



# Pinterest x IARD

## Transparency Report

March 28, 2024



## 1. Policies

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

Not everything on the internet is inspiring, so we have guardrails for what's acceptable on Pinterest and what isn't allowed. Our moderation practices are always evolving to keep up with new behaviors and trends and to create a more positive corner of the internet for the people on our platform. We continue to invest heavily in measures like machine learning technology to fight policy-violating content on Pinterest. We also continue to work with outside experts and organizations to inform our policies and content moderation practices.

[See here for our policies.](#)

## 2. Gating technology

Age targeting allows advertisers to get their ads in front of people in specific age ranges. At Pinterest, we have the following age ranges available for targeting:

- 18-24
- 25-34
- 35-44
- 45-49
- 50-54
- 55-64
- 65+



## 2. Gating technology (cont'd)

Ads Manager targeting UI includes an additional targeting check box to ensure LDA (Legal Drinking Age) age targeting compliance

Once an advertiser decides to launch their campaign, we'll review it to make sure it follows our [Advertising guidelines](#) (including alcohol specific guidelines). The campaign review process can take up to 24 hours.

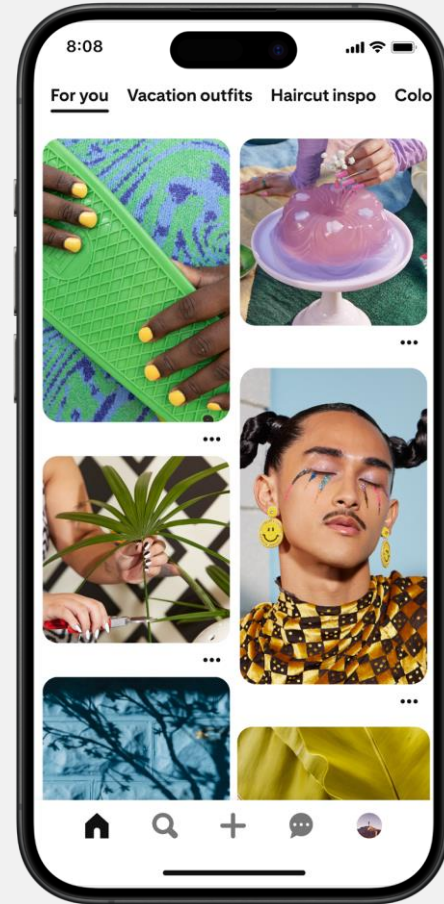
If a campaign targeting goes against our advertising guidelines, we'll send the advertiser a notification in Ads Manager letting them know what needs to change so that the ad can be reviewed again for approval. Once approved, we'll start distributing the ad.

### 3. Age assurance mechanisms

Users must be at least 13 years old to use Pinterest. We require a date of birth for all accounts — regardless of your age.

We also expanded our age verification process. If someone who previously entered their age as under 18 attempts to change their date of birth on the Pinterest app, we will require them to send additional information to our third party partner to confirm.

[See here for more details on our age verification.](#)



## 4. Parental controls

Parents or caregivers can set up a passcode to lock certain settings related to account management, privacy and data and social permissions for teen accounts under 18.

The passcode will then be needed in order to edit certain settings for a teen's account, including:

- Email
- Password
- Profile visibility
- Ads personalization (The privacy and data settings available to you may depend on where your teen is located)
- Messaging
- @Mentions
- Comments
- Shopping Recommendations

[See here for more details on parental passcode.](#)

## 5. Anything alcohol specific

Pinterest has specific advertising guidelines for alcohol. We allow advertising of alcohol, including beer, wine, spirits, liqueurs, and alcohol memberships.

In all cases, advertisers are responsible for complying with applicable federal and local laws and regulatory guidelines, including age gating where necessary.



## 5. Anything alcohol specific (cont'd)

Alcohol ads on Pinterest:

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

[See our advertising guidelines for more details.](#)



## 6. Any third party verification of methodology

Since 2021, Pinterest has [received certification from the Trustworthy Accountability Group \(TAG\)](#) for our brand safety principles and policies.

We continue to work with third parties and outside experts to help keep our platform safer.

## 7. Appeals process and complaints

We have processes in place to monitor and review appeals and complaints. See [here](#) for our enforcement measures for our policies, and [here](#) for appeals process for age verification.

We also publish regular [transparency reports](#) bi-annually that provide more detail about our moderation trends and practices.