliers to acknowledge this Supplier Code of Conduct as part of our due diligence and onboarding process. Failure to meet expectations outlined in the Supplier Code of Conduct may impact suppliers’ current or future work with Pinterest.

Stay informed: Additional ESG resources

We’re committed to providing regular updates on our ESG progress in addition to our annual impact reports. Information can be found through the following links:

[Online newsroom](#) ↗

[Investor relations website](#) ↗

[Policies and guidelines](#) ↗

Respecting and protecting human rights

Upholding human rights for all is foundational to building a sustainable and thriving business. In 2023, we released a [Human Rights Statement](#) detailing our commitment, relevant policies and grievance mechanisms across our value chain. Additionally, our [Modern Slavery Act Transparency Statement](#) describes our policies and practices with respect to combating slavery and human trafficking on our platform and in our business operations and supply chains.

To further our mission and core values, we are committed to operating ethically and responsibly, treating everyone with dignity and respecting the rights of all individuals. We strive to conduct business in alignment with the [Universal Declaration of Human Rights](#) and the [United Nations' Guiding Principles on Business and Human Rights](#).

Reporting concerns

Pinterest is committed to a work environment that is free of discrimination, harassment, mistreatment and retaliation. Through prioritization of our company values and ethical policies, we aim to create a culture in which employees feel comfortable coming forward to report concerns. Employees are encouraged to raise issues with their managers, and we also recognize that there may be circumstances in which they would prefer to raise concerns through a different route. We maintain various channels for submitting complaints, comments and reports of misconduct, listed in our Code of Business Conduct and Ethics. In addition to our Compliance team, People Care team, human resource business partners, and the Legal team, Pinterest's online portal and telephone hotline are available to employees and partners 24/7, with the option to remain anonymous.

To help employees fully understand the investigation process, we provide an employee-facing guide that details the role of the investigator, how decisions are made, expectations of employees in the process, resources available and details of our non-retaliation policy, which is designed to help people come forward without fear of retribution. We take all reports of misconduct very seriously and conduct investigations promptly, thoroughly and as confidentially as possible.



Pinterest employee: Rashad Bacon

Forward-looking statements and website references

This report, and the materials or websites referenced, contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, which statements involve substantial risk and uncertainties.

Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts and are often characterized by the use of words such as “believes,” “strives,” “seeks,” “aims,” “aspires,” “estimates,” “expects,” “projects,” “may,” “will,” “intends,” “plans,” “targets,” “forecasts” or “anticipates,” or by discussions of strategy, plans or intentions, including with respect to sustainability, employees, corporate responsibility, environmental matters, data privacy and security, philanthropy and business risks and opportunities. Such forward-looking statements involve known and unknown risks, uncertainties, assumptions and other important factors that could cause our actual results, performance or achievements, or industry results, to differ materially from historical results or any future results, performance or achievements expressed, suggested or implied by such forward-looking statements. These statements are based on our historical performance and on current plans, estimates and projections in light of information currently available to us, and therefore you should not place undue reliance on them.

Inclusion of forward-looking information should not be regarded as a representation by us or any other person that future plans, estimates, goals, targets or expectations contemplated by us will be achieved. Forward-looking statements made in this report speak only as of the date on which such statements are first made, and we undertake no obligation to update them in light of new information or future events, regardless of any historical practice of doing so, except as required by law. Further, historical, current and forward-looking sustainability-related statements may be based on internal controls and processes that continue to evolve, standards for measuring progress that are still developing, representations by third-parties, and assumptions that are subject to change in the future.

The information included in, and any issues identified as material for purposes of, this report may not be considered material for Securities and Exchange Commission (SEC) reporting or other regulatory reporting purposes. In the context of this report, the term “material” is distinct from, and should not be conflated with, such term as defined for SEC or other regulatory reporting purposes. Website references and hyperlinks throughout this report are being provided for convenience only. The content on the referenced websites is not incorporated by reference into this report, nor does it constitute a part of this report.

Unless expressly indicated or context requires otherwise, the terms “Pinterest,” “company,” “we,” “us,” and “our” in this document refer to Pinterest, Inc., a Delaware corporation, and, where appropriate, its wholly owned subsidiaries. The term “Pinterest” may also refer to our products, regardless of the manner in which they are accessed. Statements in this report reflect data as of December 31, 2023, unless otherwise indicated.

Appendix A

GRI Index

The Global Reporting Initiative (GRI) is an organization that provides a framework for reporting on environmental, social and governance impacts. The Sustainability Reporting Guidelines and GRI Standards are the most widely used ESG reporting framework in the world. Through the GRI Index shown below, Pinterest is reporting in reference to the Sustainability Reporting Guidelines and GRI Standards. For each disclosure provided below, a page number for this report or an external link with the disclosure information is provided.

Pinterest has reported the information cited in this GRI content index for the period Jan. 1, 2022 to Dec. 31, 2023 with reference to the GRI Standards.

GRI Used: GRI 1 Foundation 2021

GRI Standard	Disclosure	Location
GRI 2: General Disclosures 2021	2-1 Organizational details	Page 4
	2-2 Entities included in the organization’s sustainability reporting	Page 6
	2-3 Reporting period, frequency and contact point	Page 6
	2-4 Restatements of information	Reevaluated our approach to I&D goals by removing target years. Details on page 19.
	2-5 External assurance	Page 47
	2-6 Activities, value chain and other business relationships	Form 10-K (Page 8)
	2-7 Employees	Page 4, 15-16
	2-9 Governance structure and composition	Page 56
	2-10 Nomination and selection of the highest governance body	Page 56
	2-11 Chair of the highest governance body	Form 10-K (Page 26)
	2-12 Role of the highest governance body in overseeing the management of impacts	Page 6, 56
	2-13 Delegation of responsibility for managing impacts	Page 56
	2-17 Collective knowledge of the highest governance body	Proxy Statement (Page 27)
	2-19 Remuneration policies	Proxy Statement (Page 31-53)
	2-20 Process to determine remuneration	Proxy Statement (Page 31-53)
	2-21 Annual total compensation ratio	Proxy Statement (Page 49)
	2-22 Statement on sustainable development strategy	Page 3
	2-23 Policy commitments	Page 57-58
	2-24 Embedding policy commitments	Page 57-58
	2-25 Processes to remediate negative impacts	Page 58
2-26 Mechanisms for seeking advice and raising concerns	Page 12, 58	
2-27 Compliance with laws and regulations	Form 10-K (Page 11)	
2-29 Approach to stakeholder engagement	Proxy Statement (Page 30)	

Appendix A

GRI Index

GRI Standard	Disclosure	Location
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Page 6
	3-2 List of material topics	Page 6
	3-3 Management of material topics	Climate change: Page 45-53
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	Form 10-K (Page 44)
	201-2 Financial implications and other risks and opportunities due to climate change	Form 10-K (Page 25)
	201-3 Defined benefit plan obligations and other retirement plans	Form 10-K (Page 25)
GRI 205: Anti-corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	Code of Business Conduct & Ethics (Page 7)
GRI 206: Anti-competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Form 10-K (Page 41,79)
GRI 207: Tax 2019	207-1 Approach to tax	Form 10-K (Page 31, 34)
	207-2 Tax governance, control, and risk management	Form 10-K (Page 34)
	207-3 Stakeholder engagement and management of concerns related to tax	Form 10-K (Page 34)
	207-4 Country-by-country reporting	Form 10-K (Page 34, 84-86)
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Page 47-50
	302-4 Reduction of energy consumption	Page 47-50
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	Page 47-50
	305-2 Energy indirect (Scope 2) GHG emissions	Page 47-50
	305-3 Other indirect (Scope 3) GHG emissions	Page 47-50
	305-5 Reduction of GHG emissions	Page 47-50

Appendix A

GRI Index

GRI Standard	Disclosure	Location
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	Page 53
	306-2 Management of significant waste-related impacts	Page 53
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Page 21
GRI 403: Occupational Health and Safety 2018	403-5 Worker training on occupational health and safety	Page 11
	403-9 Work-related injuries	Page 11
	403-10 Work-related ill health	Page 11
GRI 404: Training and Education 2016	404-2 Programs for upgrading employee skills and transition assistance programs	Page 25
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	Pages 15-19, Proxy Statement (Page 11)
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Form 10-K (Page 22, 23)

Appendix B

SASB Index

The Sustainability Accounting Standards Board (SASB) is an independent, non-profit organization that develops and maintains industry-specific standards for the reporting of financially material sustainability information. As of 2022, SASB is now under the purview of the International Financial Reporting Standards (IFRS) Foundation. Pinterest has reported with reference to the Internet Media & Services SASB industry standards in the table below.

Environmental Footprint of Hardware Infrastructure	TC-IM-130a.1	Quantitative	Gigajoules (GJ), Percentage (%)	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	In 2023, Pinterest consumed (1) 38,995 GJ total energy, (2) 74% grid electricity and (3) 74% renewable energy.
	TC-IM-130a.2	Quantitative	Thousand cubic metres (m ³), Percentage (%)	(1) Total water withdrawn, (2) total water consumed; percentage of each in regions with High or Extremely High Baseline Water Stress	After an additional review of our material impacts in 2023, we removed water from our list. As an online visual discovery engine that uses third-party data centers and primarily leases office space, our direct water use is minimal. For more information, see the Protecting our planet section of this report.
	TC-IM-130a.3	Discussion and Analysis	n/a	Discussion of the integration of environmental considerations into strategic planning for data centre needs	Pinterest’s data center needs are primarily fulfilled by third-party providers. We are committed to considering the environmental impact of these partners in our strategic planning, including whether they are increasing their consumption of renewables and reducing their emissions. As an example, more information on our prioritization of the efficiency of our use of AWS infrastructure can be found in the “Protecting our Planet” section of this report.
Data Privacy, Advertising Standards & Freedom of Expression	TC-IM-220a.1	Discussion and Analysis		Description of policies and practices relating to behavioural advertising and user privacy	Pinterest's policies and practices related to user privacy are set out in our Privacy Policy .
	TC-IM-220a.2	Quantitative		Number of users whose information is used for secondary purposes	Pinterest's Privacy Policy describes the information Pinterest collects from customers and how it is used.
	TC-IM-220a.3	Quantitative		Total amount of monetary losses as a result of legal proceedings associated with user privacy	Any material monetary losses paid directly in connection with a privacy legal proceeding would be disclosed in our quarterly and/or annual filings with the SEC. In 2023, there were none reported.
	TC-IM-220a.4	Quantitative		(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Information about Pinterest’s response to law enforcement requests for information is contained in our biannual Transparency Report
	TC-IM-220a.5	Discussion and Analysis		List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Pinterest does not report on this metric.
	TC-IM-220a.6	Quantitative		Number of government requests to remove content, percentage compliance with requests	Information about Pinterest’s response to government requests for information is contained in our biannual Transparency Report

Appendix B

SASB Index

Data Security	TC-IM-230a.1	Quantitative	Number, Percentage (%)	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	Any data breach that materially impacted our operations would be disclosed in our quarterly and/or annual filings with the SEC. In 2023, there were none reported.
	TC-IM-230a.2	Discussion and Analysis	n/a	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Information about Pinterest’s approach to safety and security can be found in the “Positive Product” section of this report. For a discussion of certain risks we are exposed to in the normal course of our business activities, see our Form 10-K, Part I, Item 1A, “Risk Factors.”
Employee Recruitment, Inclusion & Performance	TC-IM-330a.1	Quantitative	Percentage (%)	Percentage of employees that are foreign nationals	Pinterest does not report on this metric.
	TC-IM-330a.2	Quantitative	Percentage (%)	Employee engagement as a percentage	Pinterest's conducts surveys throughout the year of all employees to better understand their experiences at Pinterest. This information is used to make our team even stronger and to empower employees to grow and do their best work.
	TC-IM-330a.3	Quantitative	Percentage (%)	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	Information about the diversity of Pinterest’s workforce (binary gender globally and race/ ethnicity in the US) is available on pages 15-21 of this report.
Intellectual Property Protection & Competitive Behaviour	TC-IM-520a.1	Quantitative	Presentation currency	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behaviour regulations	Any material monetary losses paid directly in connection with legal proceedings associated with anti-competitive behavior would be disclosed in our quarterly and/or annual filings with the SEC. In 2023, there were none reported.
Activity Metrics	TC-IM-000.A	Quantitative	See note	Entity-defined measure of user activity	498M Global Monthly Active Users (MAUs) for the year ended December 31, 2023.
	TC-IM-000.B	Quantitative	See note	(1) Data processing capacity, (2) percentage outsourced	Pinterest does not report on this metric.
	TC-IM-000.C	Quantitative	Petabytes, Percentage (%)	(1) Amount of data storage, (2) percentage outsourced	Pinterest does not report on this metric.

Appendix C

TCFD Index

The Task Force on Climate-related Financial Disclosures (TCFD) is a global organization which developed voluntary standards for disclosing climate-related financial risks. In 2023, the task force was disbanded, but the standards will be renewed under the International Sustainability Standards Board (ISSB) with oversight from the IFRS Foundation.

Pinterest has reported with reference to the 2021 TCFD recommendations. The following table summarizes specific information that addresses the disclosures recommended in the TCFD, including the publicly available source where each disclosure is referenced.

For a discussion of certain risks we are exposed to in the normal course of our business activities, see our Form 10-K, Part I, Item 1A, “Risk Factors.”

Information in this section is limited to Pinterest, Inc. and its wholly owned subsidiaries.

Core Elements	Recommended Disclosures	Pinterest’s Related Disclosures
<p>Governance</p> <p>Disclose the organization’s governance around climate-related risks and opportunities.</p>	<p>a. Describe the board’s oversight of climate-related risks and opportunities.</p> <hr/> <p>b. Describe management’s role in assessing and managing climate-related risks and opportunities.</p>	<p>Pinterest’s <u>board</u> is responsible for overseeing and reviewing our strategic direction and objectives.</p> <p>The <u>Nominating and Corporate Governance Committee</u> of the board, within its charter, has responsibility for the periodic review of Pinterest’s environmental, social and governance (“ESG”) strategy, goals, initiatives and reporting and receives updates from Pinterest’s management responsible for ESG and sustainability initiatives, which includes climate-related issues.</p> <p>The <u>Audit and Risk Committee</u> of the board oversees Pinterest’s financial reporting, which includes disclosures on our climate-related risks.</p> <hr/> <p>Our Chief Legal and Business Affairs Officer oversees decisions related to our sustainability strategy, which is led by our Corporate Affairs team. The Corporate Affairs team is led by our Sr. Director of Corporate Affairs and oversees Pinterest’s sustainability strategy and implementation, including our annual Greenhouse Gas (“GHG”) inventory, target setting, renewable energy strategy and cross-functional partnerships with leaders across the organization. Our Internal Audit team performs an annual company-wide enterprise risk assessment, in which climate risks are considered as part of the overall ESG risk description, and the findings of this assessment are shared with the CEO and Audit and Risk Committee annually.</p> <hr/> <p>Pinterest’s Corporate Affairs, Legal and Compliance teams help to assess regulatory issues associated with current or emerging climate-related legislation and the potential impacts on Pinterest’s ability to meet our goals. These teams also monitor ESG trends, market trends, and other issues that might impact Pinterest’s brand and reputation.</p> <hr/> <p>Our climate risk identification and assessment process is performed by the Corporate Affairs team in partnership with Management and a leading consulting firm. The process is considered and discussed as part of our company-wide enterprise risk assessment process.</p> <p>At this time, we have not identified near-term climate-related risks with the potential to have a substantive financial or strategic impact on our business. We will continue to look at additional ways to incorporate assessment of these factors in our risk management processes.</p>
<p>Strategy</p> <p>Disclose the actual and potential impacts of climate-related risks and opportunities on the organization’s businesses, strategy, and financial planning where such information is material.</p>	<p>a. Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term.</p> <hr/> <p>b. Describe the impact of climate-related risks and opportunities on the organization’s businesses, strategy, and financial planning.</p>	<p>Pinterest’s Corporate Affairs, Legal and Compliance teams help to assess regulatory issues associated with current or emerging climate-related legislation and the potential impacts on Pinterest’s ability to meet our goals. These teams also monitor ESG trends, market trends, and other issues that might impact Pinterest’s brand and reputation.</p> <hr/> <p>Our climate risk identification and assessment process is performed by the Corporate Affairs team in partnership with Management and a leading consulting firm. The process is considered and discussed as part of our company-wide enterprise risk assessment process.</p> <p>At this time, we have not identified near-term climate-related risks with the potential to have a substantive financial or strategic impact on our business. We will continue to look at additional ways to incorporate assessment of these factors in our risk management processes.</p>

Appendix C

TCFD Index

Core Elements	Recommended Disclosures	Pinterest's Related Disclosures
<p>Strategy</p> <p>Disclose the actual and potential impacts of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning where such information is material.</p>	<p>b. Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning.</p> <hr/> <p>c. Describe the resilience of the organization's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.</p>	<p>Business Area: Operations</p> <p>Pinterest is committed to best-in-class sustainable operations by achieving our goal of continuing to source 100% renewable electricity in 2023 and beyond, and striving to source renewable energy locally whenever possible, prioritizing office spaces that are highly rated and certified by the likes of LEED, BREEAM and Energy Star. Pinterest also set a 39% absolute reduction goal for Scope 1 and 2 emissions by 2027, which is a validated science-based target.</p> <p>Business Area: Supply Chain</p> <p>Pinterest is committed to understand and influence the sustainability and climate-related risks and opportunities of our supply chain. As an example, Pinterest included purchased goods and services in its GHG inventory. In 2023, emissions from our corporate supply chain were 82,589 tCO₂e, or 80% of our total footprint.</p> <p>To further integrate climate-related risks and opportunities into our supply chain strategy, Pinterest has committed to achieve a 70% reduction in Scope 3 GHG emissions per dollar of gross profit from a 2019 base year by 2027. Pinterest plans to inventory and segment suppliers based on climate and sustainability maturity, engage select suppliers to set targets and incentivize climate action, and leverage its negotiating power in supply chain agreements to contribute to this Scope 3 target. In 2023, Pinterest incorporated priority climate-related questions into its vendor selection process, in order to develop a comprehensive understanding of potential suppliers' sustainability commitments and goals. This screening criteria applies to strategic supplier partnerships and is periodically reviewed for existing vendors.</p> <hr/> <p>Pinterest has set near-term science-based targets ("SBTs") aligned with a 1.5°C scenario, which includes absolute reduction targets for Scope 1 and 2.</p> <p>We intend to conduct an initial climate risk assessment in 2024. This assessment will help us understand the best way to apply climate-related scenario analysis to inform business strategy. We intend to use this research to inform relevant scenario selection for broader analysis, and evaluate impacts accordingly, including potential opportunities for our business.</p>

Appendix C

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Core Elements	Recommended Disclosures	Pinterest's Related Disclosures
Risk Management Disclose how the organization identifies, assesses, and manages climate-related risks.	a. Describe the organization's processes for identifying and assessing climate-related risks.	The Pinterest Corporate Affairs team, along with others in relevant functions within the Company, evaluates climate-related risks and opportunities, analyzes them in the context of our business, develops recommendations as appropriate, and escalates them for oversight by senior management and the board. The team, in consultation with the Legal and Compliance teams, assesses regulatory issues associated with current or emerging climate-related legislation. We intend to conduct an initial climate risk assessment in 2024. This evaluation will look at a range of climate risks as defined by the Task Force on Climate-Related Disclosures, including physical, regulatory, reputational, market, legal and transitional risks.
	b. Describe the organization's processes for managing climate-related risks.	The Corporate Affairs team, in addition to their role outlined in Section (a) above, develops management plans to address these issues accordingly.
Metrics and Targets Disclose the metrics and targets used to assess and manage relevant climate-related risks and opportunities where such information is material.	a. Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process.	We monitor metrics related to our public environmental targets, including total energy consumed; renewable energy percent; grid electricity percent, Scope 1, 2, and 3 GHG emissions; intensity targets; and progress against our Science Based Targets. For a historical view of our metrics, please view pages 47-50 of this ESG Impact Report.
	b. Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 greenhouse gas (GHG) emissions and the related risks.	Please see page 47 of this ESG Impact Report for our GHG emissions summary.
	c. Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets.	Our climate-related targets include: <ul style="list-style-type: none"> Validated by the Science Based Targets initiative in 2023, our near-term science-based targets (SBTs) are aligned with 1.5°C across all three scopes of emissions. Reduce absolute scope 1 and 2 GHG emissions 39% by 2027, from a 2019 base year. Increase active annual sourcing of renewable electricity from 34% in 2019 to 100% by 2023 and maintain through 2030. Reduce scope 3 GHG emissions 70% per USD gross profit by 2027, from a 2019 base year.

