### Web 2.0 / Social Media Websites

#### Legal Policies and IP Protection

<table>
<thead>
<tr>
<th>Social Media Site Name</th>
<th>Pinterest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link to Home Page</td>
<td><a href="https://www.pinterest.com/">https://www.pinterest.com/</a></td>
</tr>
<tr>
<td>Site Description</td>
<td>Pinterest is a virtual pinboard. Through Pinterest, registered users can save various items of interest, such as images or articles, from across the web, organize those items into different collections (“Boards”), and then share them with others. Users can also browse and follow the collections of others, and may upload their own pictures to Pinterest. Users may leave their Boards, or restrict access to a specific subset of viewers. Pinterest functions via a browser plugin that is added by the user, and/or via a plugin button that can be added to any website. It is also available as an application for mobile device users.</td>
</tr>
</tbody>
</table>
| Link to Web Site Terms of Use | Terms of Use (Service): [https://about.pinterest.com/terms/](https://about.pinterest.com/terms/)  
- It is against the acceptable use policy for users to post anything that infringes anyone’s intellectual property, privacy or other rights.  
A trademark complaint form is embedded in the webpage, and infringement complaints may also be sent to trademark@pinterest.com. Users may contest Trademark Complaints by emailing: trademark@pinterest.com |
- Pinterest includes a link to the DMCA, and their policy is to respond expeditiously to claims of copyright infringement in accordance with the Act. Users may make a complaint via an embedded complaint or through mail to:  
Pinterest Copyright Agent  
808 Brannan St.  
San Francisco, CA 94103-4904 |
- Parties that wish to file a counter-notice may email Pinterest at copyright@pinterest.com. However, Pinterest cautions that there are legal and financial consequences for fraudulent and/or bad faith submissions.

| Web Address for Complaints/Link to Online Forms for Take Down Request | Trademark Form: [https://www.pinterest.com/about/trademark/form/](https://www.pinterest.com/about/trademark/form/)  
DMCA Form: [https://www.pinterest.com/about/copyright/dmca-pin/](https://www.pinterest.com/about/copyright/dmca-pin/) |
|---|---|
| Link to Repeat Infringer Policy | [https://about.pinterest.com/en/copyright](https://about.pinterest.com/en/copyright)  
- It is Pinterest’s policy to disable and/or terminate the accounts of repeat infringers or those repeatedly accused of intellectual property infringement. |
| Link to Other Take Down Policies (Defamation, etc.) | Users may report content that is gratuitously gory or violent, hate speech, sexually explicit, spam, or that promotes self-harm for removal. [https://help.pinterest.com/en/articles/report-something-pinterest#Web](https://help.pinterest.com/en/articles/report-something-pinterest#Web)  
Users that impersonate other people will have their content removed. [https://help.pinterest.com/en/articles/impersonation](https://help.pinterest.com/en/articles/impersonation)  
A user who posts identifying information about a private individual may be reported by that individual for harassment and taken down. [https://help.pinterest.com/en/articles/harassment-and-cyberbullying](https://help.pinterest.com/en/articles/harassment-and-cyberbullying) |
| Link to Advertising/Promotion Guidelines | Advertising through Pinterest must be clear and accurate as to the pricing, the product, and the seller.  
Healthcare services, tobacco, weapons, and adult products (among other things) may not be sold. Pinterest may remove ads that violate any of their posted policies or which garner a large amount of negative feedback from users. [https://policy.pinterest.com/en/advertising-guidelines](https://policy.pinterest.com/en/advertising-guidelines) |
| Link to User Name Registration Policy | Accounts with usernames that violate another’s trademark may be updated, transferred, or permanently suspended. [https://policy.pinterest.com/en/trademark](https://policy.pinterest.com/en/trademark) |
- Rich Pins: Adding a rich pin allows a poster to include details like pricing and availability for products, ratings and cast members for movies, or an install button for Apps.

Adding “pin it” buttons or other buttons/widgets to websites:  
https://developers.pinterest.com/tools/widget-builder/?

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<th>Link to Site Privacy Policy</th>
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<tr>
<td>Other Contact Information</td>
<td><a href="https://help.pinterest.com/en/contact">https://help.pinterest.com/en/contact</a></td>
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</table>
| Hints and Tips             | Business Best Practices:  
| Additional Comments        |                                             |
| Last Updated               | September 2018                              |