

Applicability	Service	Indicator	Value
All	Pinterest	Name of the service provider	Pinterest Europe Ltd.
All	Pinterest	Date of the publication of the report	2026-08-28
All	Pinterest	Date of the publication of the latest previous report	2026-02-27
All	Pinterest	Starting date of reporting period	2026-01-01
All	Pinterest	Ending date of reporting period	2026-06-30

Category label	Category description	Category of illegal content / incompatible with the terms and conditions	Contextual information
TOTAL	All the entries	TOTAL	This category reflects the total number of entries reported across all categories. Please note that where the categories and subcategories below are blank, this indicates that no policies or illegality reasons have been mapped to the particular category or subcategory. However, this does not necessarily mean we do not enforce against that type of content. In some cases, that content may be captured under a different category or subcategory.
Category 1	Animal welfare	STATEMENT_CATEGORY_ANIMAL_WELFARE	This category covers violations of our Community and Advertising Guidelines related to animal welfare. We remove or limit the distribution or promotion of or profiting from harm to animals, including the sale or exploitation of wild or protected species and other practices that put animal welfare at risk. We also enforce against ads and products that use animals in harmful ways, including products made from endangered wildlife, consistent with our policies and in collaboration with external experts.
Category 1a	Animal harm	KEYWORD_ANIMAL_HARM	The subcategory covers violations of our prohibited and regulated goods, services and activities Community Guidelines policy related to protected or endangered wildlife and animal exploitation. It also includes violations of our Advertising Guidelines related to animal harm.
Category 1b	Unlawful sale of animals	KEYWORD_UNLAWFUL_SALE_ANIMALS	This subcategory covers violations of our prohibited and regulated goods, services and activities Community Guidelines policy related to the exploitation and sale of animals. It also includes violations of our Advertising Guidelines related to the sale of products made from tortoise shell, ivory, coral, crocodile skin, pangolin, tiger, polar bear or sea otter fur, and other endangered wildlife.
Category 1c	Not captured by any other sub-category	KEYWORD_OTHER	
Category 2	Consumer information infringements	STATEMENT_CATEGORY_CONSUMER_INFORMATION	This category covers violations of our Advertising and Merchant Guidelines related to information that merchants and advertisers are required to provide about their products and services. We require clear and accurate information about product quality, pricing, delivery and returns, and we take enforcement action when this information is missing, incomplete or misleading.
Category 2a	Hidden advertisement or commercial communication, including by influencers	KEYWORD_HIDDEN_ADVERTISEMENT	
Category 2b	Insufficient information on traders	KEYWORD_INSUFFICIENT_INFORMATION_ON_TRADERS	This subcategory covers violations of our Advertising and Merchant Guidelines related to merchants and ads that fail to provide sufficient basic information about themselves, including contact details, an “about us” page or functioning links.
Category 2c	Misleading information about the characteristics of the goods and services	KEYWORD_MISLEADING_INFO_GOODS_SERVICES	This subcategory covers violations of our Merchant Guidelines related to mismatched descriptions and missing product categories.
Category 2d	Misleading information about the consumer’s rights	KEYWORD_MISLEADING_INFO_CONSUMER_RIGHTS	This subcategory covers violations of our Merchant Guidelines related to the findability and clarity of a merchant’s returns policy.
Category 2e	Non-compliance with pricing regulations	KEYWORD_NONCOMPLIANCE_PRICING	
Category 2f	Not captured by any other sub-category	KEYWORD_OTHER	This subcategory covers other violations of our Advertising and Merchant Guidelines related to consumer information that are not covered by specific subcategories, including incomplete registrations and issues with return timelines. It also includes violations of our unacceptable business practices policy, under the Advertising Guidelines, related to certain prohibited products, services or business models
Category 3	Cyber violence	STATEMENT_CATEGORY_CYBER_VIOLENCE	This category covers violations of our harassment and criticism Community Guidelines policy related to content or accounts that insult, attack or antagonise individuals or groups of people, including cyberbullying, shaming, personal attacks and sexualized or degrading remarks.
Category 3a	Cyber bullying and intimidation	KEYWORD_CYBER_BULLYING_INTIMIDATION	It also includes reports received through our European Union Illegal Content Reporting Form for “harassment”, including online stalking or sexual harassment and orders from EU Member States’ authorities to provide information related to harassment, protective order violations and school shootings.
Category 3b	Cyber harassment	KEYWORD_CYBER_HARASSMENT	This subcategory covers violations of our harassment and criticism Community Guidelines policy related to derogatory criticism, sexual remarks and doxxing.
Category 3c	Cyber incitement to hatred or violence	KEYWORD_CYBER_INCITEMENT	It also includes reports received through our European Union Illegal Content Reporting Form for “harassment”, including online stalking or sexual harassment and orders from EU Member States’ authorities to provide information related to harassment, protective order violations and school shootings.
Category 3d	Cyber stalking	KEYWORD_CYBER_STALKING	
Category 3e	Non-consensual (intimate) material sharing, including (image-based) sexual abuse (excluding content depicting minors)	KEYWORD_NON_CONSENSUAL_IMAGE_SHARING	This subcategory covers violations of our Community Guidelines related to the non-consensual sharing of intimate images of adults.
Category 3f	Non-consensual sharing of material containing deepfake or similar technology using a third party’s features (excluding content depicting minors)	KEYWORD_NON_CONSENSUAL_MATERIAL_DEEPPAKE	This subcategory covers violations of our harassment and criticism Community Guidelines policy related to synthetically generated or manipulated content designed to degrade and/or shame.
Category 3g	Not captured by any other sub-category	KEYWORD_OTHER	
Category 4	Cyber violence against women	STATEMENT_CATEGORY_CYBER_VIOLENCE_AGAINST_WOMEN	Pinterest does not currently assess or record the gender or sex of individuals depicted or referenced in content. For this reason, we do not report separate volumes in this category and instead reflect relevant violations in the broader cyber violence category.
Category 4a	Cyber bullying and intimidation against girls	KEYWORD_BULLYING_AGAINST_GIRLS	
Category 4b	Cyber harassment against women	KEYWORD_CYBER_HARASSMENT_AGAINST_WOMEN	
Category 4c	Cyber stalking against women	KEYWORD_CYBER_STALKING_AGAINST_WOMEN	
Category 4d	Gendered disinformation	KEYWORD_FEMALE_GENDERED_DISINFORMATION	

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Category 4e	Illegal incitement to violence and hatred against women	KEYWORD_INCITEMENT_AGAINST_WOMEN	
Category 4f	Non-consensual (intimate) material sharing against women, including (image-based) sexual abuse against women (excluding content depicting minors)	KEYWORD_NON_CONSENSUAL_IMAGE_SHARING_AGAINST_WOMEN	
Category 4g	Non-consensual sharing of material containing deepfake or similar technology using a third party's features against women (excluding content depicting minors)	KEYWORD_NON_CONSENSUAL_MATERIAL_DEEPPAKE_AGAINST_WOMEN	
Category 4h	Not captured by any other sub-category	KEYWORD_OTHER	
Category 5	Data protection and privacy violations	STATEMENT_CATEGORY_DATA_PROTECTION_AND_PRIVACY_VIOLATIONS	This category covers violations of our private information Community Guidelines policy related to content or behaviour that discloses personally identifiable information or other sensitive information. It also includes reports received through our European Union Illegal Content Reporting Form for "violation of privacy".
Category 5a	Biometric data breach	KEYWORD_BIOMETRIC_DATA_BREACH	
Category 5b	Data falsification	KEYWORD_DATA_FALSIFICATION	This category covers violations of our private information Community Guidelines policy related to content including sensitive information that could result in harm or distress if revealed.
Category 5c	Missing processing ground for data	KEYWORD_MISSING_PROCESSING_GROUND	
Category 5d	Right to be forgotten	KEYWORD_RIGHT_TO_BE_FORGOTTEN	This subcategory covers violations of our private information Community Guidelines policy related to photos or other content about private individuals who request that such content not be available on Pinterest.
Category 5e	Not captured by any other sub-category	KEYWORD_OTHER	This subcategory covers other violations of our private information Community Guidelines policy related to content or behaviour that reveals personally identifiable or other sensitive information. It also includes reports received through our European Union Illegal Content Reporting Form for "violation of privacy".
Category 6	Illegal or harmful speech	STATEMENT_CATEGORY_ILLEGAL_OR_HARMFUL_SPEECH	This category covers violations of our hateful activities Community Guidelines policy related to content that includes slurs, hate-based stereotypes, support for hate groups or ideologies, hate-based conspiracies, denial of people's gender identity or sexual orientation or content that condones violence or discrimination against protected groups. It also includes reports received through our European Union Illegal Content Reporting Form for "affront to personal honor" and "hate speech, hateful acts and discrimination".
Category 6a	Defamation	KEYWORD_DEFAMATION	This subcategory covers reports received through our European Union Illegal Content Reporting Form for "affront to personal honor." The affront to personal honor category includes insults or defamation.
Category 6b	Discrimination	KEYWORD_DISCRIMINATION	This subcategory covers violations of our hateful activities Community Guidelines policy related to discriminatory content, including cultural appropriation and denial of an individual's gender identity or sexual orientation.
Category 6c	Illegal incitement to violence and hatred based on protected characteristics (hate speech)	KEYWORD_HATE_SPEECH	This subcategory covers hate speech and related violations of our hateful activities Community Guidelines policy, including slurs, support for hate groups, hate-based conspiracies, attacks on protected groups and insensitive commentary about violence or discrimination against protected groups. It also includes reports received through our European Union Illegal Content Reporting Form for "hate speech, hateful acts and discrimination".
Category 6d	Not captured by any other sub-category	KEYWORD_OTHER	
Category 7	Intellectual property infringements	STATEMENT_CATEGORY_INTELLECTUAL_PROPERTYINFRINGEMENTS	This category covers violations of our Intellectual Properties policies. It also includes violations of our Advertising Guidelines related to counterfeit goods.
Category 7a	Copyright infringements	KEYWORD_COPYRIGHTINFRINGEMENT	This subcategory covers violations of our Copyright policy.
Category 7b	Design infringements	KEYWORD_DESIGNINFRINGEMENT	
Category 7c	Geographical indications infringements	KEYWORD_GEOGRAPHIC_INDICATIONSINFRINGEMENT	
Category 7d	Patent infringements	KEYWORD_PATENTINFRINGEMENT	
Category 7e	Trade secret infringements	KEYWORD_TRADE_SECRETINFRINGEMENT	
Category 7f	Trademark infringements	KEYWORD_TRADEMARKINFRINGEMENT	This subcategory covers violations of our Trademark policy, including counterfeit goods that are promoted, sold, or distributed using a trademark that is identical to, or substantially indistinguishable from, another's trademark, without authorization from the trademark owner. It also includes violations of our Advertising Guidelines related to counterfeit goods.
Category 7g	Not captured by any other sub-category	KEYWORD_OTHER	
Category 8	Negative effects on civic discourse or elections	STATEMENT_CATEGORY_NEGATIVE_EFFECTS_ON_CIVIC_DISCOURSE_OR_ELECTIONS	This category covers violations of our misinformation Community Guidelines policies related to misinformation, disinformation, mal-information or the individuals or groups spreading or creating it. This includes false or misleading content that may harm people's safety, well-being or trust, including civic, health and climate misinformation and manipulated media. It also covers violations of our Advertising and Merchant Guidelines related to political campaigning and products and reports received through our European Union Illegal Content Reporting Form for "disinformation".

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Category 8a	Misinformation, disinformation, foreign information manipulation and interference	KEYWORD_MISINFORMATION_DISINFORMATION	This category covers violations of our misinformation policies related to misinformation, disinformation, mal-information or the individuals or groups spreading or creating it. This includes false or misleading content that may harm people's safety, well-being or trust, including conspiracy theories, civic, health and climate misinformation and manipulated media. It also includes reports received through our European Union Illegal Content Reporting Form for "disinformation".
Category 8b	Violation of EU law relevant to civic discourse or elections	KEYWORD_VIOLATION_EU_LAW	
Category 8c	Violation of national law relevant to civic discourse or elections	KEYWORD_VIOLATION_NATIONAL_LAW	
Category 8d	Not captured by any other sub-category	KEYWORD_OTHER	This subcategory covers violations of our Advertising and Merchant Guidelines related to political campaigning and products.
Category 9	Protection of minors	STATEMENT_CATEGORY_PROTECTION_OF_MINORS	This category covers violations of our child safety, private information and prohibited and regulated goods, services and activities Community Guidelines policies where minors are involved. We prohibit content and accounts that exploit or sexualize minors or expose them to dangerous behaviours, products or interactions. The category also includes age-based advertising restrictions and enforcement related to underage use. Additionally, it includes reports received through our European Union Illegal Content Reporting Form for "child sexual abuse material" and "harmful to minors" and includes orders from EU Member States' authorities to provide information related to child endangerment and child sexual exploitation.
Category 9a	Age-specific restrictions concerning minors	KEYWORD_AGE_SPECIFIC_RESTRICTIONS_MINORS	This subcategory covers violations of our Terms of Service related to underage users and violations of our Advertising Guidelines regarding age-gated advertising (such as alcohol) and certain restrictions on images of minors in advertising.
Category 9b	Child sexual abuse material	KEYWORD_CHILD_SEXUAL_ABUSE_MATERIAL	This subcategory covers violations of our child safety Community Guidelines policy related to child sexual abuse material and other sexualized content involving minors, including sexualized imagery, inappropriate interactions and nudity. It also includes reports received through our European Union Illegal Content Reporting Form for "child sexual abuse material" and orders from EU Member States' authorities to provide information related to child sexual exploitation.
Category 9c	Child sexual abuse material containing deepfake or similar technology	KEYWORD_CHILD_SEXUAL_ABUSE_MATERIAL_DEEFAKE	This subcategory covers violations of our child safety Community Guidelines policy related to synthetically generated content.
Category 9d	Grooming/sexual enticement of minors	KEYWORD_GROOMING_SEXUAL_ENTICEMENT_MINORS	This subcategory covers violations of our child safety Community Guidelines policy related to solicitation, sextortion and inappropriate interactions with minors, which includes (but is not limited to) grooming behaviours.
Category 9e	Unsafe challenges	KEYWORD_UNSAFE_CHALLENGES	This subcategory covers violations of our prohibited and regulated goods, services and activities Community Guidelines policy related to harmful pranks or challenges that risk serious physical or emotional harm, especially when minors are depicted or encouraged to participate.
Category 9f	Not captured by any other sub-category	KEYWORD_OTHER	This category covers enforcements taken under our child safety, private information and prohibited and regulated goods, services and activities Community Guidelines policies where minors are involved. We prohibit content and accounts that exploit or sexualize minors or expose them to dangerous behaviours, products or interactions. The category also includes age-based advertising restrictions and enforcement related to underage use. Additionally, it covers content reported through our European Union Illegal Content Reporting Form as "harmful to minors," encompassing the incitement of minors to undertake harmful or dangerous actions. This category further includes orders from EU Member States' authorities to provide information related to child endangerment and child sexual exploitation.
Category 10	Risk for public security	STATEMENT_CATEGORY_RISK_FOR_PUBLIC_SECURITY	This category covers violations of our violent actors Community Guidelines policy related to dangerous and terrorist organisations, and certain violations of our Advertising Guidelines related to healthcare products and services that pose a risk for public health. It also includes reports received through our European Union Illegal Content Reporting Form for "promoting or condoning terrorist acts" and orders from EU Member States' authorities to provide information related to drug trafficking, extortion, missing persons and national security and orders to act against illegal content related to terrorist content.
Category 10a	Illegal organizations	KEYWORD_ILLEGAL_ORGANIZATIONS	This subcategory includes orders from EU Member States' authorities to provide information related to drug trafficking.
Category 10b	Risk for environmental damage	KEYWORD_RISK_ENVIRONMENTAL_DAMAGE	
Category 10c	Risk for public health	KEYWORD_RISK_PUBLIC_HEALTH	This subcategory covers violations of our Advertising Guidelines related to healthcare products and services which include unsafe or misleading claims about disease prevention, cures or health advice.
Category 10d	Terrorist content	KEYWORD_TERRORIST_CONTENT	This subcategory covers violations of our violent actors Community Guidelines policy related to terrorist organizations. It also includes reports received through our European Union Illegal Content Reporting Form for "promoting or condoning terrorist acts" and orders from EU Member States' authorities to act against illegal content related to terrorist content.

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Category 10e	Not captured by any other sub-category	KEYWORD_OTHER	This subcategory covers other violations of our Community Guidelines involving dangerous actors or groups, including content that praises, supports or provides aid to such actors or groups. It also includes orders from EU Member States' authorities to provide information related to extortion, missing persons and national security.
Category 11	Scams and/or fraud	STATEMENT_CATEGORY_SCAMS_AND_FRAUD	This category covers violations of our spam and impersonation Community Guidelines policies, which prohibit accounts facilitating scams including those misappropriating the identity of a person or organization. It also includes violations of our Merchant Guidelines related to authenticity and scams. Additionally, this category includes orders from EU Member States' authorities to provide information related to fraud.
Category 11a	Impersonation or account hijacking	KEYWORD_IMPERSONATION_ACCOUNT_HIJACKING	This subcategory covers violations of our Community Guidelines related to impersonation, including accounts that impersonate or misrepresent their affiliation with any person or organization.
Category 11b	Inauthentic accounts	KEYWORD_INAUTHENTIC_ACCOUNTS	This subcategory encompasses violations of our Community Guidelines, specifically under our spam policy, related to account attributes or behaviours that indicate potentially inauthentic activity, as well as merchant accounts that appear inauthentic, plagiarized or incomplete under our Merchant Guidelines. It also includes orders from EU Member States' authorities to provide information related to fraud.
Category 11c	Inauthentic listings	KEYWORD_INAUTHENTIC_LISTINGS	This subcategory covers violations of our Community Guidelines, specifically under our spam policy, related to issues with listing attributes and characteristics.
Category 11d	Inauthentic user reviews	KEYWORD_INAUTHENTIC_USER_REVIEWS	
Category 11e	Phishing	KEYWORD_PHISHING	This subcategory covers violations of our spam Community Guidelines policy related to phishing activities.
Category 11f	Pyramid schemes	KEYWORD_PYRAMID_SCHEMES	
Category 11g	Not captured by any other sub-category	KEYWORD_OTHER	This subcategory covers other spam-related violations of our spam Community Guidelines policy including spammy on-platform behaviour, off-platform violations involving links or redirects and problematic domains. It also includes Merchant Guideline violations related to product quality, pricing, delivery and returns where these issues are associated with scams or inauthentic activity.
Category 12	Self-harm	STATEMENT_CATEGORY_SELF_HARM	This category covers violations of our self-injury and harmful behavior Community Guidelines policy, related to content that displays, rationalizes or encourages self-harm including suicide, self-injury, eating disorders or substance abuse. This category also includes violations of our Merchant Guidelines related to body shaming through weight loss products.
Category 12a	Content promoting eating disorders	KEYWORD_CONTENT_PROMOTING_EATING_DISORDERS	This subcategory covers violations of our self-injury and harmful behavior Community Guidelines policy involving content that promotes or encourages eating disorders, including body-shaming weight loss products.
Category 12b	Self-mutilation	KEYWORD_SELF_MUTILATION	
Category 12c	Suicide	KEYWORD_SUICIDE	This subcategory covers violations of our self-injury and harmful behavior Community Guidelines policy related to suicide.
Category 12d	Not captured by any other sub-category	KEYWORD_OTHER	This subcategory covers other violations of our self-injury and harmful behavior Community Guidelines policy that are not classified under eating disorders, self-harm or suicide.
Category 13	Unsafe, non-compliant or prohibited products	STATEMENT_CATEGORY_UNSAFE_AND_PROHIBITED_PRODUCTS	This category covers violations of our prohibited and regulated goods, services and activities Community Guidelines policy and our violence and threats Community Guidelines policy involving dangerous or unlawful products, services and activities. It includes unauthorised sales of regulated substances, weapons, harmful or deceptive products, hacking tools, exploitative financial schemes, online gambling and similar content. It also includes violations of our Advertising and Merchant Guidelines regarding prohibited or restricted products, such as weapons, tobacco and alcohol. Additionally, this includes reports received through our European Union Illegal Content Reporting Form for "illegal goods and services", including the illegal sale of drugs and the illegal offer of services.
Category 13a	Prohibited or restricted products	KEYWORD_PROHIBITED_PRODUCTS	This subcategory covers violations of our violence and threats Community Guidelines policy and our prohibited and regulated goods, services and activities policy related to unauthorised sellers of regulated substances, weapons, online gambling and similar goods or services. It also includes related violations of our Merchant and Advertising Guidelines related to prohibited products. It also includes reports received through our European Union Illegal Content Reporting Form for "illegal goods and services", including the illegal sale of drugs and the illegal offer of services.
Category 13b	Unsafe or non-compliant products	KEYWORD_UNSAFE_PRODUCTS	This subcategory covers violations of our prohibited and regulated goods, services and activities Community Guidelines policy related to harmful or deceptive products. It also includes violations of our country-specific Advertising Guidelines where we restrict advertising of certain products in specific countries.

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Category 13c	Not captured by any other sub-category	KEYWORD_OTHER	This subcategory covers violations of our Community Guidelines' violence and threats policy and our prohibited and regulated goods, services and activities policy related to the glorification of weapons and use of regulated drugs. It also includes violations of our Advertising Guidelines related to prohibited products.
Category 14	Violence	STATEMENT_CATEGORY_VIOLENCE	This category covers enforcements taken under our Community Guidelines' adult sexual content and nudity policy, violence and threats policy, prohibited and regulated goods, services and activities policy and violent actors policy. We remove or limit the distribution of content that depicts or glorifies violence, supports dangerous actors or groups or promotes exploitative labour or financial practices such as human trafficking and forced labour. Additionally, included in this category is content reported through our European Union Illegal Content Reporting Form for "graphic violence," "denying or condoning crimes against humanity" and "threatening commission of or condoning serious criminal offense." These categories include denial of genocides, war crimes and other crimes against humanity, gore/graphic wounds and mutilation, beatings, excessive blood, and corpses. It also includes threats to commit serious criminal offense against individuals or their condemnation. This category also includes orders from EU Member States' authorities to provide information related to assault, domestic violence, human trafficking, kidnapping, murder and robbery.
Category 14a	Coordinated harm	KEYWORD_COORDINATED_HARM	This subcategory covers enforcements taken under our violent actors Community Guidelines policy involving content and accounts that provide aid to dangerous actors or groups and their activities. It also includes related orders from European Union Member States' authorities concerning serious crimes such as robbery.
Category 14b	General calls or incitement to violence and/or hatred	KEYWORD_INCITEMENT_VIOLENCE_HATRED	This subcategory covers violations of our Community Guidelines policies related to threats or language that glorifies violence. It also includes content reported through our European Union Illegal Content Reporting Form for "threatening commission of or condoning serious criminal offense".
Category 14c	Human exploitation	KEYWORD_HUMAN_EXPLOITATION	This subcategory covers violations of our adult sexual content and nudity Community Guidelines policy related to sexual exploitation. It also covers our prohibited and regulated goods, services and activities Community Guidelines policy related to exploitative financial or labour practices, including human trafficking, slavery, servitude and forced or compulsory labour. Additionally, this subcategory includes orders from European Union Member States' authorities to provide information related to kidnapping.
Category 14d	Human trafficking	KEYWORD_HUMAN_TRAFFICKING	This subcategory covers violations of our prohibited and regulated goods, services, and activities Community Guidelines policy related to exploitative labour practices including human trafficking.
Category 14e	Trafficking in women and girls	KEYWORD_TRAFFICKING_WOMEN_GIRLS	This subcategory also covers orders from EU Member States' authorities to provide information related to human trafficking.
Category 14f	Not captured by any other sub-category	KEYWORD_OTHER	This subcategory covers other violations of our violence and threats and violent actors Community Guidelines policies, including content that shows the use of violence and content showing or purporting to show disturbing scenes from before, during, or after violent events. It also covers other violations of our Community Guidelines' prohibited and regulated goods, services and activities policy and our violence and threats policies not captured in the other subcategories. It also includes reports received through our European Union Illegal Content Reporting Form for "denying or condoning crimes against humanity" and "graphic violence" and orders from EU Member States' authorities to provide information related to assault, domestic violence, and murder.
Category 15	Other violation of provider's terms and conditions	STATEMENT_CATEGORY_OTHER_VIOLATION_TC	This category covers violations of our Community Guidelines that are not already covered under other categories. In particular, this includes violations of our adult sexual content and nudity policy related to explicit or suggestive sexual content, visible intimate body parts and commercial sexual services. This category also includes violations of our Advertising and Merchant Guidelines related to adult products and merchants which do not offer products directly, such as affiliated marketers or wholesale retailers.
Category 15a	Adult sexual material	KEYWORD_ADULT_SEXUAL_MATERIAL	This subcategory covers violations of our Community Guidelines under our adult sexual content and nudity policy, as well as violations of our Advertising and Merchant Guidelines related to sexually explicit content.
Category 15b	Age-specific restrictions	KEYWORD_AGE_SPECIFIC_RESTRICTIONS	
Category 15c	Geographical requirements	KEYWORD_GEOGRAPHICAL_REQUIREMENTS	This subcategory covers violations of our Merchant Guidelines related to merchants who operate from countries or regions that we do not currently support.
Category 15d	Goods/services not permitted to be offered on the platform	KEYWORD_GOODS_SERVICES_NOT_PERMITTED	This subcategory covers violations of our Advertising and Merchant Guidelines related to goods or services that are not permitted to be offered, or are restricted, on Pinterest.
Category 15e	Language requirements	KEYWORD_LANGUAGE_REQUIREMENTS	This subcategory covers violations of our Advertising Guidelines related to country-specific language requirements.
Category 15f	Nudity	KEYWORD_NUDITY	This subcategory covers violations of our Community Guidelines under our adult sexual content and nudity policy related to nudity.

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<i>Category 15g</i>	<i>Not captured by any other sub-category</i>	<i>KEYWORD_OTHER</i>	This subcategory covers violations of our Advertising and Merchant Guidelines related to editorial quality standards for ads on Pinterest. It also includes violations of our Terms of Service related to misuse of our notices or complaints channels and enforcement actions taken against content or accounts of users located in the EU, where the enforcement action is based on a violation of law outside the EU and its Member States.
Category 16	Type of illegal content not specified by the public authority	STATEMENT_CATEGORY_NOT_SPECIFIED_ORDER	This category covers orders from EU Member States' authorities where the issuing authority omitted a reference to a legal ground.
Category 17	Type of alleged illegal content not specified by the notifier	STATEMENT_CATEGORY_NOT_SPECIFIED_NOTICE	This category covers reports received via our European Union Illegal Content Reporting Form where the alleged illegality cannot be deduced from the information provided by the reporter. It also includes content reported through our European Union Illegal Content Reporting Form for "nudity or pornography" and "other". These categories include dissemination of pornographic content and behaviour that does not match any of the categories listed in the form. We have included these in this category because there is no other appropriate category available.

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Applicability	Service	Reporting Period	Section	Indicator	Scope	Value	Contextual Information
All	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Total number	262,517	This includes appeals from EU users regarding content moderation restrictions. Also included are all appeals concerning decisions taken following a notice received through our European Union Illegal Content Reporting Form. Please note this may include appeals from non-EU users that resulted from a decision based on a notice submitted via this form.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Decisions upheld	200,561	Decisions upheld include situations where we upheld our original decision. It also includes situations where we determined our original decision was not strict enough and imposed further restrictions.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Decisions partially reversed	565	Decisions partially reversed include situations where we determined our original decision was too strict and reversed some restrictions on the content.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Decisions reversed	50,118	Decisions reversed include situations where we reversed our original decision. This includes cases where we reversed a decision but the content was not reactivated because the content was deleted by the content owner.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Median time	10.6	The median time is indicated in hours. Decisions omitted (defined in H7) has been excluded from the median time.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Decision omitted	11,273	Decisions omitted include appeals where we are awaiting additional information or identity verification from the user, or where the appeal had not been processed by the close of the reporting period. This also includes appeals where the content has been deleted by the user, duplicate appeals, or cases where the content was otherwise unavailable at the time of Pinterest's review. Please note that in this reporting period, 6,444 of these appeals were duplicates. An additional 3,779 appeals are related to cases where we work with a trusted third party partner to process appeals, most of which are still in the waiting stage because the user had not completed the identification verification process and our partner was not able to proceed with their appeal.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Number of restrictions newly imposed as a result of an internal complaint	Total number	7,366	This includes situations where, upon review of a complaint, we determined our original decision was not strict enough and imposed further restrictions. These decisions are also accounted for in "decisions upheld".
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to remove or disable access to or restrict visibility of information	Total number	247,979	This is the number of complaints received regarding a decision to remove or disable access to or restrict visibility of information. Please note that the numbers reported in rows 10-12 below do not equal the total reported in this row. This is due to the fact that we have included "decisions omitted" in the total reported, which include appeals where we are either awaiting additional information or identity verification from the user or the appeal had not been processed by the end of the reporting period. It also includes appeals where the content had been deleted by the user, duplicate appeals, or cases where the content was otherwise unavailable at the time of Pinterest's review.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to remove or disable access to or restrict visibility of information	Decisions upheld	192,934	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to remove or disable access to or restrict visibility of information	Decisions partially reversed	561	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to remove or disable access to or restrict visibility of information	Decisions reversed	47,174	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to remove or disable access to or restrict visibility of information	Median time	10.49	The median time is indicated in hours.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to suspend or terminate the provision of the service	Total number		Pinterest does not have enforcements that map to this restriction type, thus this is not applicable.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to suspend or terminate the provision of the service	Decisions upheld		
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to suspend or terminate the provision of the service	Decisions partially reversed		
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to suspend or terminate the provision of the service	Decisions reversed		
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to suspend or terminate the provision of the service	Median time		
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to suspend or terminate an account	Total number	8,493	This is the number of complaints received regarding a decision to suspend or terminate an account. Please note that the numbers reported in rows 20-22 below do not equal the total reported in this row. This is due to the fact that we have included "decisions omitted" in the total reported, which include appeals where we are either awaiting additional information or identity verification from the user or the appeal had not been processed by the end of the reporting period. It also includes appeals where the content had been deleted by the user, duplicate appeals, or cases where the content was otherwise unavailable at the time of Pinterest's review.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to suspend or terminate an account	Decisions upheld	1,618	

Applicability	Service	Reporting Period	Section	Indicator	Scope	Value	Contextual Information
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to suspend or terminate an account	Decisions partially reversed	4	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to suspend or terminate an account	Decisions reversed	2,914	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to suspend or terminate an account	Median time	3.41	The median time is indicated in hours.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to restrict the ability to monetise information	Total number		Pinterest does not have enforcements that map to this restriction type, thus this is not applicable.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to restrict the ability to monetise information	Decisions upheld		
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to restrict the ability to monetise information	Decisions partially reversed		
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to restrict the ability to monetise information	Decisions reversed		
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision to restrict the ability to monetise information	Median time		
							This is the number of complaints received regarding a decision not to take action on a notice submitted in accordance with Article 16.
							Please note that the numbers reported in rows 30-32 below do not equal the total reported in this row. This is due to the fact that we have included "decisions omitted" in the total reported, which include appeals where we are either awaiting additional information or identity verification from the user or the appeal had not been processed by the end of the reporting period. It also includes appeals where the content had been deleted by the user, duplicate appeals, or cases where the content was otherwise unavailable at the time of Pinterest's review.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision not to take action on a notice submitted in accordance with Article 16	Total number	249	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision not to take action on a notice submitted in accordance with Article 16	Decisions upheld	248	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision not to take action on a notice submitted in accordance with Article 16	Decisions partially reversed	0	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision not to take action on a notice submitted in accordance with Article 16	Decisions reversed	0	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision not to take action on a notice submitted in accordance with Article 16	Median time	7.27	The median time is indicated in hours.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision not to take action on a notice submitted by a Trusted Flagger in accordance with Article 16	Total number	2	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision not to take action on a notice submitted by a Trusted Flagger in accordance with Article 16	Decisions upheld	2	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision not to take action on a notice submitted by a Trusted Flagger in accordance with Article 16	Decisions partially reversed	0	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision not to take action on a notice submitted by a Trusted Flagger in accordance with Article 16	Decisions reversed	0	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Internal complaints mechanism	Complaint regarding a decision not to take action on a notice submitted by a Trusted Flagger in accordance with Article 16	Median time	4.83	The median time is indicated in hours.
							This is the number of disputes concerning a content moderation restriction or a decision on a notice that were submitted to an out-of-court dispute settlement body, including out of scope and duplicate disputes.
							Please note that, at the end of the reporting period, 2 of these disputes were out of scope, and 10 of these disputes were still pending, with Pinterest awaiting a decision from the out-of-court dispute settlement body. Additionally, the sum of the outcomes below does not equal the total number of disputes received during the reporting period. This is because the total number only includes disputes submitted during the reporting period. In the rows below, we are including the outcomes from disputes submitted during prior reporting periods that were resolved during January-June 2026.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Out-of-court dispute settlement bodies	Number of disputes submitted to out-of-court dispute settlement bodies	Total number	15	
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Out-of-court dispute settlement bodies	Number of disputes submitted to out-of-court dispute settlement bodies	Decisions upheld	18	This is the number of disputes where Pinterest's initial decision was upheld by the out-of-court dispute settlement body.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Out-of-court dispute settlement bodies	Number of disputes submitted to out-of-court dispute settlement bodies	Decisions partially reversed	0	This is the number of disputes where Pinterest's initial decision was partially reversed by the out-of-court dispute settlement body.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Out-of-court dispute settlement bodies	Number of disputes submitted to out-of-court dispute settlement bodies	Decisions reversed	2	This is the number of disputes where Pinterest's initial decision was reversed by the out-of-court dispute settlement body.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Out-of-court dispute settlement bodies	Number of disputes submitted to out-of-court dispute settlement bodies	Median time	27	The median time to take action is calculated based on the time the out-of-court dispute settlement body notifies Pinterest that the dispute has commenced and when the decision is provided. It is calculated in days.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Out-of-court dispute settlement bodies	Number of disputes submitted to out-of-court dispute settlement bodies	Decision omitted	2	Decision omitted includes out of scope and duplicate disputes and situations where Pinterest reversed its original decision before a decision was reached by the out-of-court dispute settlement body.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Out-of-court dispute settlement bodies	Number of disputes submitted to out-of-court dispute settlement bodies	Percentage of outcomes implemented	0	This is the percentage of decisions from out-of-court dispute settlement bodies - concluding that Pinterest should partially or fully reverse its original decision - that were subsequently implemented.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Suspensions imposed on repeated offenders	Number of suspensions enacted for the provision of manifestly illegal content	Total number	516	If a user frequently posts manifestly illegal content, we warn the individual that continuation of the behaviour will result in deactivation of the user's account. This includes users who were deactivated due to repeated violations of our Community Guidelines, including our IP policies, and this volume may overstate the number of deactivations specifically for manifestly illegal content.

Applicability	Service	Reporting Period	Section	Indicator	Scope	Value	Contextual Information
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Suspensions imposed on repeated offenders	Number of suspensions enacted for the provision of manifestly unfounded notices	Total number	0	If a reporter frequently submits manifestly unfounded reports, we warn the individual that continuation of the behaviour will result in suspension of their ability to use the abused systems. If, following this warning, the individual continues to abuse the systems, Pinterest will suspend for a reasonable period of time their ability to use the abused systems.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Suspensions imposed on repeated offenders	Number of suspensions enacted for the provision of manifestly unfounded complaints	Total number	20	If a reporter frequently submits manifestly unfounded appeals, we warn the individual that continuation of the behaviour will result in suspension of their ability to use the abused systems. If, following this warning, the individual continues to abuse the systems, Pinterest will suspend for a reasonable period of time their ability to use the abused systems.

Applicability	Service	Reporting Period	Section	Indicator	Scope	Value	Contextual Information
All	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of measures solely taken by automated means	Total number	161,995,202	This is the number of measures that we took using automated means. We take enforcement actions using automated tools and hybrid approaches (which combine elements of manual review and automated tools). For the purposes of this report, measures taken solely by automated means include both automated and hybrid enforcements. More information about our automated means can be found in the "qualitative description of the automated means" section on 11_qualitative tab.
All	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of measures not taken by automated means	Total number	496,735	This is the number of measures that we did not take using automated means and are limited to what we classify as manual actions. Manual actions: We manually act on some content through our human review process. Content actioned through this process may include content identified internally, reported to us by trusted third parties, and flagged to us via our reporting flows.
All	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Accuracy	Total number	0.88	Accuracy provides an overview of how many overall decisions taken by our automation - both enforcements and non-enforcements - are correct. Our automated processes utilize a combination of signals and systems to inform content moderation decisions. Accordingly, we provide an aggregate measure of accuracy that reflects the overall performance of our automation. We calculate the indicator of accuracy for our automated content moderation measures as follows: $\text{Accuracy} = (\text{True Positives} + \text{True Negatives}) / (\text{True positives} + \text{True Negatives} + \text{False Positives} + \text{False Negatives})$ Additional details about our approach can be found in the 11_qualitative tab.
All	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Precision	Total number	0.90	Precision reflects how often our automated enforcements are correct. Our automated processes utilize a combination of signals and systems to inform content moderation decisions. Accordingly, we provide an aggregate measure of precision that reflects the overall performance of our automation. We calculate the indicator of precision for our automated content moderation measures as follows: $\text{Precision} = \text{True Positives} / (\text{True Positives} + \text{False Positives})$ Additional details about our approach can be found in the 11_qualitative tab.
All	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Recall	Total number	0.93	Recall measures the proportion of policy violations successfully identified by automation. Our automated processes utilize a combination of signals and systems to inform content moderation decisions. Accordingly, we provide an aggregate measure of recall that reflects the overall performance of our automation. We calculate the indicator of recall for our automated content moderation measures as follows: $\text{Recall} = \text{True Positives} / (\text{True Positives} + \text{False Negatives})$ Additional details about our approach can be found in the 11_qualitative tab.
All	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of measures solely taken by automated means	Own-initiative	160,383,220	
All	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of measures not taken by automated means	Own-initiative	483,765	
All	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Accuracy	Own-initiative	0.88	Accuracy provides an overview of how many overall decisions taken by our automation - both enforcements and non-enforcements - are correct. Our automated processes utilize a combination of signals and systems to inform content moderation decisions. Accordingly, we provide an aggregate measure of accuracy that reflects the overall performance of our automation. We calculate the indicator of accuracy for our automated content moderation measures as follows: $\text{Accuracy} = (\text{True Positives} + \text{True Negatives}) / (\text{True positives} + \text{True Negatives} + \text{False Positives} + \text{False Negatives})$ Additional details about our approach can be found in the 11_qualitative tab.

Applicability	Service	Reporting Period	Section	Indicator	Scope	Value	Contextual Information
All	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Precision	Own-initiative	0.90	Precision reflects how often our automated enforcements are correct. Our automated processes utilize a combination of signals and systems to inform content moderation decisions. Accordingly, we provide an aggregate measure of precision that reflects the overall performance of our automation. We calculate the indicator of precision for our automated content moderation measures as follows: Precision = True Positives / (True Positives + False Positives) Additional details about our approach can be found in the 11_qualitative tab.
All	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Recall	Own-initiative	0.93	Recall measures the proportion of policy violations successfully identified by automation. Our automated processes utilize a combination of signals and systems to inform content moderation decisions. Accordingly, we provide an aggregate measure of recall that reflects the overall performance of our automation. We calculate the indicator of recall for our automated content moderation measures as follows: Recall = True Positives / (True Positives + False Negatives) Additional details about our approach can be found in the 11_qualitative tab.
Only for providers of hosting services, including online platforms	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of notices solely processed by automated means	NAM Total	0	Currently we do not use automated means to process NAM notices.
Only for providers of hosting services, including online platforms	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of notices not processed by automated means	NAM Total	18,628	Please note that this figure only includes notices where a decision was made. It excludes notices we received where we were unable to make a decision, including cases involving errors, content that was deleted, already actioned, or otherwise made unavailable prior to review, and instances where we are waiting for additional information from the reporter.
Only for providers of hosting services, including online platforms	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Accuracy	NAM Total		Currently we do not use automated means to process NAM notices.
Only for providers of hosting services, including online platforms	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Precision	NAM Total		Currently we do not use automated means to process NAM notices.
Only for providers of hosting services, including online platforms	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Recall	NAM Total		Currently we do not use automated means to process NAM notices.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of notices solely processed by automated means	NAM Trusted Flagger	0	Currently we do not use automated means to process NAM notices.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of notices not processed by automated means	NAM Trusted Flagger	21	Please note that this figure only includes notices where a decision was made. It excludes notices we received where we were unable to make a decision, including cases involving errors, content that was deleted, already actioned, or otherwise made unavailable prior to review, and instances where we are waiting for additional information from the reporter.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Accuracy	NAM Trusted Flagger		Currently we do not use automated means to process NAM notices.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Precision	NAM Trusted Flagger		Currently we do not use automated means to process NAM notices.
Only for providers of online platforms	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Recall	NAM Trusted Flagger		Currently we do not use automated means to process NAM notices.
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of measures solely taken by automated means	bg		We cannot include the data in these rows broken down by each Member State language because it does not align with the format of content on our platform – which is often visual – or the way our automated systems function.
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of measures solely taken by automated means	[...]		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of measures solely taken by automated means	sv		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of measures not taken by automated means	bg		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of measures not taken by automated means	[...]		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Number of measures not taken by automated means	sv		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Accuracy	bg		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Precision	[...]		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Recall	sv		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Accuracy	sv		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Precision	[...]		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Recall	sv		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Accuracy	sv		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Precision	[...]		
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Use of automated means for content moderation	Accuracy of the automated means - Recall	sv		

Applicability	Service	Reporting period	Section	Indicator	Scope	Value	Contextual information
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of internal moderators employed by the provider	Total number	52	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of external moderators contracted by the provider	Total number	294	
							This is the number of total moderators available, both internally and externally, that have sufficient linguistic expertise in the indicated language. Sufficient linguistic expertise is defined as at least equivalent to level B2 of the Common European Framework of Reference for Languages (CEFR) in the category 'Understanding'. Internal moderator linguistic expertise is categorised according to attestation of employees. Please note that the sum of the rows below do not equal the total because some of our moderators have sufficient linguistic expertise in more than one language. Pinterest is primarily a visual platform, nevertheless every member of our review team speaks at least one official language of a Member State of the EU, and we have additional external resources available to assist with any EU Member State official language not covered by our moderators.
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	Total number	346	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	bg	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	cs	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	da	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	de	19	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	el	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	en	346	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	es	21	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	et	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	fi	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	fr	15	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	hr	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	hu	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	it	2	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	lt	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	lv	1	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	nl	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	pl	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	pt	4	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	ro	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	sk	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	sl	0	
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	sv	0	

Applicability	Service	Reporting period	Section	Indicator	Scope	Value
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	TOTAL	87,497,257
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	AT	1,803,704
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	BE	2,851,236
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	BG	1,031,364
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	HR	684,725
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	CY	275,064
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	CZ	2,109,933
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	DK	1,238,594
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	EE	291,094
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	FI	1,076,342
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	FR	14,979,984
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	DE	16,226,528
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	GR	2,015,198
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	HU	1,968,698
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	IE	987,295
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	IT	9,975,297
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	LV	409,064
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	LT	611,559
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	LU	144,868
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	MT	129,150
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	NL	4,703,902
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	PL	6,377,587
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	PT	2,382,348
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	RO	2,761,495
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	SK	971,575

Applicability	Service	Reporting period	Section	Indicator	Scope	Value
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	SI	376,352
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	ES	9,073,124
Only for VLOPs and VLOSEs	Pinterest	2026-01-01/2026-06-30	AMAR	Number of average monthly active recipients during the reporting period	SE	2,041,177

Applicability	Service	Reporting period	Indicator	Value
All	Pinterest	2026-01-01/2026-06-30	Summary of the content moderation engaged in at the providers' own initiative	Pinterest's Terms of Service require users to abide by various Guidelines and policies regarding content on Pinterest. These include our Community Guidelines and related policies, which explain what is and isn't allowed on Pinterest, as well as our Advertising Guidelines and Merchant Guidelines, which explain additional policies that apply to Advertisers and Merchants on our platform. Our Enforcement Guidelines detail how we put our policies into practice, including any restrictions that we may apply to content. Together, we refer to these as "Guidelines" or our "policies," and we explain each in more detail below. Community Guidelines Pinterest's mission is to bring everyone the inspiration to create a life they love. That being said, not all content is inspiring - so we have Community Guidelines to outline what we do and don't allow on Pinterest and all users must abide by them. Our Community Guidelines prohibit content that is illegal under EU or Member State law and, given our goal is to be a positive and inspiring place on the internet, in many cases go further and prohibit certain categories of content that, while legal, are not consistent with the positive nature or purpose of our platform. Merchant and Advertising Guidelines We have additional rules for merchants and advertisers to set clear expectations about what is and is not acceptable, called (respectively) our Merchant Guidelines and Advertising Guidelines. These Guidelines include high standards that are for the safety of all audiences who use Pinterest. Our Terms of Service also reference our Copyright and Trademark policies. Pinterest respects the intellectual property rights of others and we expect people on our platform to do the same. It's our policy to disable content in response to complete and valid claims of infringement and, in appropriate circumstances, to deactivate the accounts of people who repeatedly infringe or are repeatedly charged with infringing copyrights or other intellectual property rights. We work hard to enforce these policies to create a positive and safe environment for users. When we become aware of a violation of any of our Guidelines, we take appropriate action to keep our users and the community safe. That action may consist of: - Deactivation: When we deactivate a Pin, that Pin is no longer available to anyone on the platform. Deactivation may also be referred to as "removal." - Limiting distribution: When we limit the distribution of a Pin, that Pin will continue to be accessible to the user who posted it, but it won't be distributed through recommendation or discovery surfaces such as Pinterest search results or home feed. When we become aware of a violation of our Advertising Guidelines, we'll take action: - Rejection: When an advertisement is rejected, it will not be shown to users. We may reject an ad before ever showing it to anyone, or after the campaign has already begun to run - for example, in response to a report from a user who saw the ad. - Limited approval: Limited approval means that an ad may run, but with restrictions - for example, it may only be shown to people in certain regions or to people over a certain age. - Advertiser removal: When we remove an advertiser, they no longer have access to Pinterest's advertising tools. This doesn't affect their ability to use other, non-advertising Pinterest products. When we become aware of a violation of our Merchant Guidelines, we'll take action: - Merchant rejection: If a merchant is rejected at any time, they are denied access to Pinterest's merchant products. This doesn't affect their ability to use other, standard features on Pinterest. We may also block links that lead to content or are associated with content that may violate our policies. If someone on Pinterest has verified that they own a domain that we block, we provide that person with notice and a chance to appeal.
All	Pinterest	2026-01-01/2026-06-30	Meaningful and comprehensible information regarding content moderation engaged in at the providers' own initiative	For the purposes of this report, "own initiative" content moderation refers to decisions to impose restrictions on an account or certain content that have not been preceded by an order from an EU Member State authority, or a notice submitted through a notice and action mechanism under Article 16 DSA (i.e., using our EU Illegal Content Reporting Form, including the IP reporting forms available within it). This includes actions taken due to policy violations, whether following user reports or through proactive detection. Pinterest engages in content moderation at its own initiative to detect and address content that violates our policies. However, we do not engage in content moderation at our own initiative specifically for the purpose of identifying illegal content. Any actions we take related to illegal content are conducted either in accordance with our policies or in response to an order from an EU Member State authority or an Article 16 notice, and we do not proactively search for illegal content outside of these contexts. Reported content Anyone can report content they think violates our policies and, if we confirm a violation of our policies, we take appropriate action. Proactively detected content In addition, content that may violate our guidelines is also found via proactive methods. The mechanisms used to detect different potential violations vary based on the state of available technology, the volume of violative content and other factors such as the complexity of evaluation. We continue to iterate and evolve our tools and expect ongoing advancements as our teams continue to strive to maintain a positive and safe environment. How we action content When we become aware of a violation of any of our policies, we enforce our policies through automated tools, manual review and hybrid approaches that combine elements of both. These systems may use logic-based rules as well as machine learning. Where appropriate, we may take into account information provided by trusted third parties and industry tools. The Pins reported in tab 6_own_initiative_TC received 5,179,295,507 impressions globally during the reporting period. These impressions include impressions both before and after any content moderation action took place.

Applicability	Service	Reporting period	Indicator	Value
All	Pinterest	2026-01-01/2026-06-30	Qualitative description of the automated means	We use automated tools and hybrid approaches (that combine elements of manual and automated actions) to enforce our policies. These systems may use logic-based rules as well as machine learning. Where appropriate, we also consider information provided by trusted third parties and industry tools. Automated actions: Our automated tools use a combination of signals to identify and take action against content identified as potentially violating our policies. For example, our machine learning models assign scores to content added to our platform. Our automated tools can then use those scores to perform appropriate enforcement actions. Hybrid actions: Sometimes, actions combine elements of manual and automated enforcement. Hybrid actions include those where a team member determines that a Pin violates our policy, and automated systems help expand that decision to enforce against machine-identified matching Pins. Depending on the volume of matching Pins, a hybrid action may result in a number of additional Pins actioned or none at all. For the purposes of this report, hybrid actions have been classified as automated actions and have been reported on accordingly. Parameters for automated means Our automated content moderation systems utilize a range of parameters designed to maximize accuracy while minimizing the potential for false positives. These include: Model scores: Machine learning models assign scores to content based on their likelihood of violating our policies. Thresholds are carefully calibrated to ensure that only content with a high probability of violation is flagged for further review or action. Image-matching strategies: For images, we employ per-policy strategies to determine how broadly content is matched across our platform. This includes settings for "exact match" (identifying identical content) and "near duplicate" (identifying visually similar content) fanouts. These strategies are tailored for each policy area to reflect varying risk profiles. Optical character recognition (OCR): OCR technology is used to extract text from images, which further informs our image-matching approach. Detected text can influence whether an image is compared using exact match or near duplicate methods, ensuring that textual violations embedded within images are identified while limiting unnecessary fanout. All of these parameters are continually refined and optimized to avoid excessive false positives and to ensure our moderation processes remain fair, effective, and proportional to the risks involved.
All	Pinterest	2026-01-01/2026-06-30	Qualitative description of indicators of accuracy and possible rate of error of automated means	We are committed to evaluating and improving the effectiveness of our automated content moderation measures, and we use a variety of metrics to measure their performance. These metrics include indicators such as accuracy, precision, and recall. Precision reflects how often our automated enforcements are correct, while recall measures the proportion of policy violations successfully identified by automation. Accuracy provides an overview of how many overall decisions - both enforcements and non-enforcements - are correct. To calculate accuracy, precision, and recall for our automated content moderation, we adhere to the classical definitions of these metrics as closely as possible. We calculate each indicator as follows: - Precision = True Positives / (True Positives + False Positives) - Accuracy = (True Positives + True Negatives) / (True positives + True Negatives + False Positives + False Negatives) - Recall = True Positives / (True Positives + False Negatives) True positives are defined as automated enforcement actions that were never reversed. False positives refer to automated enforcement actions that were reversed, for example, actions reversed on appeal. False negatives are enforcement actions that are not reversed but were not made by automated systems, indicating they were missed by automation. True negatives are cases where policy enforcement review was performed by a human but no violation was found, representing cases where automated systems correctly did not apply any enforcement action.
All	Pinterest	2026-01-01/2026-06-30	Specification of the precise purposes to apply automated means	We use machine learning models to help enforce our policies across Pinterest. These models assist in identifying content that may require action under our policies. In addition to these detection capabilities, we also use automation to efficiently remove identical or near-identical content that has been previously flagged by human review. This approach allows us to enforce our guidelines across all Pins and re-Pins, helping to ensure that violating content is removed from our platform.
All	Pinterest	2026-01-01/2026-06-30	Safeguards applied to the use of automated means	We use the latest modelling techniques and continuously iterate on these models. By adding new data and exploring new technical breakthroughs, we maintain or improve their performance over time to effectively address violative content. To control the quality of a machine learning model, we evaluate the performance of that model through offline analysis and online experiments before launching. We look at a number of metrics to review the effectiveness of our models, both prior to and subsequent to launch of the model. We regularly review data and other relevant information to continually identify areas for improvement that our teams investigate and address as appropriate.
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	High-level description of the content moderation governance structure	Assessing reports can be very complex because it requires both an understanding of context and specific content moderation expertise. As such, we've structured our teams and processes to help ensure that we are making accurate decisions when it comes to reviewing reported content. Content moderation at Pinterest is overseen by a dedicated Trust and Safety team, which reports to senior management. The team includes specialists trained in Pinterest's Guidelines and specialists trained to review content against laws of the EU and its Member States. In the event of complex reports, team members can escalate any questions to leads of our Trust & Safety Enforcement Operations team, who may in turn consult with specialists within and outside the company trained in laws of the EU and its Member States.

Applicability	Service	Reporting period	Indicator	Value
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Qualifications of the human resources dedicated to content moderation	We hire individuals with diverse professional experience and educational backgrounds, with all members of the team having at least a high school diploma. Our review team is further assisted by members of our Legal department, who are qualified lawyers with in-depth experience regarding content moderation under our Community Guidelines and applicable EU and Member State laws. Pinterest is primarily a visual platform, nevertheless every member of our review team speaks at least one official language of a Member State of the EU, and we have additional external resources available to assist with any EU Member State official languages not covered by our internal specialists. Our internal and external specialists have a level of linguistic expertise at least equivalent to level B2 under the Common European Framework of Reference for Languages (CEFR) in the category 'Understanding'.
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Training given to human resources dedicated to content moderation	Pinterest provides structured, continuous training to all personnel involved in content moderation. Our training programme is designed and maintained by a dedicated Learning team that develops onboarding curricula, policy-update trainings, and knowledge management systems for Trust & Safety workflows. We are continuously training our review team members in an effort to build the expertise and knowledge critical to content moderation. As part of our onboarding process, each team member undergoes workflow-specific training on Pinterest's Terms of Service and our Guidelines. The goal of this training is to learn how to review content against these requirements using existing processes and tooling. In addition to the onboarding training, we also provide continuous training to content reviewers for policy and process updates. Depending on the scope of the change, this may involve notifications and bulletins, updated presentations and other learning resources. Major updates and new policy launches require mandatory completion of defined training tasks. We continue to provide team members with regular education, training, and/or certifications as appropriate.
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Support given to human resources dedicated to content moderation	Our systems and processes are set up to provide ongoing support to our specialists. In order to help ensure that we consistently make accurate decisions on complex issues, specialists can always ask questions to their team leads or escalate more complex requests to other relevant experts, such as the Policy or Legal team, as appropriate. We send out timely updates regarding current events or changes in our policies so that team members have up-to-date information on continuously evolving historical and cultural context. In addition to specialised training, we also invest heavily in wellness. Pinterest provides mental health and well-being resources to employees moderating content. Additional ongoing education, virtual wellness classes, and activities that promote mental and physical well-being are offered on a regular basis. We also require our external content moderation partners to provide wellness programmes. The programmes include wellbeing workshops, resilience training and access to counselling.
Only for VLOPs	Pinterest	2026-01-01/2026-06-30	Methodology used to compute the number of human resources dedicated to content moderation	The total number of human resources dedicated to content moderation is calculated based on staffing levels as of the end of the reporting period (30 June, 2026). This count includes specialists from our internal operations teams, team members who consult on complex cases, and external moderation agents.