



Pinterest Human Rights Statement

At Pinterest we are committed to creating a positive place online where everyone feels welcomed and can find inspiration to create a life they love. We strive to deliver an experience that reflects our users interests, tastes and cultures—no matter who they are. We cannot deliver that experience if we do not inspire belonging and positivity through our product. To achieve this, we are deliberate about creating and investing in industry-leading product features that foster inclusivity and experiences that are correlated with positive emotional wellbeing outcomes. Upholding human rights and creating belonging for all is foundational to building a sustainable and thriving business.

Our commitment

In furtherance of our mission and core values, Pinterest is 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](#).

Below we've outlined our policies that aim to promote and support the fundamental human rights across our value chain. This statement consolidates our existing commitments and practices relating to the protection of human rights.

Our relevant policies

Our commitment to human rights, encompassing principles of equality, safety, dignity, privacy, and voice, is exemplified through:

- Our [Community Guidelines](#), which outline what we do and don't allow on Pinterest. We seek guidance from subject matter experts to inform and update our guidelines.
- Our [Developer Guidelines](#), which outline what we do and don't allow when building applications and services with Pinterest Materials (like developer features, tools and APIs). We require developers to follow these guidelines as well as our other terms and policies, such as our [Developer and API Terms of Service](#) and our [Community Guidelines](#).
- Our [Supplier Code of Conduct](#), which sets out our expectations for our suppliers' business conduct when working with or for Pinterest. The Supplier Code of Conduct unequivocally states Pinterest's commitment to respecting human rights, including the principles recognized in international human rights standards like the [Universal Declaration of Human Rights](#), and preventing modern forms of slavery and human trafficking in our supply chains or business.
- Our [Modern Slavery Act Transparency Statement](#), which describes our policies and practices with respect to combating slavery and human trafficking on our platform and in our business operations and supply chains.

- **Our [Code of Business Conduct & Ethics](#)**, which sets Pinterest's expectations for how we treat each other, our Pinners, advertisers, content providers and suppliers. It also informs the decisions we make about how to run our business with Pinterest's mission and values as our guiding light.
- **Our [Transparency Reports](#)**, published biannually, which includes information on our efforts to keep our platform safe and inspiring, such as the number of Pin and account deactivations. It also includes insight into the volume of information and deactivation requests we received from law enforcement and government entities.
- **Our [Inclusion and Diversity practices](#)**. We are deeply committed to fostering strong diversity and inclusion practices within our workplace, recognizing their pivotal role as drivers of equality. Embracing diverse perspectives is not only essential for a harmonious workplace but also serves as a crucial input in developing products and policies that bring equal value to all individuals.
- **Our [Advertising Guidelines](#) and [Merchant Guidelines](#)**, which explain additional policies that apply to ads and merchants on Pinterest.
- **Our [Privacy Policy](#) and [Law Enforcement Guidelines](#)**, which explain how we use personal data and respond to requests for user information from law enforcement agencies, courts, etc. We conduct regular reviews of these policies, paying close attention to our data usage practices and the implementation of appropriate safeguards to address potential concerns effectively. Furthermore, as part of our policies, we diligently evaluate whether these requests align with internationally recognized standards on human rights, encompassing principles of due process, privacy, free expression, and the rule of law.
- **Our call to action with the [Inspired Internet Pledge](#)** in collaboration with the Digital Wellness Lab at Boston Children's Hospital, to unite with the common goal of making the internet a safer and healthier place for everyone, especially young people. The Inspired Internet Pledge provides a framework for companies to take meaningful, measurable actions to support positive mental and emotional wellbeing outcomes both on and offline.

Pinterest has other formal corporate policies reflecting our commitment to prevent violations of human rights in our business, including our Respect in the Workplace Policy, Global Purchasing Policy, and Sanctions & Export Control Policy.

Grievance mechanisms

Pinterest is committed to transparency in our approach to respecting human rights. Pinterest's [Supplier Code of Conduct](#) and [Code of Business Conduct & Ethics](#) offer multiple reporting channels for employees and our external workforce. We will not tolerate retaliation against anyone for seeking advice, making a good-faith report of suspected misconduct or for participating in an investigation of suspected misconduct.

Pinterest also maintains an anonymous reporting hotline and web portal for employees, contractors, clients, suppliers, and the public to report conduct that might violate Pinterest's policies or the law, including concerns about human rights, slavery or human trafficking in Pinterest's supply chains or business operations. All of Pinterest's reporting channels are listed in the Code of Business Conduct & Ethics and our Supplier Code of Conduct.

Governance, Implementation, and Accountability

This statement is approved by our CEO and implementation of the policies referenced in this statement is led by multiple teams across Pinterest.

The implementation of the actions, commitments and policies referenced in this statement is overseen by the Board and relevant Board committees. Pinterest's Nominating and Corporate Governance Committee has oversight of environmental, social and governance (ESG) matters.

We strive to continuously improve our approach to promoting human rights and addressing human rights concerns by regularly reviewing our internal processes and incorporating stakeholder feedback.