



## Modern Slavery Act Transparency Statement

Pinterest's mission is to bring everyone the inspiration to create a life they love. In furtherance of our mission, Pinterest<sup>1</sup> is fully committed to operating ethically and responsibly, treating everyone with dignity, and respecting the rights of all individuals. Pinterest does not tolerate any forms of slavery or human trafficking in our business or on our platform and is fully committed to respecting human rights, including the principles recognized in international human rights standards like the [Universal Declaration of Human Rights](#).

The UK Modern Slavery Act 2015 requires certain companies that carry on a business in the UK to publish an annual statement describing the steps they've taken during the financial year to prevent slavery and human trafficking in any of the company's supply chains and business operations.

This statement, which covers our 2020 fiscal year, describes our policies and practices with respect to combating slavery and human trafficking on our platform and in our business operations and supply chains.

### **Pinterest's business and structure**

Pinterest is a visual discovery engine enabling millions of people around the world to find inspiration for their lives and turn that inspiration into reality. We generate revenue by delivering ads on our website and mobile application to users around the world, including in the UK. Advertisers purchase ads directly from us or through their relationships with advertising agencies.

Pinterest, Inc. is incorporated in Delaware, and our worldwide headquarters is located in San Francisco, California. We currently have offices in Europe, Asia, South America, and North America, including Pinterest UK Ltd., a subsidiary of Pinterest Europe Limited.

### **Our platform content policies**

Pinterest's acceptable use policy, which we call our [Community Guidelines](#), explains the types of content that are permitted and prohibited on the Pinterest platform. Pinterest strictly prohibits any content on our platform that exploits people, including content that involves human trafficking; sex trafficking; any form of slavery, servitude, and forced or compulsory labor; and other illegal commercial exploitation.

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<sup>1</sup> The term "Pinterest" as used in this Statement refers collectively to Pinterest Inc. and its subsidiaries, including Pinterest UK Ltd. and Pinterest Europe Limited.



In furtherance of this policy, we block users from saving content from domains that violate our exploitation and other content policies. We also block search terms and serve advisories for some types of exploitation policy violations. More information about our Community Guidelines, including those related to content safety, can be found at <https://policy.pinterest.com>.

In addition to our Community Guidelines that govern organically created content, we have [Advertising Guidelines](https://policy.pinterest.com) that govern ads content. For example, Pinterest prohibits advertisements for illegal products and services, drugs, tobacco, and adult content, including ads for services that provide casual sex, international matchmaking or escorts, and the objectification of a person in a sexual manner to sell a product or service, all of which carry the risk of human trafficking. Our advertising guidelines are publicly available at <https://policy.pinterest.com> as well.

Additionally, our [Merchant Guidelines](https://policy.pinterest.com) require that Merchants on Pinterest follow our Community Guidelines and abide by the list of prohibited products and services in our Advertising Guidelines. We also require Merchants to follow all relevant laws, regulations, and industry codes when using Pinterest's service.

### **Our corporate policies**

Pinterest's global Code of Business Conduct & Ethics reflects our commitment to the highest ethical standards and principles. The Code applies to all Pinterest employees, officers, board members, contingent workers, consultants, and anyone who works on behalf of Pinterest around the world. It describes Pinterest's expectations with respect to compliance with applicable law, anti-bribery, data privacy and workplace privacy, harassment and discrimination, workplace safety, and more. The Code also encourages employees to report any concerns they might have, including those related to unethical or illegal behavior. Pinterest employees are trained regularly on the Code. Pinterest's Code of Business Conduct & Ethics is available on our corporate website at <https://investor.pinterestinc.com/governance>.

Pinterest also has other formal corporate policies reflecting our commitment to prevent violations of human rights in our business, including our Discrimination and Harassment Policy, Global Purchasing Policy, and Sanctions and Export Control Policy.

### **Partnerships with experts**

Pinterest has partnered with several international nonprofit organizations that are dedicated to fighting human trafficking and the sexual exploitation of children, including the National Center for Missing and Exploited Children (NCMEC), the Technology Coalition, WeProtect Global



Alliance, and Thorn: Digital Defenders of Children. We also sponsored the Dallas Crimes Against Children Conference, which is the top anti- child exploitation conference in the world.

Beyond our partnerships with nonprofits, we work with LegitScript, an internet and payments compliance company that monitors for illicit adult sexual services, to identify domains and content on Pinterest that violate our Community Guidelines or Advertising Guidelines.

### **Our supply chains**

Pinterest isn't a manufacturer and we don't purchase raw materials or commodities for our business operations. The types of goods we typically purchase are mainly office-related expenditures. The type of services we obtain are related to running a technology company, such as software licenses, payment processing, professional services, content review, and cloud computing services. Some of our suppliers are global, servicing the entire company. Others are local or regional, fulfilling specific needs for our offices around the world.

Pinterest is committed to ensuring modern forms of slavery and human trafficking are not present in our business operations and we expect anyone providing goods or services to Pinterest, including our suppliers, contractors, and their agents, to respect human rights, hold themselves to high ethical standards, and abide by the law in their own business practices and supply chains. Pinterest's agreements with our suppliers require compliance with all applicable laws in the performance of the agreement. Pinterest also performs due diligence on certain third parties that is tailored to certain risk factors, including the location of the supplier and the type of services that will be provided to Pinterest.

Pinterest's Supplier Code of Conduct sets out our expectations for our suppliers' business conduct when working with Pinterest. The Supplier Code of Conduct unequivocally states Pinterest's commitment to respecting human rights, including the principles recognized in international human rights standards like the Universal Declaration of Human Rights, and preventing modern forms of slavery and human trafficking in our supply chains or business. Suppliers are responsible for communicating and training their staff, subcontractors, and other representatives about Pinterest's expectations and principles. Failing to meet our expectations may affect a supplier's current or future business with Pinterest. The Supplier Code of Conduct makes clear that any suspected unethical behavior, violations of company policy, or illegal conduct, should be reported to Pinterest as soon as possible.

The Supplier Code of Conduct is available on Pinterest's corporate website <https://investor.pinterestinc.com/governance>.



## Reporting

Pinterest is committed to transparency in our approach to respecting human rights. Pinterest reports publicly on our progress, including through this annual Modern Slavery Act Transparency Statement, which is available on our website.


Pinterest also maintains an anonymous reporting hotline and web portal for employees, contractors, clients, suppliers, and the public to report conduct that might violate Pinterest's policies or the law, including concerns about human rights, slavery or human trafficking in Pinterest's supply chains or business operations. These reporting channels are listed in the Code of Business Conduct & Ethics and our Supplier Code of Conduct, both of which are publicly available on Pinterest's corporate website at <https://investor.pinterestinc.com/governance>.


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This statement is made pursuant to section 54(1) of the UK Modern Slavery Act 2015 and constitutes the slavery and human trafficking statement for the Pinterest entities listed below for 2020.

## Signature

In accordance with the UK Modern Slavery Act 2015 and guidance thereunder, this 2020 Modern Slavery Act Transparency Statement was approved by the directors of Pinterest Europe Limited and Pinterest UK Limited, and has been signed by the undersigned director for and on behalf of Pinterest Europe Limited and Pinterest UK Limited.

DocuSigned by:  
  
D51F403168DC442...  
Tony Falzone  
Director  
Pinterest Europe Limited  
Approved on June 30, 2021

DocuSigned by:  
  
EF64816FA2024E3...  
David Burgess  
Director  
Pinterest UK Ltd  
Approved on June 30, 2021