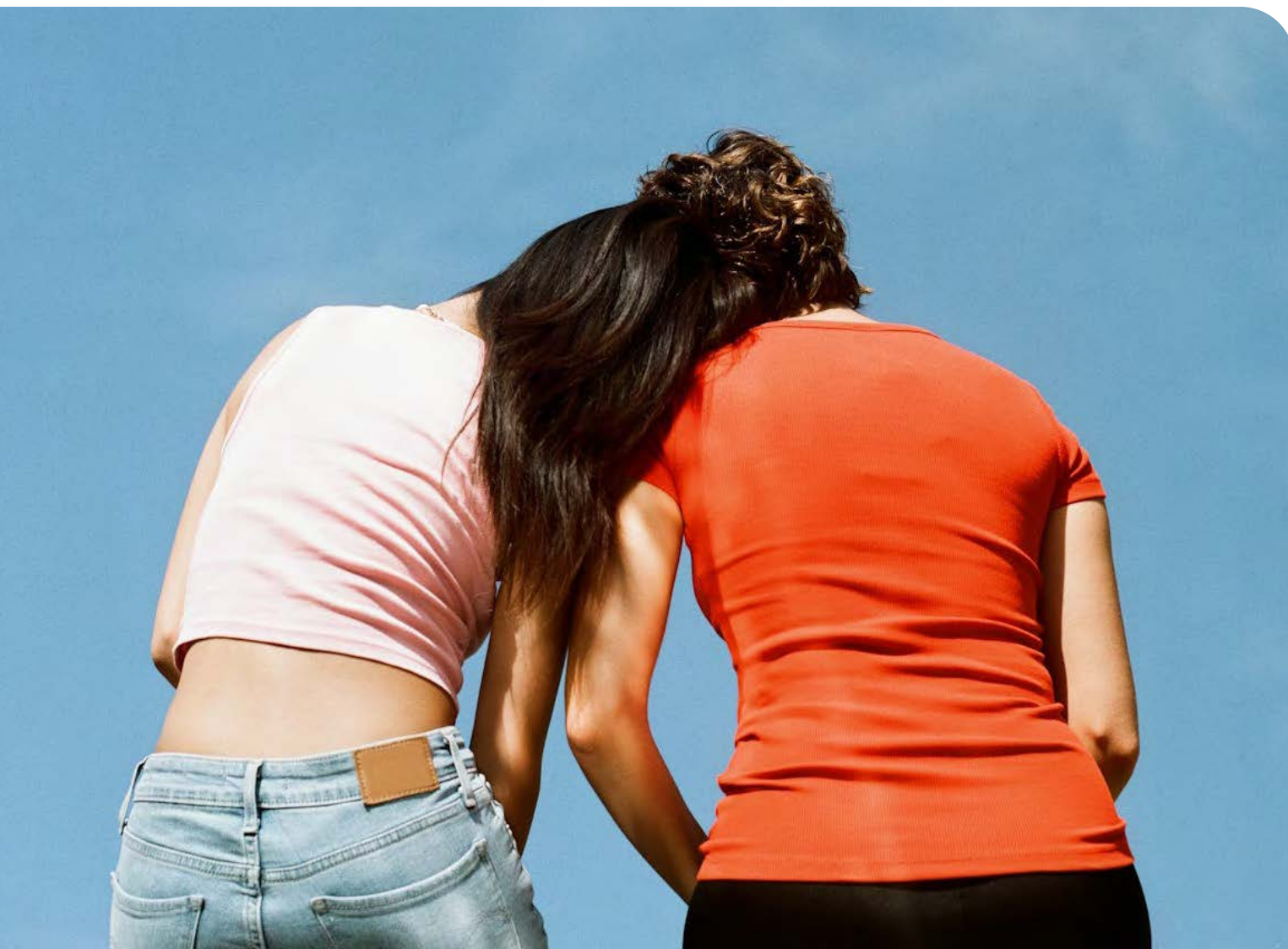


It's possible:

Inspiring action and prioritizing wellbeing



**Pinterest
2026
Impact
Report**



Forward-looking statements

This report, and the materials or websites referenced, contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, which statements involve substantial assumptions, risk and uncertainties.

Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts and are often characterized by the use of words such as “believes,” “estimates,” “expect,” “may,” “will,” “can,” “could,” “would,” “might,” “continue,” “intend,” “plan,” “forecast,” “strategy,” “projection,” “goal,” “trends,” “project,” “target,” “anticipate,” “potential,” “strives,” “seeks,” “aims,” “aspires,” or similar expressions, or by discussions of strategy, plans or intentions, including with respect to sustainability, employees, corporate responsibility, environmental matters, data privacy and security, philanthropy and business risks and opportunities. Such forward-looking statements involve known and unknown risks, uncertainties, assumptions and other important factors that could cause our actual results, outcomes, performance or achievements, or industry results, to differ materially from historical results or any future results, performance or achievements expressed, suggested or implied by such forward-looking statements. There is no guarantee that

we will meet our goals or satisfy stakeholder expectations. These statements are based on our historical performance and on current plans, estimates and projections in light of information currently available to us, and therefore you should not place undue reliance on them.

Inclusion of forward-looking information should not be regarded as a representation by us or any other person that future plans, estimates, goals, targets or expectations contemplated by us will be achieved. Forward-looking statements made in this report speak only as of the date on which such statements are first made, and we undertake no obligation to update them in light of new information or future events, regardless of any historical practice of doing so, except as required by law. Further, historical, current and forward-looking sustainability-related statements may be based on internal controls and processes that continue to evolve, standards for measuring progress that are still developing, representations by third-parties and assumptions that are subject to change in the future.

The information included in, and any issues identified as material or any derivatives of the word material for purposes of, this report may not be considered material for Securities and Exchange Commission (SEC) reporting or other regulatory reporting purposes. In the context of this report, the term “material” is distinct from, and should not be conflated with, such term as defined for SEC or other regulatory reporting purposes. Website references and hyperlinks throughout this report are being provided for convenience only. The content on the referenced websites is not incorporated by reference into this report, nor does it constitute a part of this report.

Unless expressly indicated or context requires otherwise, the terms “Pinterest,” “company,” “we,” “us” and “our” in this document refer to Pinterest, Inc., a Delaware corporation, and, where appropriate, its wholly owned subsidiaries. The term “Pinterest” may also refer to our products, regardless of the manner in which they are accessed. Statements in this report reflect data as of December 31, 2025, unless otherwise indicated.

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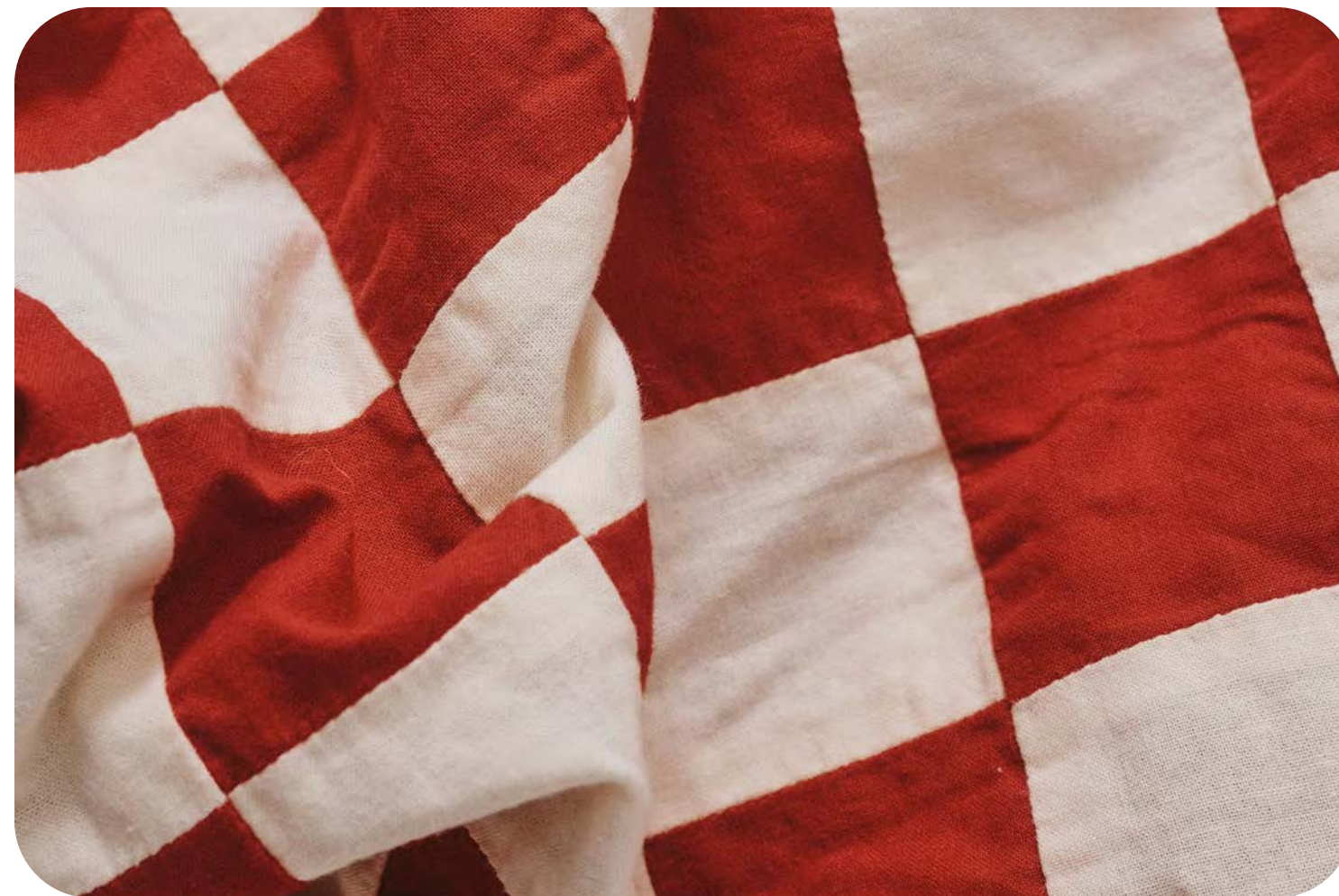
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 Pinterest 2026 Impact Report



A note from our CEO



I'm proud to share Pinterest's fourth Impact Report. Each year, as we reflect on our progress, we return to a simple truth: inspiration is essential to the human experience. It helps people imagine new possibilities, build confidence and take meaningful steps toward the lives they want to create. In a world that feels increasingly noisy and uncertain, inspiration isn't a luxury—it's a grounding force. And it's why Pinterest exists.

In 2025, the world continued to shift rapidly. Conversations about youth mental health grew more urgent, and the tech industry faced a reckoning over how platform design affects the next generation. Generative AI reshaped how people create, learn and connect. And across industries, leaders grappled with how to build trust in a time when trust feels harder to earn. Against that backdrop, our mission to bring everyone the inspiration to create a life they love has never felt more essential.

Platform: Building a more positive corner of the internet

We've always believed the internet can be a positive place. Our User Wellbeing Measurement Tool, developed with experts and replicated for the third year, shows that people consistently report higher levels of wellbeing on Pinterest than on other platforms measured. In 2025, our lead not only held, it grew. We shared our full methodology publicly because transparency strengthens the entire ecosystem.

We continued to invest in responsible, inclusive AI—designing systems that elevate positive content, reduce harmful experiences and help people find what they need with confidence. This includes providing users with more transparency and control over the content they see. We began labeling content modified or created using GenAI

tools, and launched content controls so users can decide exactly how much GenAI content appears in their feed. Additionally, through efforts like the Inspired Internet Pledge, we're helping shape shared standards for emotional wellbeing online.

True accountability, however, requires looking beyond our own platform.

This past year, I publicly called for decisive action to protect our youth, advocating for phone-free schools and endorsing app store age verification. Within our own app, we backed this philosophy with action. We intentionally prohibit users under 18 from accessing Pinterest Assistant, our AI-powered visual-first shopping collaborator. We were also the first tech platform to launch a school-hours break prompt that reached nearly 4 million teens in the U.S., Canada, the UK and France to help them disconnect when it matters most.

People: Empowering our team and supporting communities

Our employees are the heartbeat of this company, and their wellbeing—and growth—is fundamental to everything we create. In 2025, we deepened our commitment to equipping our teams for the future of work, expanding AI literacy and skills across the company so that every employee can engage with emerging technology with confidence and purpose. In 2025, our employees also showed up with extraordinary generosity—volunteering their time, raising funds for causes they care about, and expanding our Impact Ambassador Network across offices around the world.

That same spirit of investment extends beyond our walls. Through the Pinterest Impact Fund, we continued to back youth-focused and

community-led organizations globally, directing the majority of those investments toward mental health and emotional wellbeing—exceeding our Inspired Internet Pledge commitment. We're also proud to continue supporting the Youth Mental Health Corps, deploying members across schools and community organizations throughout the United States, and demonstrating what's possible when communities rally around teens and young adults.

True impact isn't just about making our product safer, it's about investing in the systemic infrastructure that helps a generation thrive.

Planet: Acting on climate with purpose

As a global platform, we recognize our responsibility to protect our shared planet. This year, we continued to reduce our greenhouse gas emissions, source renewable electricity and partner with organizations advancing climate resilience—while also deepening how we integrate climate considerations into our governance and risk processes. We believe every organization has a role to play, and we remain committed to operating responsibly for the long term.

As we look ahead, we remain guided by a simple truth: inspiration is a powerful force for good. We will continue to build a platform that puts people first, invest in youth wellbeing, champion responsible AI, and show up with humility and optimism for the communities we serve. Thank you for being a part of this journey.



Bill Ready, CEO

About Pinterest

Pinterest is a visual discovery platform where people come to search, discover and shop useful, relevant ideas—and then bring them to life. Each month, over 570 million people from around the world come to Pinterest to find new ideas, curate and refine their tastes, and turn those ideas into reality.

Launched in 2010 and headquartered in San Francisco, we have over 5,200 employees across the globe. It's our employees who drive Pinterest's mission: bringing everyone the inspiration to create a life they love.

Our values

Pinterest's five values help us live our mission. Through deep listening and survey research across all levels and functions of the organization, these guiding principles were created by all employees.

Put Pinners¹ first

We are relentlessly focused on Pinterest users' diverse needs so that all our product, business and policy decisions are centered on their wellbeing. We actively invite users to the conversation so that we're creating with them, not just for them.

¹ Pinterest users

Aim for extraordinary

We build extraordinary products and experiences because we start with a higher bar. We push ourselves—and each other—to bring the courage, craft and quality of execution needed to win big.

Act as one

We put energy into helping others succeed—and our wins belong to the entire team. We are resolute in our commitment to eliminating silos in how we work. Once a decision is made, we enthusiastically rally behind a chosen direction.

Create belonging

We each take responsibility for creating a culture of belonging, and we value individual perspectives and life experiences. Divergent thinking, honest debate and real-time feedback are understood as the fuel for innovation and growth. By extending ourselves to others, we build strong connections and support the wellbeing of our people.

Win or learn

To achieve our mission and grow, we must constantly evolve. We make big bets and take smart risks to increase our chances of step-change results. Whether we succeed or stumble, we ensure the learning is never lost by working hard to actively bring lessons to our next effort.

Impact strategy



Materiality¹

In 2025, we completed a global double materiality assessment to enhance the understanding of topics most material to Pinterest and to inform our impact strategy and reporting. The assessment utilized desk research, peer and media review, cross-functional stakeholder engagement and insights derived from other enterprise assessments to evaluate impacts, risks and opportunities across our business and value chain. Results were reviewed with internal subject matter experts and cross-functional teams and validated through management review and approval.

The assessment reaffirmed the strategic importance of responsible technology and platform stewardship, people and culture, governance and ethical business practices, and key environmental priorities. It also sharpened our focus on topics including responsible AI, privacy and security, user wellbeing, employee experience, climate, energy and water.

¹ In this report, our use of the terms “material,” “materiality” and other similar terms refers to materiality within the context of our Impact and Sustainability programs and priorities. We are not using these terms as they are used under the securities or other laws of the United States or any other jurisdiction or as these terms are used in the context of financial statements and financial reporting.

Impact management

Impact and sustainability priorities are managed as part of our Corporate Affairs team, which reports to our Chief Legal and Business Affairs Officer. The Corporate Affairs team partners with cross-functional team members to drive strategy, governance and engagement, and brings Pinterest’s purpose-driven work to life via reporting.

Stakeholder engagement

We prioritize open, ongoing engagement with stakeholders to better understand evolving perspectives and inform our impact strategy, reporting and decision-making. By incorporating stakeholder input into our approach, we aim to align our actions with stakeholder requirements, support sustained business growth and strengthen trust across our platform and business.

We engage our stakeholders in a variety of ways, for example:

- **Employees:** employee voice surveys, company all-hands, internal communications, manager dialogue and other feedback channels
- **Investors:** earnings calls, investor conferences, direct engagement, annual meeting materials, SEC filings and disclosures on our investor relations website
- **Users, creators and advertisers:** product feedback and support channels, direct engagement through business and partnership teams, and insights from platform operations

- **Internal subject matter experts:** collaboration across teams including people, content, privacy and legal, security, trust and safety, procurement, sales, investor relations and enterprise risk management
- **Civil society and local communities:** employee giving and volunteering, community giving, and engagement that helps shape our policies, platform safety efforts and understanding of emerging issues

Report scope and methodology

Unless otherwise noted:

- Our 2026 Impact Report details how we’re managing our material impacts and covers all global offices and employees
- The reporting period includes the full fiscal year 2025
- Statements reflect data as of December 31, 2025 unless otherwise noted

This report has been prepared using best practice ESG reporting frameworks, including the [Sustainability Accounting Standards Board \(SASB\)](#) and the [Global Reporting Initiative \(GRI\)](#). We’ve also provided climate-related disclosures using the [Task Force on Climate-Related Financial Disclosures \(TCFD\)](#) recommendations.

Our impact pillars

Our impact strategy is built upon three core pillars: Platform, People, and Planet, each grounded by our robust governance framework. This approach seeks to ensure that our impact commitments remain integrated with our business operations and evolve in response to stakeholder feedback and the changing global landscape.

Platform

We are championing change to make the internet a positive place for all. Through technological innovation, proactive policies and the regular release of transparency reports, we seek to deliver a product that combats harmful content and is safe, accessible and inclusive. To create an inspirational online experience that extends beyond Pinterest, we’re dedicated to industry collaboration and using our voice for good.

People

At Pinterest, our people are our greatest differentiator and the foundation of our success. Through a values-driven culture and in alignment with our business needs, we prioritize employee wellbeing and foster a workplace where everyone belongs. We strive to be a responsible corporate citizen, supporting our partners and uplifting Pinterest communities.

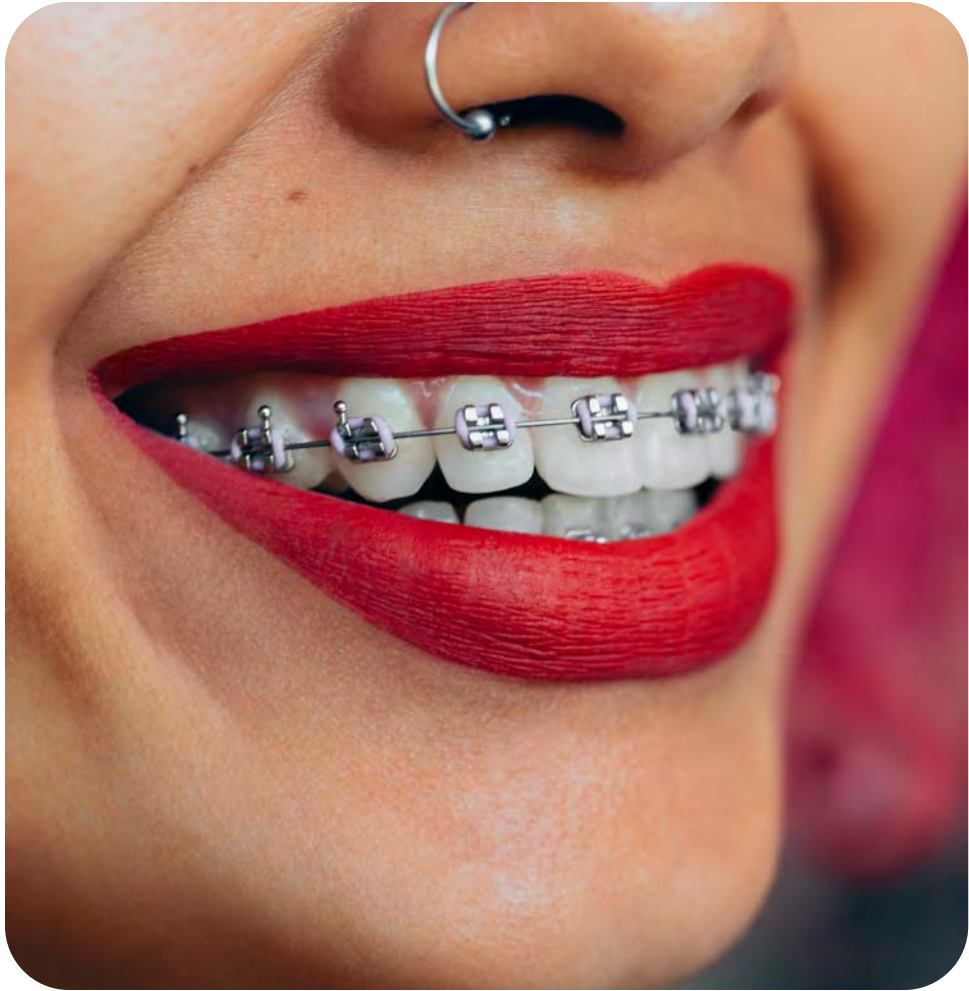
Planet

We’re working to protect our planet through meaningful climate action by measuring and reducing our greenhouse gas (GHG) emissions, sourcing renewable electricity and partnering with organizations that share our goals.

Governance

Our governance framework encompasses our strategic and operational priorities, internal and external policies and diligent oversight, and it sets the foundation for a culture of accountability and ethical conduct.

Pinned highlights



\$40 million

Invested \$40 million since 2021 in our Impact Partners

34%

Decreased absolute emissions by 34% from a 2019 baseline

~7,000

Employees logged nearly 7,000 volunteer hours—almost double the hours logged in 2024



75%

People who used Pinterest's inclusive features saved 75% more Pins than those who did not

#1

Pinterest is the top platform for positive impact on user wellbeing



100%

Achieved 100% renewable electricity in our global offices for the fourth consecutive year

Positive platform

2



We're championing change to make the internet a positive place.

We're shaping a digital world that actively supports people's emotional wellbeing and sense of belonging, especially for young people.

When users come to Pinterest, it's essential they interact with a product that prioritizes safety and security, addresses and counters harmful content, and fosters digital wellbeing and belonging. To deliver on that aspiration, we combine responsible and inclusive AI with proactive policies, safety and security practices, and regular transparency reporting. This work shows up across the user experience, from how we build inclusive AI and design age-appropriate experiences, to our community, advertising and merchant guidelines, and to partnerships we form with organizations that advance our mission.

We believe that digital wellbeing is inseparable from real-world wellbeing, and that platforms have a responsibility to support both. To create a more positive online experience beyond Pinterest, we're dedicated to industry collaboration and using our voice for good. Pinterest is driving research and collective action to unite the tech industry around a shared vision for a healthier, more inspired digital world.

Platform governance

Every part of our platform is designed with wellbeing, safety and inclusion in mind, ensuring these principles guide both product development and policy decisions.



Board and leadership oversight

Our Board of Directors plays an active role in ensuring we continue to be a positive place online. The [Audit and Risk Committee](#) oversees enterprise risk management, including risks related to information security, data protection and privacy.

Our Chief Product and Technology Officer oversees product management and security. This includes the development of inclusive product features, led by our Head of Inclusive Product, who is responsible for the vision, prioritization and implementation of our strategy. Additionally, our Chief Legal and Business Affairs Officer oversees Trust and Safety, including product policy and enforcement operations.

Guidelines, policies, reports and charters

[Audit and Risk Committee Charter ↗](#)[Community guidelines ↗](#)[Biannual Transparency Reporting ↗](#)[Privacy Policy ↗](#)[Creator Code ↗](#)

Digital wellbeing

At the root of Pinterest’s mission to bring everyone the inspiration to create a life they love lies a deep commitment to wellbeing.

We recognize that the internet has the potential to take a negative toll on mental health, and we are committed to supporting wellbeing in communities, both on and off Pinterest. With intentional and purposeful use, as well as a focus on inclusion that addresses disparities in access to mental health support across different communities, we believe online platforms can foster positivity, create meaningful connections and drive inspiration.

Pinterest is working collaboratively across the digital ecosystem to ensure young people and adults alike have a comprehensive understanding of how to find what they need, evaluate the information they receive, and take action in a way that empowers them to “tune for wellbeing” in a personal way. And AI literacy—the ability to access, *analyze, evaluate, create* and act on information and images we encounter—is a key component of navigating the noise of a messy online world to find the right balance where media works *for you*.





Inspired Internet Pledge

Pinterest is the founding signatory of the [Inspired Internet Pledge](#) (IIP), launched in 2023 by the [Digital Wellness Lab at Boston Children’s Hospital](#), a Pinterest Impact Partner. The Pledge is a call to action for technology companies and the broader digital ecosystem to unite through a common goal: Make the internet a safer and healthier place for everyone, especially young people.

While some attribute the youth mental health crisis to the use of interactive media, the Digital Wellness Lab acknowledges that the root causes of the crisis are complex. The Pledge focuses on collaborating across the digital ecosystem—from small non-profits and AI startups to tech giants and global subject matter experts—to address the challenge holistically. Signatories pledge to uphold three key principles, with emotional wellbeing at the forefront:



Tune for emotional wellbeing: Understanding which actions and content correlate with wellbeing outcomes to inform how we build and evolve products, services, policies and advertising that support healthier experiences on and offline



Listen to and act on insights from people who have experienced harm online: Informing our business by listening to and learning from those who have experienced harm online and the experts who support them



Share lessons collaboratively: Sharing best practices, key research findings and creative solutions to make the internet a healthier place for everyone, especially young people

In 2025, we continued to focus on positivity and inspiration through our product, thought leadership, policy and strategic giving. Select actions and initiatives, which contributed to exceeding our [commitments for the year](#), included:

- Launching our [\(Me\)dia Mindfulness campaign](#) aimed at providing teens and adults with quality information, tools and resources that focus on empowering users of all ages to engage, analyze, evaluate, create and act confidently in collaboration with NAMLE and the Inspired Internet Pledge
- Investing more than 65% of our strategic philanthropy in organizations focused on youth mental health and wellbeing
- Introducing our Distraction Free Schools interstitial in the United States, France and the United Kingdom to encourage students to log off Pinterest during school hours
- Publishing [award-winning research](#) on content ranking and launching the Inspired Internet Pledge Researcher Roundtable to foster ongoing, direct collaboration across IIP signatories and supporters

We continued to work closely with the Digital Wellness Lab on Pledge outreach and recruitment. The Pledge now boasts more than 70 signatories and advisories, including some of the biggest players in technology, AI startups and Pinterest Impact Partners. Learn more about our [2025 and 2026 commitments](#) and how your organization can join Pinterest in building a more inspired internet by visiting www.inspiredinternet.org.

User Wellbeing Measurement Tool

We continued our work to assess and inform how we support user wellbeing.

The Wellbeing Measurement Tool assesses four key pillars of user wellbeing to track, measure and benchmark the impact of platform experiences on people’s wellbeing:

- **Safety:** Platforms ensure that people are safe from harm and protected from harassment or malicious activity
- **Belonging:** Platforms represent diverse dimensions of identity and enable intentional moments of connection
- **Self-worth:** Platforms help people feel themselves
- **Purpose:** Platforms support people in personal pursuits and enrich their lives through enabling real-world experiences

informed by a comprehensive review of academic and industry research, consultation with experts and surveys across five markets. In 2025, we replicated the methodology—using the same 12-item questionnaire, screening criteria and weighting schemes—for the third time via an online survey to compare year-over-year progress. The results reaffirm Pinterest’s role as the leading platform where people report higher levels of wellbeing compared with others measured in the study. We’ve proactively shared the findings and toolkit, including at the first Inspired Internet Pledge Researcher Roundtable, to support greater transparency and help other companies strengthen their own approaches to digital wellbeing.

To learn more about the User Wellbeing Measurement Tool, reach out to us at the email address below.

wellbeing_benchmark@pinterest.com ↗

Developed in 2023, the tool includes 12 questions that measure user wellbeing while engaging with different platforms. It was

Pinterest is the #1 platform for positive impact on user wellbeing

YOY Scores	Pinterest	Competitive Avg.	Lead
2025	66%	52%	+14%
2024	60%	49%	+11%
2023	58%	48%	+10%



2025 findings included:

- User wellbeing scores across platforms increased in response to the industry heightening its focus on wellbeing.
- Pinterest’s lead is not marginal. It’s significant and accelerating.

Feature in action: Compassionate search experience

An essential element of keeping people safe includes supporting their emotional safety and mental health. If a user searches for a term related to sadness, anxiety or emotional distress, we show them resources and tools that we created with emotional health experts. Compassionate search averages 500,000 impressions per day and was available in 25 countries in 2025.

Youth wellbeing

Our mission to bring everyone the inspiration to create a life they love is our guiding light, driving how we develop our products and shape our policies. As part of this ongoing work, we continuously strive to provide young people with age-appropriate experiences and protections while using our platform.



Age-appropriate experiences

- **Age verification:** Pinterest requires a date of birth for new and existing accounts of any age. If someone who previously entered their age as under 18 attempts to edit their date of birth on the Pinterest app, we require them to send additional information to our third-party partner to confirm its legitimacy.
- **Expanded private profiles:** Private profiles are not discoverable on search and are the only option for teens under the age of 16. Users aged 16-17 are set to private by default, and can opt into a public profile. If private, they are only able to connect with people by sending a unique profile link outside of Pinterest.
- **More control over followers:** All users are able to review and remove followers. In 2023, for teens under the age of 16, pre-existing followers were removed so that users can control who can follow them.
- **Messaging and collaborating with trusted people:** There are multiple ways to help users decide who can and cannot contact them. Teens under the age of 16 can only send and receive messages from mutual followers that have been accepted through a unique profile link that expires after three days or when they get five new followers with the shareable link. Messaging and group boards are available to all users as long as they are given permission.
- **Parental passcode update:** Parents and caregivers can opt to require a passcode to change certain account settings for their teens. Caregivers have the ability to easily opt in and out of the parental passcode and update the protected settings on their teen’s account.

To help teens and their caregivers navigate Pinterest with more confidence, we created a [Teen Safety Help Center](#) and a guide to [Resources for parents and caregivers of teens](#).

Emotional wellbeing, especially for young people, remains our north star as we design and evolve the Pinterest experience. Delivering on that commitment at scale requires more than features alone. It depends on strong safety, privacy and security guardrails, and on responsible, inclusive AI systems that consistently put people’s wellbeing ahead of pure attention. The next pillar explains how we embed these protections into our policies, governance and technology to keep Pinterest a positive place for everyone.



Supporting young people on and off the platform

Helping create a healthier digital experience for teens requires action on and off our platform. In 2025, Pinterest CEO Bill Ready published an op-ed advocating for phone-free schools as one step toward supporting youth focus and wellbeing. On Pinterest, we launched an in-app prompt for users aged 13–17 in the United States and Canada, prompting teens to pause and take a break if they opened Pinterest during school hours. The feature has been seen by over 3.9M teens¹.

[Read the op-ed ↗](#)

¹ Pinterest Internal Data, US/CA/UK/FR, April 30 - December 15, 2025. “School hours” were 8am to 3pm local time.

Safety, privacy and security

Creating a positive space online doesn't happen by accident: it depends on strong safety, privacy and security guardrails that protect the wellbeing of our users.

We put proactive policies and intentional product decisions at the center of this work, informed by inputs and advice from outside experts. We also invest heavily in measures such as machine learning technology to maintain a safe, trustworthy and positive experience for people on Pinterest.

Our safety strategy is powered by AI and machine learning, reinforced by clearly defined

policies and the specialized expertise of human teams who bring critical judgment and accountability to every layer of the process. We continuously evaluate and evolve our policies, drawing on academic and industry expertise to anticipate emerging safety risks and ensure our standards remain current and consistently applied across our global community.



Community Guidelines

Our commitment to a positive product is driven by comprehensive guidelines designed to prevent real-world harm. Our [Community Guidelines](#) establish clear guardrails delineating what is acceptable on Pinterest and what is prohibited, including:

- **Content safety:** Pinterest is not a place for explicit, false or misleading, harmful, hateful or violent content. We may remove, limit or block the distribution of policy-violating content as well as the accounts, individuals and groups that create it. Pinterest’s Community Guidelines prohibit, among other things, adult content; exploitation of people and animals; hateful activities; misinformation; harassment; child safety; private information; self-injury and harmful behavior; graphic violence or threats; violent actors; dangerous goods and activities; harmful or deceptive products and practices; and impersonation. These policies apply to everyone and all types of content, including AI-generated content.
- **Intellectual property and other rights:** Pinterest respects the intellectual property rights of others and we expect people on Pinterest to do the same. They must not infringe anyone’s intellectual property, privacy or other rights; post content that violates laws or regulations; or use Pinterest’s name in a way that confuses people. Check out our [brand guidelines](#) for more details.
- **Site security and access:** We ask that Pinterest users not access, use or tamper with our systems or our technical providers’ systems; use any undocumented or unsupported method to access, search,

scrape, download or change any part of Pinterest; try to reverse engineer our software; and more. We ask that users do not break or circumvent security measures or test the vulnerability of systems or networks, except as part of our authorized Pinterest bug bounty program. We also ask that users not share their password, let anyone access their account, or attempt to buy or sell access to their account.

- **Spam:** We want the inspiration and ideas on Pinterest to be high quality and useful, so we seek to remove spam when we find it. We ask users to be considerate of others’ experiences on Pinterest and not create accounts that are non-authentic. This includes using automation services that are not explicitly approved by Pinterest; linking to websites that are deceptive, unoriginal or unsafe; sending repeated, unsolicited messages, especially if the messages are commercial in nature; making repetitive or irrelevant comments; buying or selling engagement; or attempting to make money in ways that are misleading or detract from the user experience.
- **Paid partnership, affiliate and content guidelines:** To make clear the commercial nature of content, additional guidelines apply to commercial and branded content.

Details on how our Community Guidelines and policies are enforced can be found in our [policy enforcement overview](#) and via our [biannual transparency report](#). All of our policies, including Advertising and Merchant Guidelines, can be found via our [policy site](#).



Biannual transparency reporting

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

We started publishing a biannual transparency report in 2013, and began expanding it in 2020 to include more information on the actions we take to uphold our Community Guidelines. In each report, you’ll find information on our efforts to keep our platform safe and inspiring, such as the number of Pin and account deactivations. Reports also include insight into the volume of information and deactivation requests we received from law enforcement and government entities. By expanding the depth and clarity of our transparency reporting, we help people understand how Pinterest works and strengthen the trust and wellbeing of our global community.

Read our transparency reports ↗



Privacy and data protection

Data privacy

Our [Privacy Policy](#) details the information we collect and how we use it, as well as choices for Pinterest users when it comes to privacy. We focus on clearly communicating the details of our Privacy Policy so that it can be easily understood by everyone using Pinterest. Users want to be in control over what happens to the information they entrust to us, and we offer settings that allow everyone to customize their Pinterest experience and exercise their privacy rights.

Data security

Protecting our platform and business against cyberattacks is a priority. We maintain robust cybersecurity measures and an expert information security team oversees data and business security areas, including enterprise security; product security; security operations; infrastructure security; detection and response; and governance, risk and compliance. Our Security Program is aligned with ISO-27001, the Center for Internet Security (CIS) and the National Institute of Standards and Technology (NIST) Cybersecurity Frameworks.

In 2025, Pinterest obtained its first ever SOC 2 Type 2 attestation with an unqualified opinion. The report provides assurance to our advertisers of how Pinterest secures conversion and audience data.

Pinterest undergoes annual penetration testing by an independent auditor. The Pinterest Security organization is responsible for the overall vulnerability management program, in conjunction with asset owners across Pinterest, and we maintain a [bug bounty program](#) through Bugcrowd. Pinterest’s Internal Audit team routinely audits cybersecurity practices and reports findings to the Audit and Risk Committee of the board.

In addition, during security awareness and compliance training, we emphasize our employees’ shared responsibility in supporting ongoing product and company security. We hold lunchtime information sessions, host open office hours for informal discussions and regularly communicate across the company about security initiatives. Regular updates are provided to executive leadership and the board of directors’ [Audit and Risk Committee](#).

Advertiser trust and brand safety

Our approach to safety is grounded in user wellbeing first: we set high standards for the content and ads that appear on Pinterest so people feel safe, respected and inspired. The same guardrails that protect users also create a more trusted environment for advertisers, where responsible, brand-safe content and advertising can perform their best.



Safety and suitability features for advertisers

Pinterest aims to lead the industry on products and policies that create a safer, more inclusive and positive online experience. Four key pillars that uphold Pinterest’s commitment to safety include:

- **Strong policies:** A safer platform starts with our rigorous policy and enforcement framework. This helps keep our platform brand safe, positive and inclusive for users.
- **Transparency at the forefront:** A more transparent internet is a more positive internet. We maintain transparency and report on the work we do in fighting policy-violating content.
- **Partnerships and certifications with industry experts:** We know we can’t do it alone. That’s why we’re accredited and have partnerships with industry experts, including the Trustworthy Accountability Group and Media Rating Council to go above and beyond industry standards.
- **Safety and suitability features:** We allow brands to customize and monitor their experience with our suite of tools to help ensure their brand shows up where they want it to.



Independent brand safety measurement

We work with industry-leading organizations to validate that our platform is brand safe. In 2025, [Integral Ad Science](#) (IAS) provided Brand Safety Measurement across all monetized markets as part of Total Media Quality for Pinterest. IAS’s AI-driven Multimedia Technology utilizes machine learning for frame-by-frame analysis, combining image, audio and text signals to accurately classify Pins at scale. Based on advertiser campaign results during beta testing, 99% of measured ad impressions on Pinterest were measured as brand safe¹.

Positive environments drive performance

When people feel good, brands do better. In 2025, our research with MAGNA² found that when people perceive a platform as positive, they spend more time with ads and respond more favorably to the same creative. For brands, that creates a powerful advantage: showing up in positive environments can strengthen trust, amplify performance and complement brand safety efforts.

¹ IAS study commissioned by Pinterest across 150M+ Pins in all monetized markets, May 2024, with scoring aligned to the GARM framework against floor.

² 2025 [Positivity Performs](#).

Responsible and inclusive AI



Pinterest's AI strategy starts from our mission: helping people find inspiration to create a life they love.

Due to our audience skewing younger and the highly visual nature of our product, wellbeing, inclusion and safety are foundational to the entire lifecycle of how we design, build and deploy AI systems. We invest in a dedicated Responsible AI function and an Empathetic AI framework so that AI at Pinterest is developed and governed in ways that are inclusive, fair, transparent and accountable.

AI powers many of Pinterest's core experiences, from recommendations and search to ads and creative tools. In recommendations and search, it helps match people to the most inspirational and actionable ideas for their tastes and intent, rather than simply maximizing short-term engagement. In ads, AI improves relevance and quality while supporting brand safety. For example, generative creative tools like Pinterest Canvas can turn plain product shots into lifestyle scenes that perform better for advertisers while staying aligned with our content policies. We also use inclusive AI techniques to increase representation of diverse skin tones, body types and hair patterns in recommendations and search refinements, helping more people see themselves in the ideas they discover. Across these systems, we are steadily shifting optimization toward signals that better reflect long-term wellbeing and value for people, creators and advertisers.

We manage AI risk and impact through a combination of policies, reviews, safeguards and user controls:

- **Clear policies and review:** GenAI and AI policies—such as “describe products, not people,” limits on regions and languages for GenAI launches, and strict rules around personal data—apply to all user-facing generative features. New use cases go through formal cross-functional review before ramping to users.
- **Technical guardrails:** Our Empathetic AI framework supports large-scale, offline evaluation of models and datasets against Pinterest's GenAI policy, including a dedicated Responsible AI check that analyzes input–output pairs for representational harms and Trust and Safety issues in generated text.
- **Transparency and choice:** We clearly label AI-modified image content, provide settings so people can influence how much GenAI content they see in certain categories, and allow Pinterest Canvas users to opt out of model training, with people under 18 opted out by default.
- **Outcomes for people and businesses:** Done responsibly, AI allows Pinterest to deliver more relevant and inclusive inspiration, safer and more effective ads, and new creative tools that help people and businesses bring ideas to life, while maintaining the safety, inclusion and trust that define our service.

Inclusive AI features in action

By aligning our AI and policies to wellbeing and inclusion, we build greater trust and value for Pinners, creators and advertisers. Our brand safety results and partnerships with impact

organizations demonstrate how responsible, wellbeing-aligned design can create shared value across our ecosystem.

75%

People who used Pinterest’s inclusive features saved 75%⁴ more Pins than those who did not.

Skin tone technology

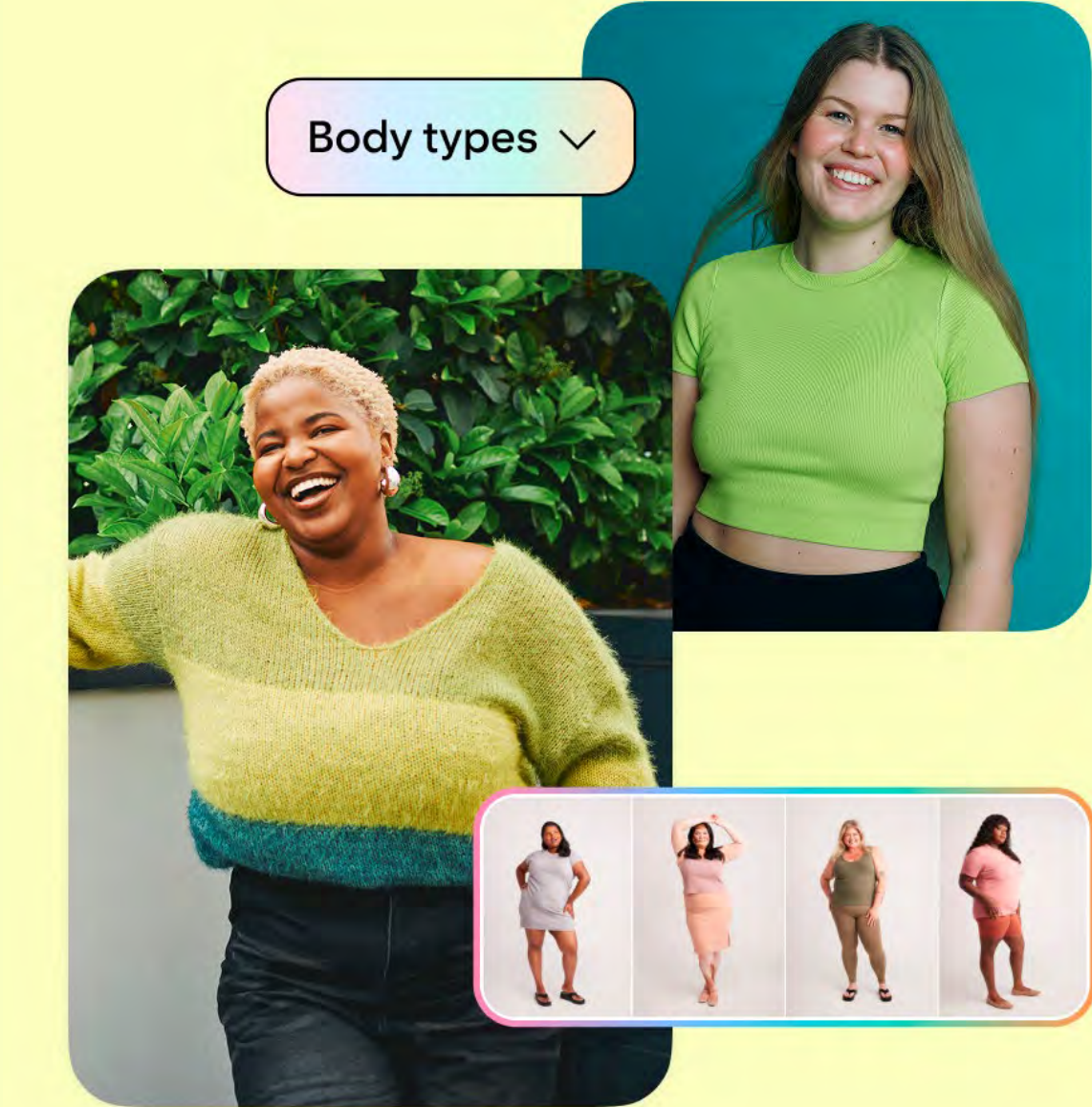
Skin tone ranges allow users to customize their beauty exploration, refining their search results by skin tones. This experience is powered by our skin tone technology¹.

We also use this technology to increase the representation of skin tones across search results, related feeds and home feeds for new users, creating a more inclusive experience.



Body type ranges

We use our body type technology to power body type ranges—an innovative new tool, which gives users the choice to self-select what body types are featured in their search results for women’s fashion and wedding ideas. This is a major step in creating the most inclusive place online to search, save and shop².



Hair pattern search

Many people come to Pinterest looking for inspiration for their next hairstyle. Our hair pattern search allows users to search for inspiration including hair patterns, such as straight, wavy, coily and curly³.



¹ This feature is currently available in Argentina, Australia, Austria, Belgium, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, France, Germany, Guatemala, India, Indonesia, Ireland, Italy, Mexico, Netherlands, New Zealand, Nigeria, Pakistan, Peru, Philippines, Poland, Portugal, South Africa, Spain, Switzerland, the United Kingdom, the United States and Venezuela as of 2025. We are expanding to Denmark, Finland, Norway and Sweden in 2026.

² Initially launched in the United States and Canada in early 2024, we expanded this feature to Australia, France, Germany, Ireland, New Zealand and the United Kingdom in late 2024 and 2025. In 2026, we will expand this feature to Brazil.

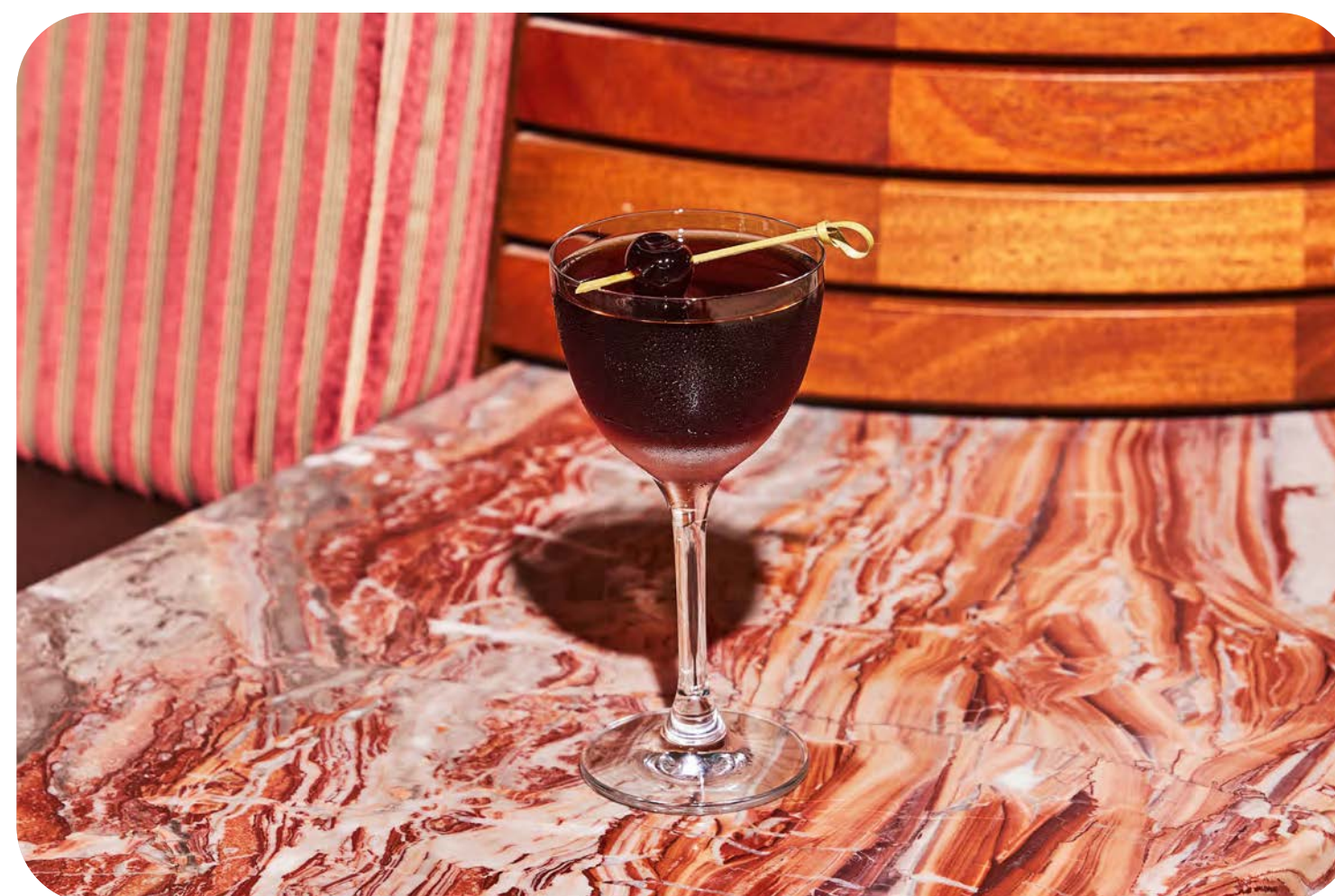
³ This feature is currently available in Argentina, Australia, Austria, Belgium, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, France, Germany, Guatemala, India, Indonesia, Ireland, Italy, Mexico, Netherlands, New Zealand, Nigeria, Pakistan, Peru, Philippines, Poland, Portugal, South Africa, Spain, Switzerland, the United Kingdom, the United States and Venezuela as of 2025. We are expanding to Denmark, Finland, Norway and Sweden in 2026.

⁴ Pinterest internal data, US, CA in Q4 2024. Among women’s fashion, wedding, beauty and hair searchers.

Prioritizing people

3

 Pinterest 2026 Impact Report



**At Pinterest,
our people are
our greatest
differentiator and
the foundation of
our success.**

People are the driving force behind our platform, content and innovation. Through our values-driven culture, we are committed to fostering a supportive environment where every employee feels inspired, valued and empowered to reach their full potential.

Across our global workforce, we invest in fair pay, competitive benefits, physical and mental health, professional development and a culture of inclusion ensuring all employees have opportunities to thrive and contribute to our mission.

Our dedication to treating everyone with respect and dignity extends beyond Pinterest's walls. We strive to be a responsible corporate citizen, supporting our partners and uplifting the communities where we operate. Through resources and initiatives that promote wellbeing, belonging and opportunity, we work to create pathways to success for our employees and the broader Pinterest community.

People and community governance



Pinterest employee: Yannick Koger

Board and leadership oversight

Our Board of Directors oversees our commitments to employee and community wellbeing. The [Nominating and Corporate Governance Committee](#) oversees our impact and sustainability strategy, goals and reporting. The [Talent Development and Compensation Committee](#) oversees the compensation of Pinterest's employees and related matters, including those relating to the attraction, development and retention of employees. Additionally, the [Audit and Risk Committee](#) oversees compliance with applicable legal and regulatory requirements that may have a material impact on our financial statements and complaints, allegations, and incidents reported through applicable hotlines and procedures.

The Pinterest Impact Fund Executive Advisory Council, composed of six Pinterest executives, provides oversight of our charitable giving programs, including our company donations, charitable matching program, in-kind donations, donation of ad credits and charitable giving in partnership with clients, suppliers and creators.

Guidelines, policies, reports and charters

[Nominating and Corporate Governance Committee Charter ↗](#)

[Talent Development and Compensation Committee Charter ↗](#)

[Audit and Risk Committee Charter ↗](#)

Attracting talent

We are committed to creating an environment where everyone has a fair and equal opportunity to contribute, grow and belong.

Our approach to recruitment

We hire people who are inspired by our goal of building a more positive internet for Pinterest users worldwide. The same principles that guide our platform design—safety, inclusion and responsibility—also shape how we attract and engage talent from a broad range of career backgrounds, industries, geographies and experiences. We partner with impactful organizations, engage candidates through talent communities and host events globally to tell our story and reach talent where they are. We also bring our culture to life through our [Life at Pinterest Blog](#) to showcase how the people behind our product contribute to our mission and what it means to grow, belong and be inspired.

We incorporate that same intentionality into how we evaluate talent and align hiring to our business goals. As an AI-forward company, our ability to accelerate innovation and operational

effectiveness depends on hiring people who can strategically and operationally leverage AI. To achieve this, we assess AI fluency in addition to hiring for unique problem-solving skills, critical thinking, and the ability to move ideas into action. Our interview process, supported by structured evaluation criteria and interviewer training, is designed to assess these core abilities equitably and consistently for all candidates.

We're committed to hiring the next generation of tech leaders and it's reflected in our continued investment in our Apprenticeship Program. Founded in 2016, the program provides opportunities for professionals from non-tech backgrounds and those who may face barriers to entry into the industry to experience engineering, product management, design and research at Pinterest.



Pinterest employee: Ebitie Amughan

Employee wellbeing

At Pinterest, we take a holistic approach to employee wellbeing by focusing on mental health, safety, belonging, self-worth and purpose. We prioritize maintaining a safe and respectful environment where all employees can show up as themselves, contribute their perspectives and trust that they are valued.



Pinterest employee: Alekhya Munagala

Our efforts are aimed at building a culture where everyone feels included and connected, and can see themselves represented throughout the organization.

We also understand that wellbeing involves supporting personal development and a sense of direction. Pinterest encourages employees to explore their interests, build self-confidence and grow both personally and professionally. We strive to help our people pursue meaningful goals and experiences—at work and in their personal lives—so they can find purpose and fulfillment in everything they do.

When our employees thrive, Pinterest thrives.

Competitive and equitable pay

Pinterest aims to enable the success of every employee. We continuously assess our initiatives, policies and decisions, including reviewing employee survey results, job-level distributions and talent management decisions. Career development conversations are integral and ongoing. All regular full-time, part-time and fixed-term employees are eligible* for both mid-year and year-end performance reviews.

Employees are rewarded for their individual results and commitment to living Pinterest’s values. Our approach to compensation is focused on being transparent and competitive in the marketplace. To create a fair and rewarding environment, we carefully balance the interests of our employees, users and other stakeholders.

We remain committed to maintaining pay equity across gender and race, which means equal pay for comparable work. In a dynamic workplace, maintaining pay equity requires vigilance and ongoing monitoring. Compensation range and job-level transparency is available for all employees, and twice a year we analyze compensation and make any necessary adjustments to stand by this commitment.

*To be eligible for the performance cycle, regular full-time, part-time and fixed-term employees must have started at Pinterest on or before April 1 for mid-year and Oct 1 for year-end performance reviews.



Pinterest employees: Sophia Romero and JayIn Dunbar

Benefits

At Pinterest, we believe that our employees’ wellbeing is fundamental to our creativity, innovation and connection as a company. Our benefits are thoughtfully designed to support employees at every stage of their journey, enabling everyone to work and focus on what matters most, both professionally and personally.

We’re proud to offer a comprehensive suite of programs that reflect our commitment to being the most inspiring place to work:

- **PinFlex—flexibility with purpose:** PinFlex enables us to meet the needs of our business while empowering our team to do their best work, grow their career, and build meaningful connections. What this looks like day-to-day can vary based on the needs of each organization or role. Leaders define when in-person connection is essential and how often teams will meet in-person to have the highest impact on work outcomes. We believe that a thoughtful mix of meaningful in-person opportunities and autonomy for virtual work not only drives business success, but also personal growth and team connection.
- **For You Fund—investing in you:** The For You Fund supports personal growth and wellbeing beyond the workplace, offering quarterly reimbursements for activities, courses and experiences that reflect the diverse passions and needs of our employees. From indulging in new books to paying for marathon entry fees, explore ways that our team embraces the For You Fund.
- **Global health benefits—comprehensive, accessible support:** Our holistic health benefits, including medical, dental, mental health and disability coverage, ensure all employees and their families have access to quality care, wherever they are in the world.
- **Bereavement leave—support when it matters most:** We recognize that life can bring unexpected hardships. Pinterest provides up to 20 work days of bereavement leave for the loss of anyone personally considered a family member—including in the event of miscarriages and stillbirths—so employees have time and space to grieve and heal.
- **Parental benefits—support through life’s milestones:** We support employees and their families throughout life’s significant moments. Our global parental benefits provide at least 20 weeks of paid leave for new parents, with additional support for those welcoming newborns in neonatal intensive care, adoptive parents and those navigating pregnancy loss or miscarriage.

We’re committed to making family building possible for everyone. Our global fertility and family benefits support employees pursuing surrogacy, fertility treatments, egg preservation, and adoption to ensure all paths to parenthood are embraced and supported at Pinterest.



Employees customize laptop sleeves at the NYC office opening in May 2026

Professional development

Our professional development initiatives are designed to nurture both leadership and employee growth while fostering an inclusive work environment.

Leadership development efforts are rooted in understanding the unique needs of our managers, with a focus on multi-year, continuous growth. One highlight is Manager Essentials, our flagship two-day cohort-based program, which reached 578 attendees in 2025. Participation exceeded our target for 2025, reaching 80% of eligible managers and contributing to a statistically significant lift in key Employee Voice Survey dimensions, Manager Effectiveness, Change Support, Clear Expectations and Performance Feedback, as well as a 4% increase in manager 1:1 frequency.

We also invested in Manager Kickstart, a structured onboarding experience for managers who are new to Pinterest and employees who are new to the manager role. The program covers essential tools, policies, and best practices across hiring, onboarding, performance and development. In 2025, 186 new managers attended Manager Kickstart.

We support the professional development of all employees through workshops such as Career Exploration and the “Becoming Superhuman” series on decision-making, influence and energy management. These offerings are tailored to evolving business needs and informed by Employee Voice and coaching insights. In 2025, 973 attendees participated in these experiences.

We complement these learning opportunities with year-round access to LinkedIn Learning, where 2025 usage showed strong demand for skills such as artificial intelligence, as well as leadership and project management.

As part of our new hire onboarding, our Introduction to Inclusion training is pivotal in promoting a culture of inclusivity. In 2025, 1,076 employees attended this training, including 73% of new hires, building foundational skills in inclusion, psychological safety and courageous conversations from their first week at Pinterest.

Additionally, Generative AI (Gen AI) is a core competency at Pinterest, and we seek to empower our employees with the skills to leverage it effectively. Through PinAI Academy, we delivered AI Foundations and related sessions to 3,500+ attendees in 2025. AI content is integrated into employee onboarding, ensuring all 1,448 new hires arrive “AI-ready.” Company-wide AI usage has grown significantly, with monthly active usage rising from 63% to 92.5% and daily usage from 51.4% to 70%.

By staying ahead of the curve in leadership, skills and AI enablement, we aim to advance employees’ professional journeys and ensure a workforce prepared for future opportunities and challenges.

Listening and learning

Employee Voice Surveys

Our Employee Voice Survey (EVS) is a twice-yearly survey that gives employees the opportunity to share their thoughts on what’s working well and where we can improve. Each cycle may slightly vary in the topics covered, but consistently includes Engagement, Development & Growth, Strategy, Wellbeing, Inclusion & Belonging, Manager Effectiveness and more.

The insights gleaned from EVS inform company-wide and team-specific action plans, allowing leaders to address areas where there is a statistically significant change in sentiment over the course of the year. For example, feedback about workload, clarity and development opportunities helped shape our company-wide people focus areas. In 2026, we will focus on furthering our progress with manager effectiveness and uncover opportunities on how to improve how we work across the company. EVS also informed a refresh of performance-cycle trainings and toolkits, the Perf Assistant AI tool (used by 57% of employees at mid-year) and expanded development offerings—such as energy management, decision-making and career exploration workshops—that respond directly to employee demand for better workload management and clearer paths for growth.

Through this continual cycle of listening and action, we aim to strengthen engagement and ensure employees see their feedback reflected in how we work, lead and grow together.

The Ombuds program

Fostering a culture of dignity, belonging, and resolution.

The Ombuds program was established to actively support the Pinterest global workforce in navigating workplace challenges, developing durable resolutions to conflict and other work-related issues, and cultivating an inspired workplace culture grounded in dignity and belonging. The Ombuds team offers impartial, confidential and informal assistance, listens to employee concerns, provides problem-solving support and serves as an informational resource regarding available resolution mechanisms and strategies. The program endeavors to bolster morale and wellbeing by facilitating open dialogue, fostering team dynamics grounded in respect and trust, and designing competency building sessions that support professional growth. Ombuds contribute to a work environment where individuals feel heard, valued, and empowered to effectively address complex workplace situations.

Guided by the principles of confidentiality, impartiality, informality and independence, the program adheres to the [Standards of Practice](#) and [Code of Ethics](#) of the International Ombuds Association. It strengthens the Pinterest listening culture by providing a safe, informal space for employees to explore problem solving, and build essential competencies such as conflict resolution, collaborative communication, change agility and resilience.

The Ombuds team also identifies and analyzes themes and trends from anonymized case data, sharing insights with leaders across Pinterest to help identify and address systemic issues, mitigate risk and support continuous improvement in our ethical, values-based culture. In addition, employees can access tEQuitable, an external self-service Ombuds platform that offers information, coaching resources and monthly learning modules, ensuring multiple pathways to Ombuds support.



Security and safety

We foster a healthy, safe, secure and violence-free workplace by proactively managing risks and protecting our people. Designed to anticipate, recognize, evaluate, prevent and control workplace hazards throughout the organization, our security and safety program is built on three core pillars:

- **Compliance:** Adhering to all Pinterest standards and applicable law
- **Wellbeing:** Identifying and mitigating risks across all our operations
- **Continuous improvement and resilience:** Continuously monitoring and improving security and safety initiatives through proactive measures

We track safety performance from company-wide to site-specific levels using two key industry-standard metrics:

- **Total Recordable Injury Rate:** Measures recordable injuries per 100 workers, as defined by OSHA
- **Lost-Time Injury Rate:** Tracks workplace injuries resulting in lost workdays per 100 workers

Our proactive approach to employee security and safety, including risk assessments, site audits and continuous improvement initiatives, has kept our injury rates well below industry averages. We’re proud to be a safe place for our employees, contractors and visitors.

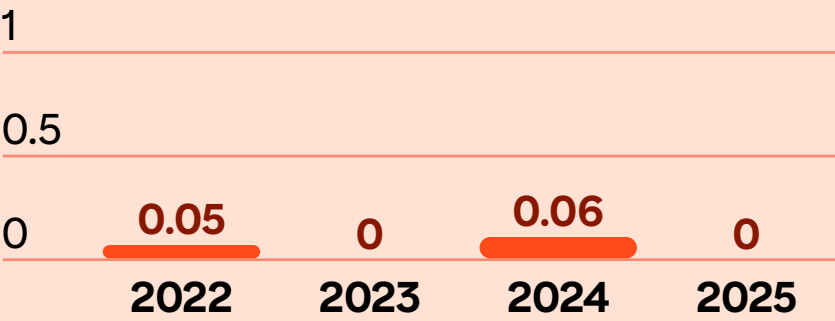
We prioritize cross-functional collaboration and offer employees a variety of required and voluntary training, reinforcing that security and safety is everyone’s responsibility. Employees can report a security or safety concern 24/7 by contacting our Global Security Operations Center.

*The total recordable injury rate (TRIR) represents the number of recordable injuries or illnesses occurring at Pinterest per 100 full-time workers. Recordable injuries are defined by US OSHA and include injuries resulting in one or more of the following: a fatality, lost work days, restricted work days, loss of consciousness, medical treatment beyond first aid, or a significant injury or illness diagnosed by a physician or other licensed healthcare professional. TRIR does not include contractors, though Pinterest does track the total number of injuries among contractors.

**The lost-time injury rate represents the number of lost-time injuries or illnesses occurring at Pinterest per 100 full-time workers. Lost time is defined as one or more days away from work due to a work-related injury or illness.

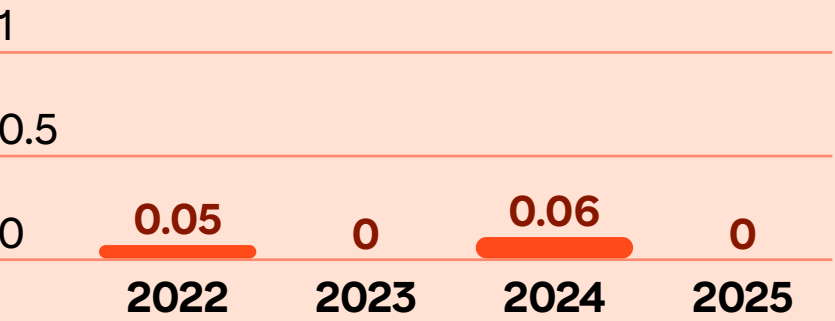
Total Recordable Injury Rate*

Per 100 workers



Lost-Time Injury Rate**

Per 100 workers



Pinterest employee: Amanda Schosid

Workplace accessibility

To help create a physical environment that’s accessible for everyone, we continue to improve accessibility in the workplace. Efforts include adjustable-height conference room tables, accessible lobby desks, assistive listening systems in all teams and event spaces, spoken feedback on Google Meet in conference rooms and closed captioning on Google Meet and company-wide streams.

Employee mental health and emotional wellbeing

Inspiration thrives when we care for our overall wellbeing, especially our mental health. That’s why supporting our employees’ emotional wellbeing is a top priority at Pinterest.

To help achieve this, we provide free access to tools to support mental health, including [Lyra](#), [Calm](#) and [Cleo](#). In 2025, PinAble, our Pinclusion Group focused on disability and accessibility,—in partnership with the Mental Health & Wellbeing Champions—played a central role in World Mental Health Day by curating a month-long slate of experiences. These ranged from a high-impact executive panel on workplace wellbeing (drawing 100+ attendees) to breathwork and meditation sessions across offices along with a revived “Boards and Beats” creative break inspired by the 2024 Pinspo activations.

Inclusion and belonging

Inclusion and belonging are central to how we build a workplace where everyone can thrive. Guided by our value of Create Belonging, we are committed to fostering an inclusive culture where employees feel seen, supported and empowered to succeed. We anchor this work in four ideas: fair systems, inclusive behaviors, strong belonging, and global awareness, and bring them to life through Pinclusion Groups, external partnerships and intentional culture-building efforts across Pinterest.



Pinterest employees: Cassidy Kohls and Sofia Perez

Pinclusion Groups

Pinterest’s global Pinclusion Groups are at the heart of the employee experience, and they’re critical in bringing Inclusion & Belonging to life and creating belonging at work and in our products. Pinclusion Groups are company-sponsored, employee-led groups that act as an extension of the Inclusion & Belonging Team, ensuring authentic inclusion in the co-creation of our company culture and driving business outcomes.

Our Pinclusion Groups engaged in programming to advance community building and belonging in 2025, and are open to all Pinterest employees.

These efforts reinforce our broader commitment to community wellbeing, ensuring that the values we uphold internally show up in the experiences we create externally.

Asians@

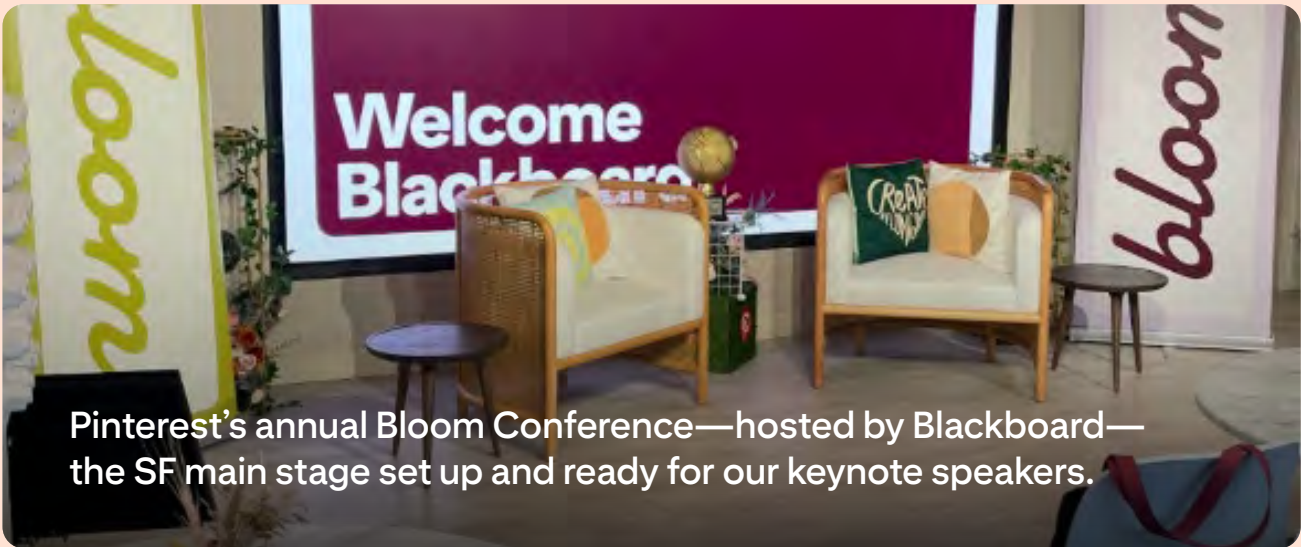
In May 2025, Pinterest’s Asians@ Pinclusion Group celebrated Asian and Pacific Islander (API) Heritage Month under the theme “Woven”—a reflection of how API culture, style and innovation are interlaced with Pinterest’s history and future. The programming highlighted the rich tapestry of API identity and its influence on art, fashion, food, and technology, spotlighting the global community members who help shape trends that transcend borders and bring diverse perspectives to life at Pinterest.

Vets@

Our Pinclusion Group for Veteran employees and allies, Vest@, created space for wellness, connection and community during Veterans Day Wellness Week through a series of activities designed to support the physical and mental wellbeing of veterans, military families and allies. The week kicked off with the Remembrance Run in Dublin’s Phoenix Park, where employees came together to honor service while promoting healthy lifestyles and community engagement. The programming also included yoga and wellness sessions led by veteran instructors, as well as Veterans Day Freedom Runs in San Francisco, New York City and Chicago.

PinAble

For World Mental Health Day, our Pinclusion Group focused on disability and accessibility highlighted the connection between physical movement and mental wellbeing through a series of wellness-focused activations. Employees were encouraged to prioritize self-care and support their mental health by incorporating movement into their daily routines, while also engaging in conversations that reduced stigma and promoted awareness.



Pinterest’s annual Bloom Conference—hosted by Blackboard—the SF main stage set up and ready for our keynote speakers.

Blackboard

Our Black Pinclusion Group deepened our investment in development through Bloom 2025, themed “Becoming,” Pinterest’s annual conference celebrating the Afro diaspora and building allyship. Programming focused on growth and development, holistic wellbeing, connection and celebration, with sessions on purpose-driven careers, self-appreciation, boundaries and burnout, executive leadership journeys, and hands-on reflection and wellness activations.

Bloom convened 300+ employees globally across in-office hubs (Chicago, San Francisco, Toronto) and a robust virtual track, creating a full-day hybrid experience that welcomed both Blackboard members and allies.

Latin@

In September 2025, Pinterest’s Latin@ Pinclusion Group celebrated Latiné Heritage Month under the theme “Hecho a Mano” (“Made by Hand”), honoring creativity, intentionality and cultural legacy. The group fostered belonging through a rich series of events including volunteer opportunities, cultural playlists, book clubs, concerts, workshops, and spotlights on Latiné-owned businesses. They also refreshed their internal Business Guide, empowering employees to support Latiné entrepreneurs in their own communities—bringing people together, one handcrafted story at a time.

Plndigenous

Guided by the theme “Live in Balance,” rooted in Indigenous teachings of harmony across mind, body, spirit, and emotion, Plndigenous marked Native American Heritage Month with a rich series of events. Highlights included a panel with acclaimed Indigenous writers and artists, a fireside chat with a celebrated Indigenous fashion designer, a virtual nature walk, a cultural quiz, and in-office celebrations across five cities. The month deepened employee learning and celebrated the vibrancy of contemporary Indigenous life.



Women@

Our Pinclusion Group for women-identifying employees and allies focused on global programs aimed at normalizing conversations around women’s issues, locally relevant development opportunities and building relationships across region, level and function. In March 2025, Women@ hosted Pinterest’s Women’s Conference, an internal summit focused on empowerment, creativity and resilience open to all Pinterest employees around the world. Throughout the year, the group focused on women’s health, financial health and mentorships.



Caregivers@

Our Caregivers Pinclusion Group fosters and advocates for an inclusive community where everyone who has the responsibility of caring for someone is supported in creating a life they love in a way that balances their personal and professional growth.

In 2025, Caregivers@ significantly increased its visibility and support, culminating in a National Family Caregivers Month series focused on practical resources, leadership development, and wellbeing. Key activities included:

- A fireside chat exploring the intersection of Caregiving, AI, and Wellbeing
- A Caregivers@ x Benefits Lunch & Learn to highlight underused caregiver benefits
- An Intuitive Working™ workshop designed to help caregivers move away from “always-on” work patterns
- A month-long Teddy Bear building activation that fostered community and family connection while giving back through donations to partner organizations

Pride@

Our LGBTQIA+ (lesbian, gay, bisexual, transgender, queer, intersex, asexual and more) Pinclusion Group celebrated Pride through its “Safe Place to Be” campaign, creating opportunities for employees to engage in meaningful conversations around mental health, identity and allyship. The group hosted educational programming and community-building events designed to foster belonging and support LGBTQIA+ employees and allies globally. Pinterest expanded its Pride presence through several milestone activations. For the first time, Pinterest participated in Tokyo Pride, which welcomed hundreds of thousands of visitors. Pinterest also became a sponsor of the largest Pride parade in Brazil for the first time, helping celebrate and support an event attended by millions of people.

Partnerships

Building an inclusive culture at Pinterest extends beyond our walls and is strengthened through collaboration with external partners. These partnerships provide valuable resources, expertise and perspectives that help us empower employees and drive progress for the company. In 2025, we proudly partnered with:

- **Gauge:** This partner provided Pinterest with world-class research to inform our approach on everything from inclusive product and editorial features to heritage month programming.
- **CultureCon:** At CultureCon, Pinterest brought its 2025 Pinterest Predicts trend, Goddess Complex, to life through an immersive brand activation that celebrated ambition, self-expression and personal growth. The experience invited attendees to engage with the trend in a meaningful way, connecting the concept of a “glow up” beyond aesthetics and into career development. Following the activation, participants received career-focused “glow up” messaging and were invited to join our talent community. Those who opted in were entered into a drawing for a complimentary “Resume Glow Up,” featuring a personalized resume review with a Talent Acquisition or Global Career Opportunities representative.

- **The Executive Leadership Council (ELC):** Pinterest leaders were honored to attend The ELC’s 2025 Recognition Gala in Washington, DC. The ELC invests in leaders whose influence extends beyond individual achievement to strengthen organizations, industries and communities. Through convenings, leadership development and membership engagement, The ELC prepares leaders to deliver results, steward institutions and cultivate the conditions that enable current and future generations of talent to succeed in a rapidly evolving global workforce.

Annual events

Each year, we host company-wide events, including Makeathon and Kids Day, to foster our commitment to inspiration.

In 2025 we celebrated 13 years of Pinterest’s Makeathon, an event in which employees from across the company make their dream passion projects a reality. During Makeathon, ideas are pitched to make our product, culture or internal processes better.

Kids Day is Pinterest’s annual global ‘bring your kid to work’ tradition, running for multiple years across hubs like San Francisco, New York City, Chicago, Dublin, Toronto and more. In 2025, it returned on July 9 with programming focused on online safety and wellbeing, giving kids a chance to explore Pinterest careers, build healthy digital habits and enjoy age-appropriate activities in our offices.



Matt Madrigal led the 2025 Makeathon Awards Ceremony live from Pinterest Seattle

Workforce representation and transparency



Pinterest employees: Nune Mesropyan, Emmie Burns and Anastasia Garcia

Employee representation^{1, 2, 3}

Guided by our value of Create Belonging, we are committed to building and sustaining an inclusive culture where all employees feel seen, supported and empowered to succeed. This is especially important given the global user population that we serve.

Since 2015, we have transparently published data on employee representation, with a focus on gender and race/ethnicity across the organization. We track these demographics in key areas, including company-wide representation, leadership roles, engineering and management. This approach enables us to gain deeper insights not only into overall hiring patterns but also pathways to advancement and employee experience. It is one of the many ways we are dedicated to enhancing and maintaining an environment where belonging is not just encouraged, but expected.

Count Me In campaign⁴

Starting in 2022, we updated our reporting methodology to capture a more comprehensive, global perspective on employee demographics, reflecting the diverse identities within our workforce. Eligible employees have the option to self-identify across several categories, including gender identity, race/ethnicity, sexual orientation, caregiver status, veteran status and disability status.

We’re continuing to educate employees on the available options and encourage voluntary participation when they feel ready. This year’s report includes select insights from our Count Me In campaign data.

¹ 2025 data is based on regular employees active as of December. 31, 2025.

² Some numbers may not add up to 100% due to rounding. For numbers larger than 1%, we round to the nearest whole number. For numbers smaller than 1%, we report as <1%. 0% would mean no employees self-identify in that way and therefore are not depicted in our visualizations.

³ Our data collection is designed to comply with applicable law, which may expressly prohibit collecting such data in certain cases, and to avoid collecting data which would put our employees’ safety at risk.

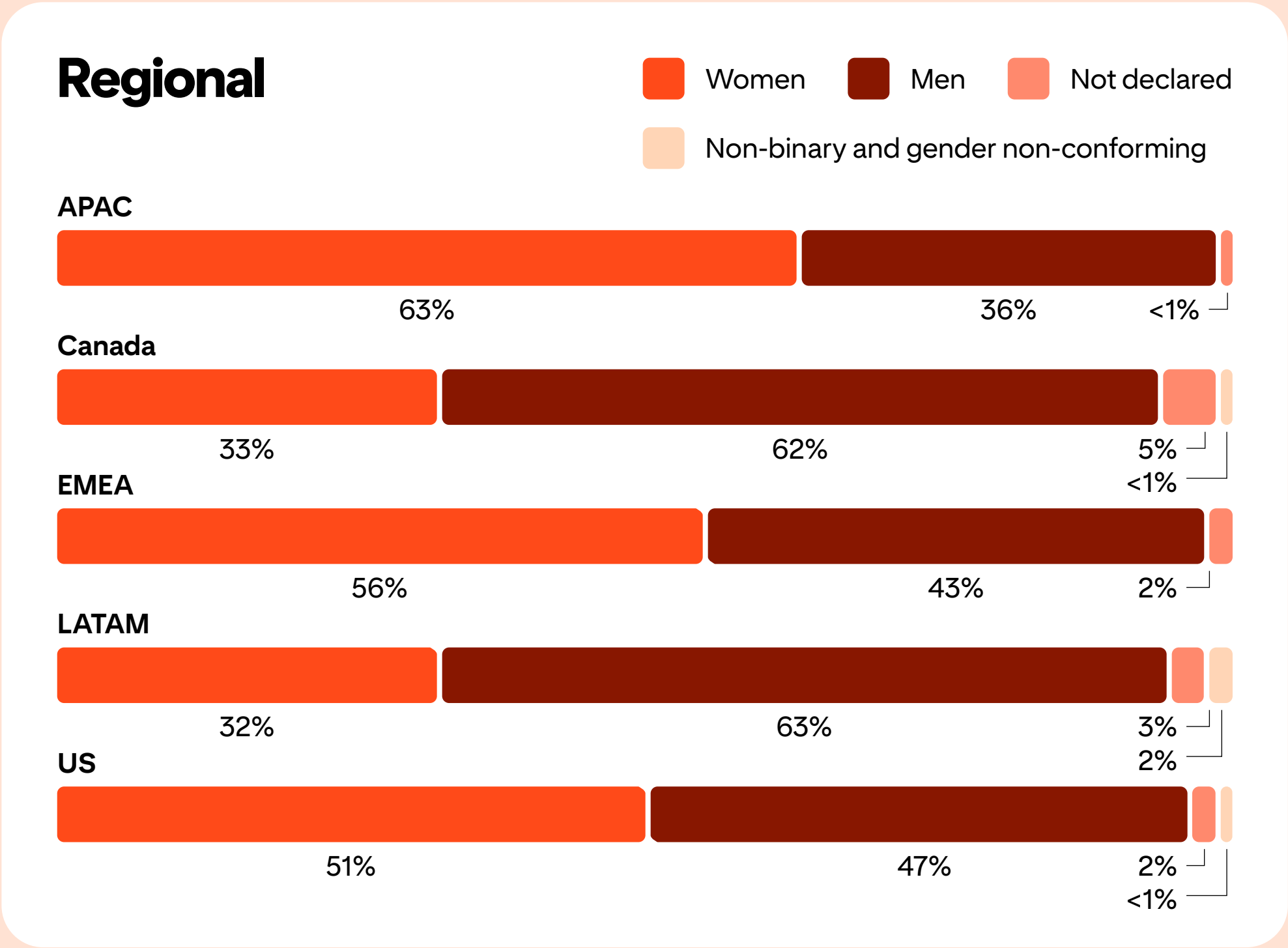
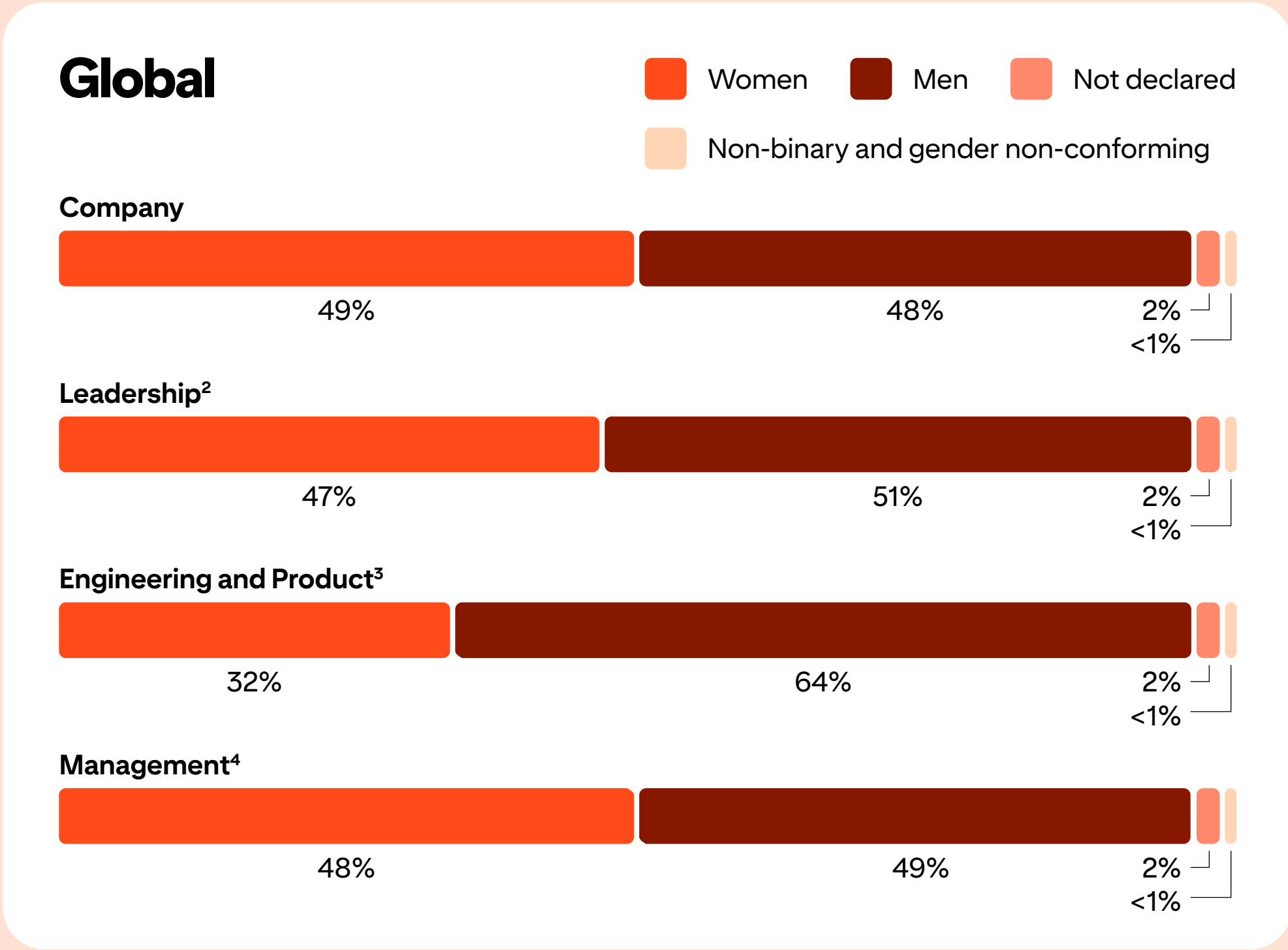
⁴ Count Me In self-ID is available to full-time regular employees in Australia, Brazil, Canada, Ireland, Japan, Mexico, Singapore, the United Kingdom and the United States. Regular employees in these nine countries comprise approximately 96% of our employee population.

Global gender representation¹

Historically, our reporting on gender representation relied on a binary ‘Sex’ selection. Following the launch of the Count Me In campaign, we can now offer and report on more nuanced ‘Gender Identity’ options.

When an employee has self-identified their ‘Gender Identity,’ we prioritize that information for reporting. If that field is left blank, we default to using the binary ‘Sex’ selection.

We are encouraged by the increased participation in Count Me In, with the number of employees completing the ‘Gender Identity’ field doubling in 2024 compared to 2023. This greater participation contributes to a more holistic and accurate understanding of our employees, as reflected in the data below.



47%

of those in leadership roles identify as women

48%

of those in management roles identify as women

32%

of our engineering organization identify as women

¹ All reporting on gender, unless otherwise stated, reflects global data. We report on Gender Identity first, and then Sex (binary options) if Gender Identity is blank. The “Women” and “Men” categories are inclusive of transgender employees, aligned with how they self-identify. The “Non-binary and gender non-conforming” group consists of employees who selected “Non-binary” or “Not listed” as their Gender Identity. “Not declared” for gender includes both “Not declared” and “Unknown.”

² Leadership comprises employees in levels 18+ (Director+).

³ Engineering consists of employees that report into the Engineering organization, excluding administrative professionals. Note that in 2024, the Product organization became part of our Engineering organization. 2025 data reflects this shift, while 2023 data is based on the structure prior to this change.

⁴ Management consists of employees who are people managers.

Global race/ethnicity¹ representation

After the launch of our Count Me In campaign, 88% of eligible employees² filled out race/ethnicity data. We are pleased to now be able to share representation data for eligible employees globally.

¹ “Global ethnicity” includes employees located in countries where race/ethnicity data is collected. It encompasses all countries in APAC, LATAM and North America, as well as Ireland and the United Kingdom from EMEA.

² All regular employees in Australia, Brazil, Canada, Ireland, Japan, Mexico, Singapore, United Kingdom and the United States are eligible to fill out Count Me In data.

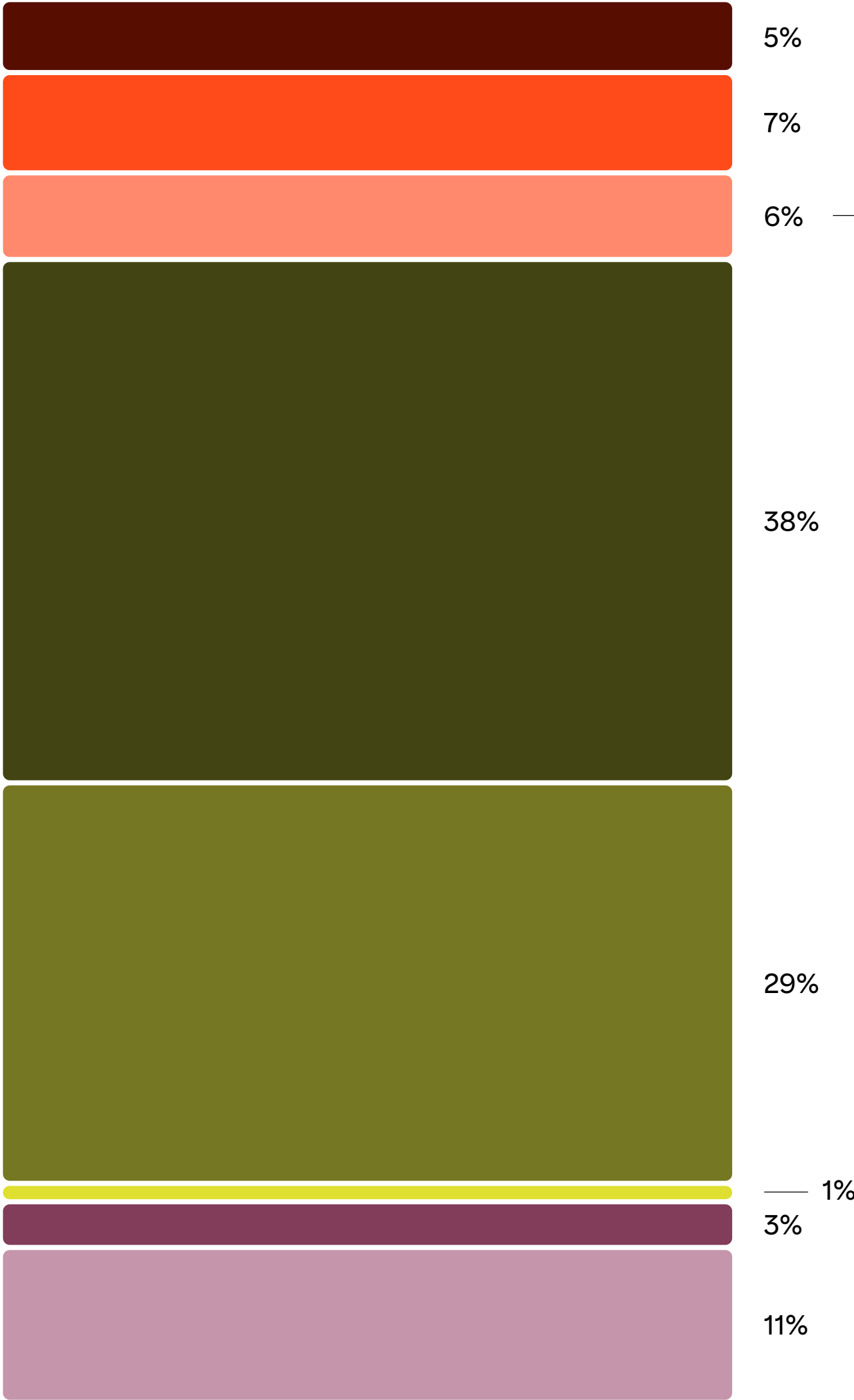
³ “Multi-race” is representative of employees who self-identify as more than one race/ethnicity.

⁴ “Asian” is inclusive of employees who self-identify as South Asian, Southeast Asian and East Asian. We plan to share this additional level of detail in the future when we have met our threshold of participation.

⁵ “Decline to state” is an option for our employees to actively select.

Global

- Black
- Latine or Hispanic
- Multi-race³
- Asian⁴
- White
- Middle Eastern
- Decline to state⁵
- Unknown



Multi-race breakdown

Of the 6% of employees who identify as multi-race, here is the breakdown of how they identify.

Race/ethnicity	Percentage
Asian	31%
Black	22%
Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	11%
Latine or Hispanic	53%
Middle Eastern	8%
White	80%

For more data about our employees, and to learn about our methodology, see the appendix.

Community wellbeing



Our work in the community is how we extend Pinterest’s mission and our focus on emotional wellbeing beyond the product. We support organizations and leaders on the front lines of youth mental health and community resilience and mobilize our employees and resources to strengthen the communities where we live and work.

We advance community wellbeing through a portfolio anchored in digital and emotional wellbeing, supplemented by two additional areas of investment: community resilience and crisis response, and inspiring creativity for all. Together, these efforts connect community-rooted, culturally-led approaches to wellbeing with our product, policy and brand, so that more people—especially young people—can feel safe, seen and celebrated, both on and off Pinterest.

Advancing youth mental health and emotional wellbeing

Pinterest Impact Fund

Pinterest’s social responsibility efforts allow us to scale our mission of building a positive and inspirational internet by supporting the organizations on the ground addressing youth mental health and wellbeing. One way we support our valued community partners is through our Pinterest Impact Fund (PIF), which catalyzes emotional wellbeing in a digital age so that everyone is inspired to create a life they love.

We are operating in an emotional wellbeing landscape that is both urgent and fragmented. Information and cutting-edge research are often siloed, and insights do not always flow easily to the communities that need them most. At the same time, rapid advances in technology, including AI, are reshaping young people’s lives faster than protections, norms and regulations can keep up.

In response, the PIF takes an upstream, ecosystem approach to emotional wellbeing: investing in structures and support systems, community-rooted and culturally led programs, and advocacy and research that shift the broader conditions in which young people grow up.

We maintain a particular focus on youth and the adults in their lives, and on the spaces, including digital spaces, where they spend their time.

By directly investing in emotional wellbeing, Pinterest seeks to be a positive force in the digital ecosystem: a platform that not only complies with emerging expectations, but proactively designs for wellbeing, supports the field that sustains it, and helps fuel an informed, youth-centered public conversation about technology and mental health.

Meet our Impact Partners ↗

How we partner

An independent review of our portfolio and partner feedback affirmed that the PIF’s model is working with partners reporting a high level of trust in Pinterest, and saying that our support has helped build their organization’s capacity.

We actively look for opportunities to support partners beyond financial contributions, including storytelling and marketing support, employee volunteering, connections across the emotional wellbeing ecosystem and participation in Pinterest Impact Lab. As a result, many partners view Pinterest as a collaborator rather than a traditional funder, and cite our partnership as a catalyst for securing additional funding, expanding their reach and increasing their visibility in the field.

As the Pinterest Impact Fund marks its fifth year in 2026, we are building on this foundation with clearer measurement, governance and shared-value partnerships that link community wellbeing to safer, more inspiring experiences on Pinterest.

Since inception

\$40M

Invested in our Impact Partners

100+

Impact Partners

89%

Of Impact Partners say that Pinterest’s support has helped up-level their organization’s capacity

Scaling together: collective action for youth mental health

We recognize that creating enduring conditions for wellbeing and resilience requires collective effort. That’s why “Scaling Together” is another one of our key strategies. In 2025, we continued

to work in coalition with Impact Partners, field leaders and experts, and other brands to drive change at scale.



In partnership with the Schultz Family Foundation, the Youth Mental Health Corps (YMHC) continued recruiting, training and deploying members across schools and community-based organizations in the United States. Members connect students to mental health care, including resources around digital and media literacy and help them navigate online challenges such as harassment, bullying and bias. In its first two years¹, nearly 1,000 members across 440 service sites served 44,000 community members, with schools reporting improved attendance and reduced behavioral incidents where members served in year one. Growing from four to 11 states in 2025, the YMHC model continues to demonstrate how state-led innovation and youth-centered interventions deliver a measurable impact while strengthening pathways into the behavioral health workforce.

In 2025, WestEd published [a report](#) detailing the first year of implementation for the Youth Mental Health Corps, showing how the initiative is reaching thousands of young people by building a scalable model that strengthens both youth mental health support and the behavioral health workforce.

¹ Includes data captured from members’ 2025-2026 service year.



Together with other corporate brands, we advanced the [Hidden Healing Fund](#) (HHF), an initiative dedicated to improving youth mental health by elevating healing practices grounded in community, culture and connection. In 2025, HHF received the Shorty Impact Award Gold Honor and Audience Honor, kicked off virtual convenings with its first cohort of 11 Community Partners in the United States and the United Kingdom, and hosted an immersive Hidden Healing event in New York City. Funding partners including lululemon, MTV Entertainment Studios, The Starbucks Foundation, and Kate Spade New York have also creatively activated through storytelling, content and community experiences. HHF’s unique co-design and co-ownership model invites community leaders and young people to shape priorities and initiatives.



As a member of the world’s largest private sector alliance for youth mental health, Pinterest engaged across multiple regions. For example, in London, Pinterest participated in a panel focused on [Gen Z perceptions](#) and the role of brands in supporting youth mental health. In Mexico City, Pinterest was pleased to host partners at our local office for a deep dive on country-specific insights and cross-sector solutions. Through this coalition, UNICEF and its partners have expanded awareness and support for youth mental health across multiple regions, helping to elevate prevention and early intervention for mental health challenges as core components of child and youth wellbeing globally.

¹ UNICEF does not endorse any company, brand, product or service.

Strengthening the field: youth engagement and leadership

Across our social impact work, we intentionally center youth voices and support youth-led or co-led initiatives. In 2025, we deepened this commitment by:

- Supporting Impact Partners like [Young Futures](#) and [Responsible Technology Youth Power Fund](#), whose programs empower young people to advocate for healthier relationships with technology and promote digital wellness and emotional resilience in a way that is grounded in their lived experience
- Hosting young people at Pinterest offices through Impact Partner collaborations such as [#HalfTheStory’s Digital Civics Academy](#), where youth leaders engaged with Pinterest employees in San Francisco on responsible tech and digital citizenship, and [CTRL + Future](#), a youth-led AI and wellbeing forum at our New York office that invited participants to use Pinterest to visualize the kind of AI future they want to see
- Powering Impact Partners’ work to elevate youth leadership in content creation, research and storytelling, ensuring that product, policy and communications decisions are grounded in young people’s lived experiences

Through these engagements, young people are not passive recipients, but rather active co-designers and messengers, shaping how Pinterest shows up in the youth mental health and digital wellbeing ecosystem.

In service of strengthening the field, our work is also responsive to some of the most pressing public debates of our time, including phones in schools, social media and youth wellbeing and the impact of AI on young people. Through our funding, convenings and storytelling, we help fuel their work and create space for more informed, youth-centered discussion.

In 2025, this included:

- Supporting Young Futures’ “Call Me Maybe” challenge that invited young people to reimagine healthier relationships with their devices and school environments, contributing constructively to the topic of phones and digital distraction in schools
- Backing research and public education efforts at the intersection of AI and youth wellbeing, including initiatives that explore how generative AI affects social connection, self-image and mental health, and that surface youth recommendations for safer, more inspiring digital spaces

- Partnering with International Society for Transforming Education, a professional development organization for educators to form [digital wellbeing task forces](#) for a cohort of United States school districts—bringing together teachers, school leaders, and experts in youth mental health and digital citizenship to create the right conditions for students to practice becoming upstanding members of their digital communities
- Working with partners such as the Mental Health Foundation and Mental Health Europe to inform our own product and policy decisions, including an in-school prompt in the United Kingdom and France designed to encourage distraction-free learning
- Elevating youth and expert voices at global convenings—from UN General Assembly week to impact-focused forums—where Pinterest is often one of the only technology companies actively engaged in conversations about youth mental health and responsible product design

Through these efforts, Pinterest contributes to the public discourse about youth, technology, phones in schools and AI by informing it with evidence, lived experience and community-rooted solutions, not just headlines.

Recognition

- Pinterest was recognized in [Prospira Global’s annual Global Mental Health Private Financing Insights](#) report as one of the top ten private funders of global mental health*
- Pinterest received New York City-based Impact Partner [The Door’s](#) Founders Award in recognition of our multi-year partnership and the ways Pinterest has supported The Door’s work beyond funding, such as through capacity support, network support, volunteering and workshops

* The recognition by Prospira Global is based on philanthropic mental health giving for any 12-month period between January 1, 2024 and June 30, 2025. It only includes organizations with a global (cross-border) focus and excludes funding that is exclusively focused on research. This information was sourced from publicly available financial records of known philanthropic mental health funders, as well as Prospira Global’s annual survey results and informational interviews. Each number included in this table was validated and confirmed by a representative of the organization knowledgeable about their mental health work.

Mobilizing employees and resources for community impact

Employee volunteerism and giving

Our employees are passionate about giving back in their communities, and we’re focused on supporting the causes our team cares about. Since launching formal employee giving and volunteer benefits in 2021, we have continued to invest in opportunities for employees to give back in ways that are personal, local and impactful. Employees can access \$1,000 in annual donation matching and take 40 hours of paid time off to volunteer for causes of their choice. Pinterest also matches recorded volunteer hours with a \$30 donation to eligible organizations.

In 2025, we saw monumental growth in participation and impact. Employees logged nearly 7,000 volunteer hours—nearly double the hours logged in 2024—and 1,047 employees recorded volunteer time, a 200+% increase in participation year over year. Employees also contributed \$1.8 million, including matching funds from Pinterest. Together, these results reflect not only stronger support for communities around the world, but also growing employee connection to one another, to our mission and to the culture of giving back at Pinterest.

Impact Ambassador Network

The Impact Ambassador Network has become a cornerstone of our approach to employee engagement and community impact. Launched in late 2024, the program empowers employees to lead volunteerism and impact moments in the communities where they live and work.

In its first year, we recruited 40 Impact Ambassadors representing Pinterest offices globally. In 2025, these local leaders hosted more than 50 volunteer events across our offices, with a focus on key issues including wellbeing and mental health, climate action and educator and student support. The network played a major role in expanding volunteer participation across Pinterest by activating trusted local champions who could identify meaningful opportunities, build momentum and create moments of connection for employees.

Global Service Moments

In 2025, Pinterest hosted its annual Global Week of Service, mobilizing hundreds of employees across 20+ cities for environmental and community projects aligned with Earth Day, including community cleanups and school revitalizations. Employees also activated around other big moments including back to school and World Mental Health Day.

Connecting employees with our Impact Partners

Employees connected with and contributed to Impact Partners’ missions in various ways. Examples include:

- Serving as panelists for [#HalfTheStory](#)’s Digital Civics Academy, sharing their experiences to advocate for responsible and healthy tech
- Working with Atlanta-based youth in partnership with Cam Kirk Foundation and Boys & Girls Clubs of Metro Atlanta, helping young people express themselves through the creation of personal wellness zines and journals
- Hosting a visionboarding workshop and career panel with Our Own to ignite creativity and explore career pathways for students in South Los Angeles
- Creating kindness cards and teacher wellbeing baskets in partnership with Healing Schools Project for teachers in New York and New Jersey
- Assembling youth and teen mental health care packages, which were donated to SOAR (Dublin) and Wellness Together (United States)

We continue to look for new opportunities to reinforce our core values and advance our social commitments as a company.

~7,000

Nearly 7,000 volunteer hours logged by Pinterest employees

\$1.8M

Contributed, including funds matched by Pinterest, for causes our team cares about

40

Employees recruited to our Impact Ambassador Network in its first year

50

Impact Ambassador-led volunteer events

Supporting community resilience through strategic partnerships

Pinterest Impact Lab

Launched in 2023 and central to advancing our strategy of cultivating innovation, Pinterest Impact Lab is our organizational and leadership capacity-building program for Impact Partners, with an emphasis on emerging-stage organizations that are testing new, community-rooted approaches to emotional wellbeing. Through a mix of virtual sessions and in-person gatherings, the Lab offers resources on topics such as brand building, storytelling for impact, and operations and fundraising, all critical to scaling impact in the emotional wellbeing field.

We intentionally invite Pinterest Impact Lab participants in to co-design and co-facilitate—from shaping the curriculum and speaker lineup to leading peer learning sessions—so that the program reflects real-time needs from the field rather than a top-down model. This emphasis on emerging-stage organizations, experimentation and shared ownership allows Impact Partners to try new ideas, learn from one another and bring back approaches that are responsive to their communities.

In 2025, Pinterest Impact Lab hosted leadership, operations, and wellbeing sessions for Impact Partners; brought together partners, employees, funders, and stakeholders for its largest-ever Community Day; and convened the Community Connect in New York—a gathering centered on youth mental health storytelling and cross-sector collaboration where partners shared emerging practices, co-led workshops, and connected with Pinterest teams and peer funders.

Pinterest Impact Lab has consistently strengthened partner capacity, improved operational confidence, expanded peer connection and grown alumni engagement, reinforcing our commitment to cultivating innovation across the emotional wellbeing ecosystem.

Strategic partnerships

Pinterest is committed to building one of the safest, most positive corners of the internet for young people, centering wellbeing, inclusion and intentional design in how we shape our product and partnerships. Across our product, policies

and programs, we focus on helping teens and families discover supportive, age-appropriate experiences and tools that encourage more intentional, uplifting time online.

Through our work with the Clinton Global Initiative, Pinterest is helping to lead a multistakeholder effort to establish common safety and wellbeing standards for digital platforms, beginning with our own. We deepen this commitment by partnering with Common Sense Media to advance youth online safety and media literacy, and by convening advocates, funders, and policymakers—such as our youth safety breakfast with Safe Online during the UN General Assembly—to ensure young people’s needs and lived experiences shape how the next generation of the internet is built.

Pinterest and the Ad Council—10 years of partnership

Now in its tenth year, Pinterest’s partnership with the Ad Council is one of the organization’s most impactful and enduring platform collaborations, pairing donated media and creative support with a shared focus on mental health and digital wellbeing. In 2025, Pinterest drove nearly half a million visits to Ad Council mental health resources, with Performance+ campaigns ranking among the top drivers of qualified traffic and delivering up to 8x more website sessions year over year, including especially strong results among Spanish-speaking audiences. In 2026, Pinterest is increasing its donated media commitment and continuing to co-lead industry conversations, helping more people discover and act on critical mental health resources.



Protecting our planet 4

We're taking action that protects our planet while strengthening our business for the long term.

As a platform that fuels inspiration and creativity, our business depends on a healthy planet, and we're working to make sure our growth aligns with a low-carbon, climate-resilient future. That starts with how we run Pinterest: cutting greenhouse gas emissions across our operations and value chain, sourcing 100% renewable electricity for our offices, and working with partners who help us accelerate climate solutions in the communities where we live and work. Environmental sustainability is also a wellbeing issue, as climate impacts affect the health, safety and stability of the communities we serve.

We're pairing ambition with accountability. Our climate goals are guided by science-based targets and informed by global standards, so our progress is measurable, comparable and transparent. Using dedicated tools to track our footprint and independent experts to verify our data, we're building a clearer picture of our impacts—and using those insights to shape decisions with suppliers, employees and other stakeholders as we continue to evolve our sustainability strategy.

Sustainability governance



Board and leadership oversight

Our board is responsible for overseeing and reviewing our strategic direction and objectives. The [Nominating and Corporate Governance Committee](#) of the board, within its charter, has responsibility for the periodic review of Pinterest’s impact and sustainability strategy, goals, initiatives and reporting, and receives updates from Pinterest’s management responsible for impact and sustainability initiatives, which include climate-related issues. The [Audit and Risk Committee](#) of the board oversees Pinterest’s financial reporting, which includes disclosures on our climate-related risks. These structures ensure environmental sustainability remains embedded in our overall governance framework.

Guidelines, policies, reports and charters

- [Nominating and Corporate Governance Committee Charter ↗](#)
- [Audit and Risk Committee Charter ↗](#)

Management’s role in climate action

Our Chief Legal and Business Affairs Officer oversees decisions related to our sustainability strategy, with implementation led by the Corporate Affairs team. This team, overseen by our Senior Director of Corporate Affairs, is responsible for:

- Conducting our annual GHG inventory
- Setting and tracking emissions reduction targets
- Managing our renewable energy strategy
- Initiating cross-functional partnerships with leaders across the organization to integrate sustainability best practices

Our Internal Audit team performs an annual company-wide enterprise risk assessment, in which climate risks are considered as part of the overall ESG risk description, and the findings of this assessment are shared with the CEO and Audit and Risk Committee annually. Understanding these risks helps us protect our employees, maintain business continuity, and support the communities and partners who depend on our platform.

Reducing environmental impact

At Pinterest, we aspire to build a company that helps people create a life they love while driving shared value by achieving impact and ensuring long-term sustainability for both society and our business, building trust in our commitment to safety and wellbeing, addressing shared challenges through strategic partnerships, and advancing bold sustainability goals—including addressing the environmental impacts of AI.



Our sustainability approach focuses on the issues most relevant to our business and where we can drive meaningful progress: reducing greenhouse gas emissions, investing in clean electricity and energy efficiency, reducing waste and strengthening water stewardship.

As AI becomes increasingly central to how Pinterest operates and delivers value, we recognize that its environmental footprint, including energy and water consumption associated with model training and inference, is a growing area of focus. Because we do not own or operate our own data centers, transparency and collaboration with our third-party cloud providers is essential to our ability to measure and manage these impacts. Our engineering team is focused on model efficiency and right-sizing, ensuring the appropriate model is deployed for each task to minimize unnecessary resource consumption, while our newly established Sustainable AI Working Group is building the internal governance and measurement frameworks needed to take meaningful action over time.

Science-based targets

Pinterest set emissions reduction targets to reduce emissions across our value chain, improve business resiliency, deliver efficiencies for our business and drive sustainable growth in line with the Paris Agreement’s aim of global decarbonization by 2050. These targets were independently validated by the [Science Based Targets initiative](#) (SBTi)¹ in 2023.

Partnering with stakeholders to reduce global emissions across the value chain

Our approach centers on measuring emissions and advancing the transition to clean electricity as our energy use is one of the most direct ways we can influence our climate impact. Our environmental partnerships reflect the same principles that guide our product work—responsibility, transparency and long-term value creation.

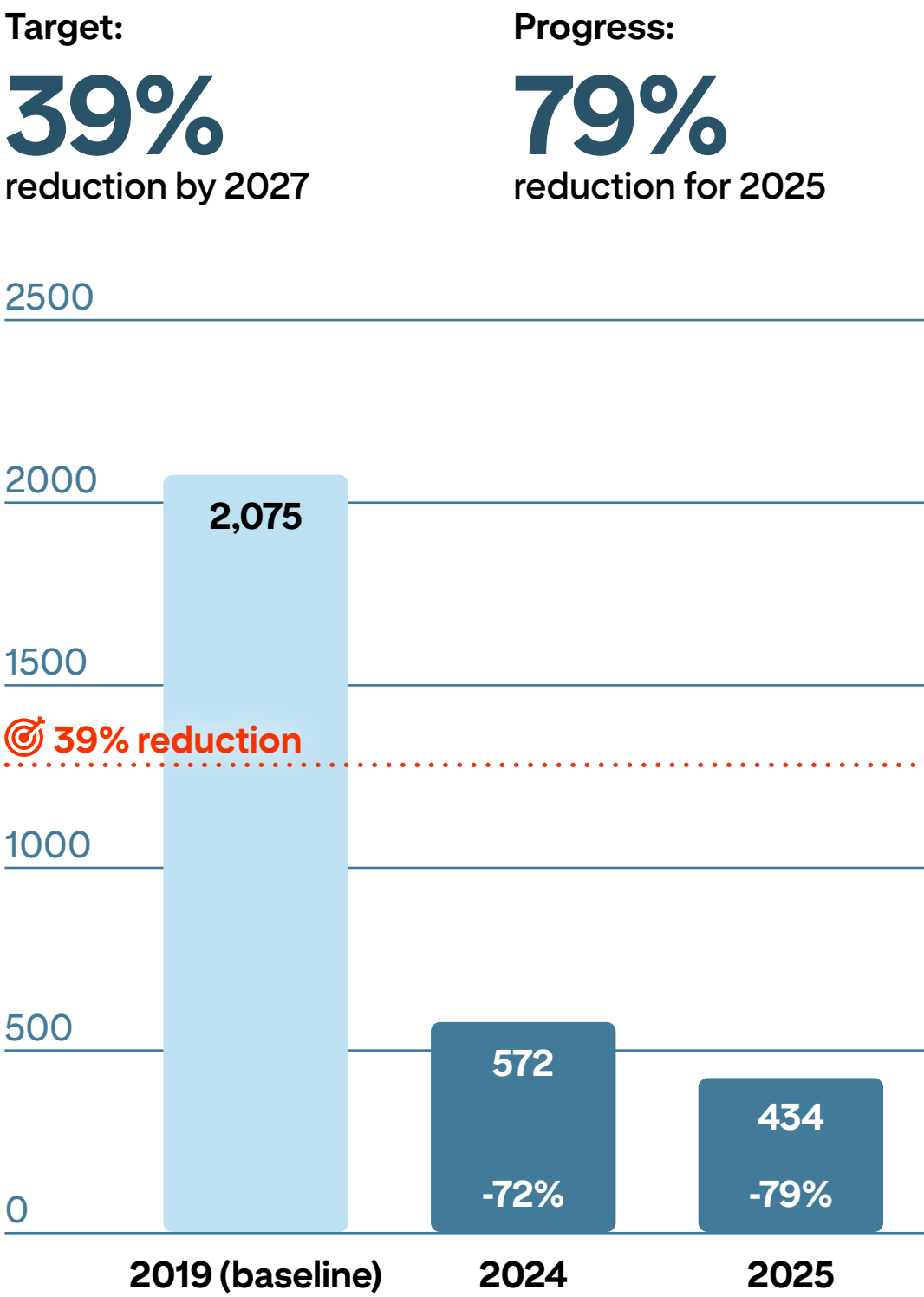
Supplier engagement spotlight

In 2025, Pinterest launched its first supplier engagement program, providing suppliers with support to measure GHG emissions and set their own SBTs through informational webinars, educational resources and additional consulting services. We are also partnering with our Strategic Sourcing and Supplier Management team to integrate sustainability considerations into the supplier relationship lifecycle, including communicating our expectations through our Supplier Code of Conduct and RFPs.

¹ SBTi is an independent organization that develops standards and validates company plans to set ambitious emissions reduction targets to limit global warming and collectively reach net-zero globally by 2050.

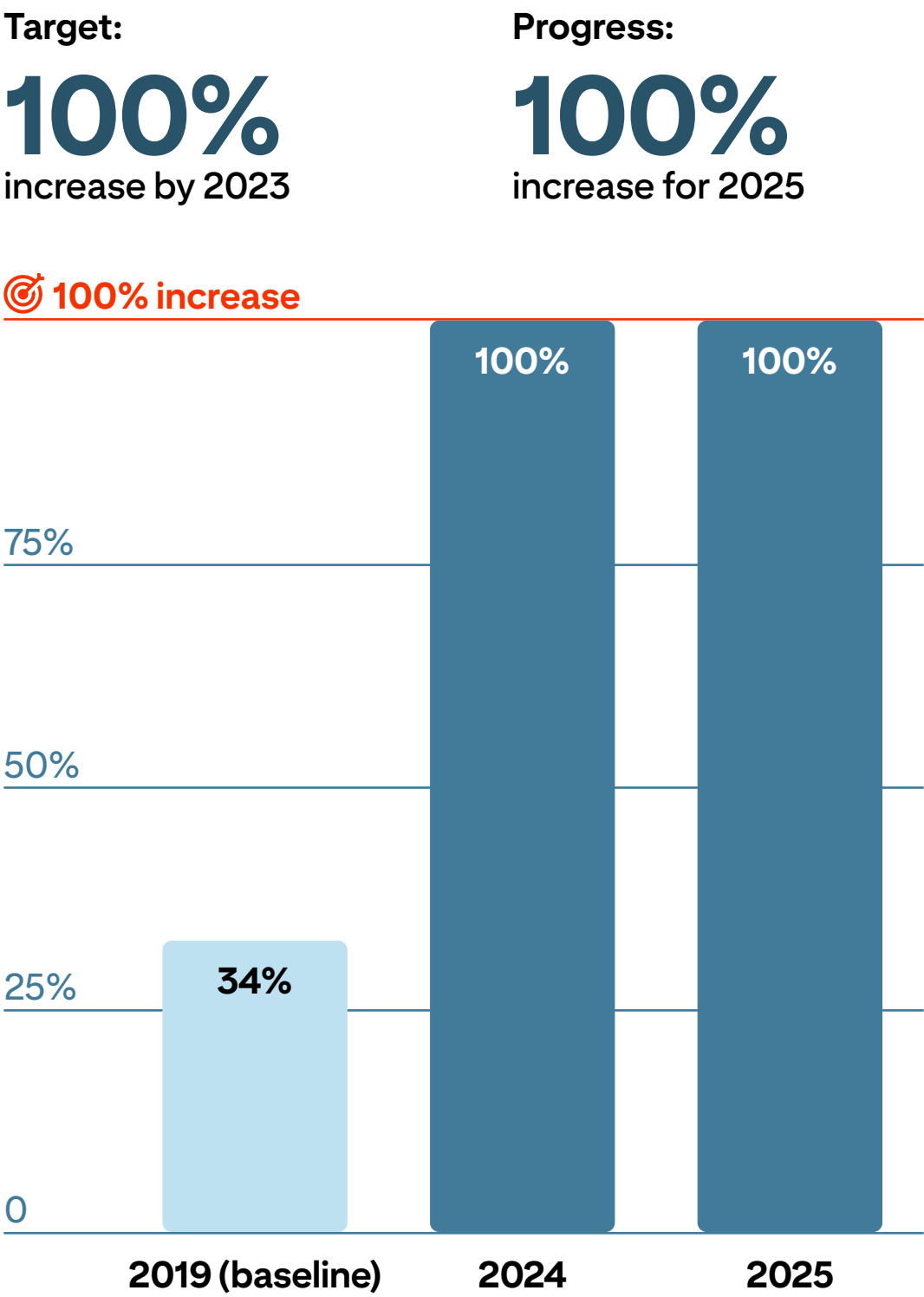
Reduce absolute scope 1 and 2 GHG emissions 39% by 2027 from a 2019 base year

Progress: Since 2019, Pinterest has made progress toward reducing scope 1 and 2 emissions with a focus on purposeful renewable energy procurement and sustainable operations. In 2025, we continued to advance our efforts, achieving a 79% reduction in emissions.



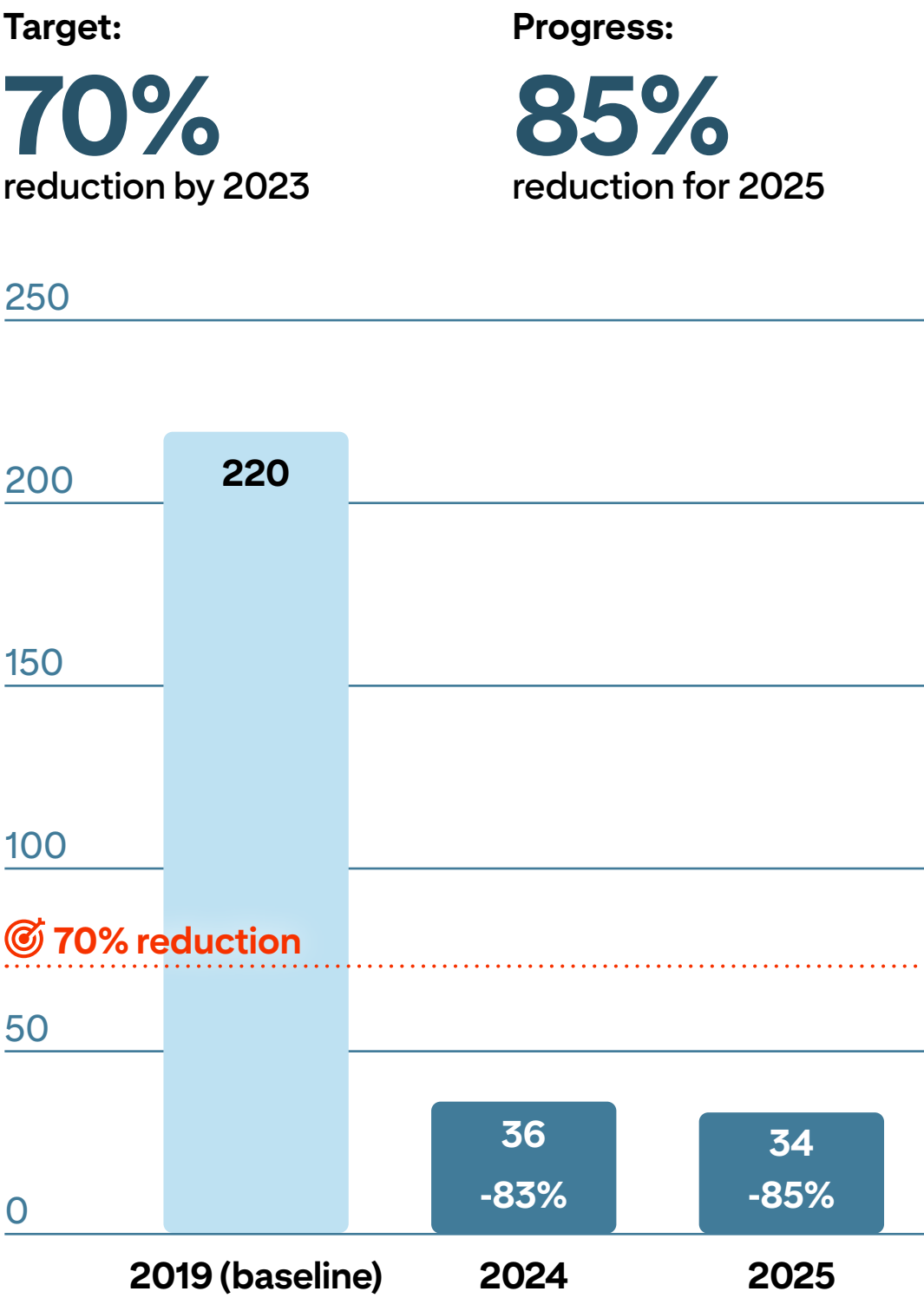
Increase active annual sourcing of renewable electricity from 34% in 2019 to 100% by 2023 and through 2030

Progress: We achieved our goal of sourcing 100% renewable electricity for our global offices in 2022 and have sustained this achievement through 2025. This milestone was achieved by procuring renewable energy directly through utility programs and purchasing Energy Attribute Certificates (EACs) for all our other offices.



Reduce scope 3 GHG emissions 70% per USD gross profit by 2027 from a 2019 base year

Progress: In 2025, we achieved an 85% reduction in GHG emissions per USD of gross profit compared to our 2019 baseline. As most of our emissions stem from Purchased Goods and Services, which are outside our direct control and tend to increase with business growth, achieving our targets remains challenging. To address this, we continued advancing our scope 3 reduction efforts through supplier engagement.



Measuring our emissions

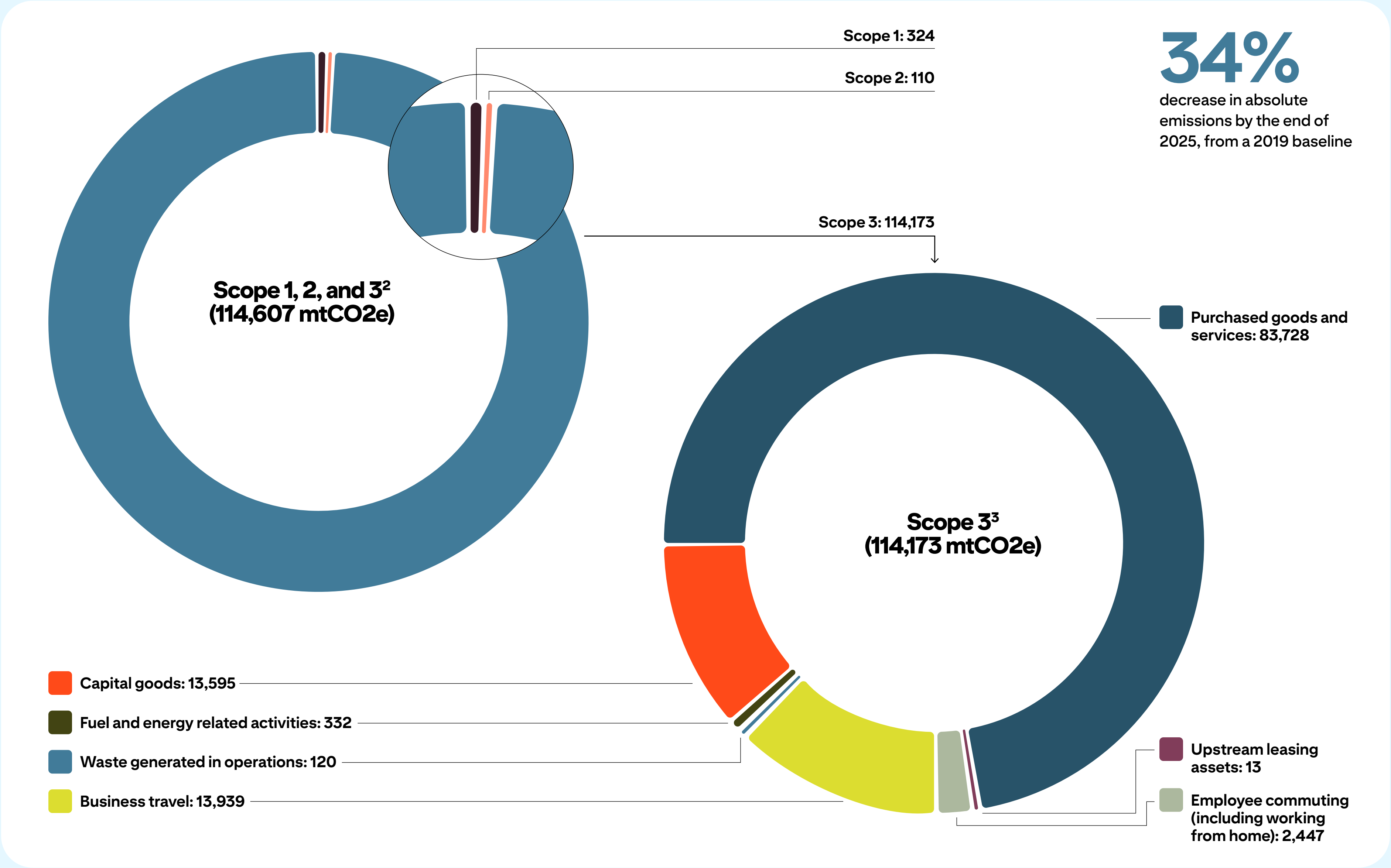
Tracking and reducing emissions is central to our efforts. We utilize Watershed to measure our footprint using the operational boundary approach recommended by the Greenhouse Gas Protocol for corporate accounting and reporting. Our measurement includes an evaluation of scope 1, 2 and 3 emissions using primary activity data and spend-based emission factors.¹ At the end of 2025, we achieved a 34% decrease in absolute emissions from a 2019 baseline.

Since 2022, we’ve obtained limited assurance annually on our scope 1, 2 and 3 GHG emissions by third-party verification provider Apex Companies LLC (Apex). Apex conducted an independent verification of the GHG emissions accounting and the data systems and processes used to collect, analyze and review business activity data and other relevant information.

¹ Beginning in 2025, updated cloud emissions data aligned with our inventory scope became available, with historical data available for years back to 2023. This higher-accuracy data replaces our prior method for cloud emissions from 2023 onward. Because equivalent data are not available for earlier years, our base-year cloud emissions cannot be recalculated and therefore continue to reflect the previous approach.

² Scope 1 are direct emissions from sources we own and control; Scope 2 are indirect emissions from purchased energy; Scope 3 are indirect emissions from our upstream and downstream value chain.

³ The following Scope 3 categories are not applicable to Pinterest due to the nature of our business activities and value chain: processing of sold products, use of sold products, end-of-life treatment of sold products, downstream leased assets, franchises or investments.





Investing in clean electricity

Since 2022, we’ve maintained 100% renewable electricity via renewable energy utility programs and procuring energy attribute certificates (EACs) across our global offices.

Wherever possible, we take advantage of utility renewable energy—otherwise known as green—tariff programs for our offices such as [Clean Power SF’s SuperGreen Program](#). For other locations, we source renewable electricity from renewable energy sources equivalent to what we use globally on an annual basis, through the purchase of EACs. All EAC purchases are designed to be compliant with RE100, a global initiative bringing together businesses committed to 100% renewable electricity. Our EAC purchases meet the following criteria:

- Prioritizing in-country projects within the same year the electricity was consumed
- Sourcing from projects that maximize system impact
- Requiring third-party certifications for United States EACs through Green-e and European Union EACs through EKOEnergy

In addition, to support our flexible work model, PinFlex, we purchased EACs to offset home electricity use for our global employees. EACs are market-based instruments issued when electricity is generated from a renewable energy source. To meet our 100% renewable electricity goal, we purchase EACs to match the electricity consumption of our offices that are not already powered by renewable energy.

In 2025, we pursued more impactful clean electricity investments with a stronger focus on community benefit. This included continuing our partnership with [Seneca Environmental](#), a Tribally-owned business whose profits go directly toward supporting the on-territory needs of the members of the Seneca Nation, and signing a Virtual Power Purchase Agreement (VPPA) to build solar panels across a public school district in the Midwest.

Resource stewardship

Pinterest's Food Team deepened its role in advancing the company's climate goals by embedding sustainability into how we plan menus, source ingredients and manage waste across our offices in North America, Europe and Asia Pacific. Our work focused on three primary levers: food waste reduction, plant-forward menuing, and local purchasing, all aligned to our broader objective of reducing carbon emissions from workplace food programs.



Reducing food waste and supporting communities

Across our global offices, we continued to prioritize food waste prevention through tighter headcount forecasting, menu optimization and real-time waste tracking:

- In Dublin, we utilized Positive Carbon to measure production and plate waste. After implementing daily plate counts, forecasting against events and adjusting orders based on occupancy, the site reduced quarterly food waste and, in turn, lowered the associated cost of waste.
- In parallel, our Copia food donation program in North America ensured that unavoidable surplus was redirected to local nonprofits instead of landfill. In 2025, Pinterest's donations through Copia diverted 13,100 lbs of food from waste streams, providing an estimated 10,900 meals and avoiding 40,500 lbs of CO₂ emissions. These donations supported local nonprofit partners near our offices, reinforcing Pinterest's commitment to community resilience and food security.



Advancing plant-forward, transparent menus

To further reduce the climate impact of food served in our offices, we continued to promote plant-forward options and improve transparency for employees. New in 2025, we began requiring our vendor partners to report on the carbon footprints of our menus and purchases. For example:

- In Dublin, we expanded plant-based choices and provided a “Foodprint” rating for each menu item, giving employees visibility into the relative climate impact of different dishes. Employees increasingly used filters when viewing the online menu, with vegetarian and vegan accounting for a growing number of filtered searches. This signals a growing demand for lower-impact, plant-based meals.
- In North America, the majority of our offerings are classified as plant-forward. We defined “plant-forward” as dishes that center whole plant foods—vegetables, whole grains, legumes, nuts, seeds, and plant-based proteins—while excluding highly processed items and counting dairy or cheese-based options only when plants remain the main component of the dish.

Investing in local suppliers and circular partnerships

Pinterest’s Food Team continued to strengthen local supply chains to reduce transport-related emissions, support regional producers and increase menu quality. For example:

- In London, our partnership with Vacherin incorporates Fruitful Office, a program that plants one fruit tree in Malawi for every three crates of fruit delivered.
- In Australia, our vendor partner Compass Group utilizes Reground, a Melbourne-based social enterprise that helps businesses build a circular economy by collecting used coffee grounds and keeping them out of landfill. Instead of decomposing and releasing methane, a greenhouse gas more potent than CO₂, our office coffee grounds are upcycled into a local resource for gardens, farms and community spaces. Through this partnership, we bring circular-economy practices into Pinterest’s footprint in Australia.

These partnerships complement our local and seasonal menu strategy across the globe, where we continue to prioritize local growers and producers, bulk formats to reduce packaging, and suppliers and vendor partners that share our sustainability standards.



Looking ahead

In 2026, Pinterest’s Food Team will advance its sustainability efforts by refining waste reduction forecasting, strengthening carbon footprint methodology and measurement consistency across regions and vendors, and expanding plant-forward menu design. Together with vendor partners, Pinterest remains committed to transforming workplace dining into a lever for emissions reduction, community impact and employee engagement. In parallel, Pinterest plans to mature its water stewardship approach, improving data collection and transparency, including deeper engagement with third-party data center and cloud providers to better understand water consumption associated with our digital infrastructure.

Managing for climate resilience

We recognize that climate change and the transition to a low-carbon economy present both a business challenge and a potential opportunity, shaping the way we operate, collaborate and serve our global community.

By assessing and considering climate-related risks, optimizing our technology infrastructure for efficiency and partnering with industry leaders, we're actively working to strengthen business resilience, reduce our environmental footprint and prepare for a low-carbon future.

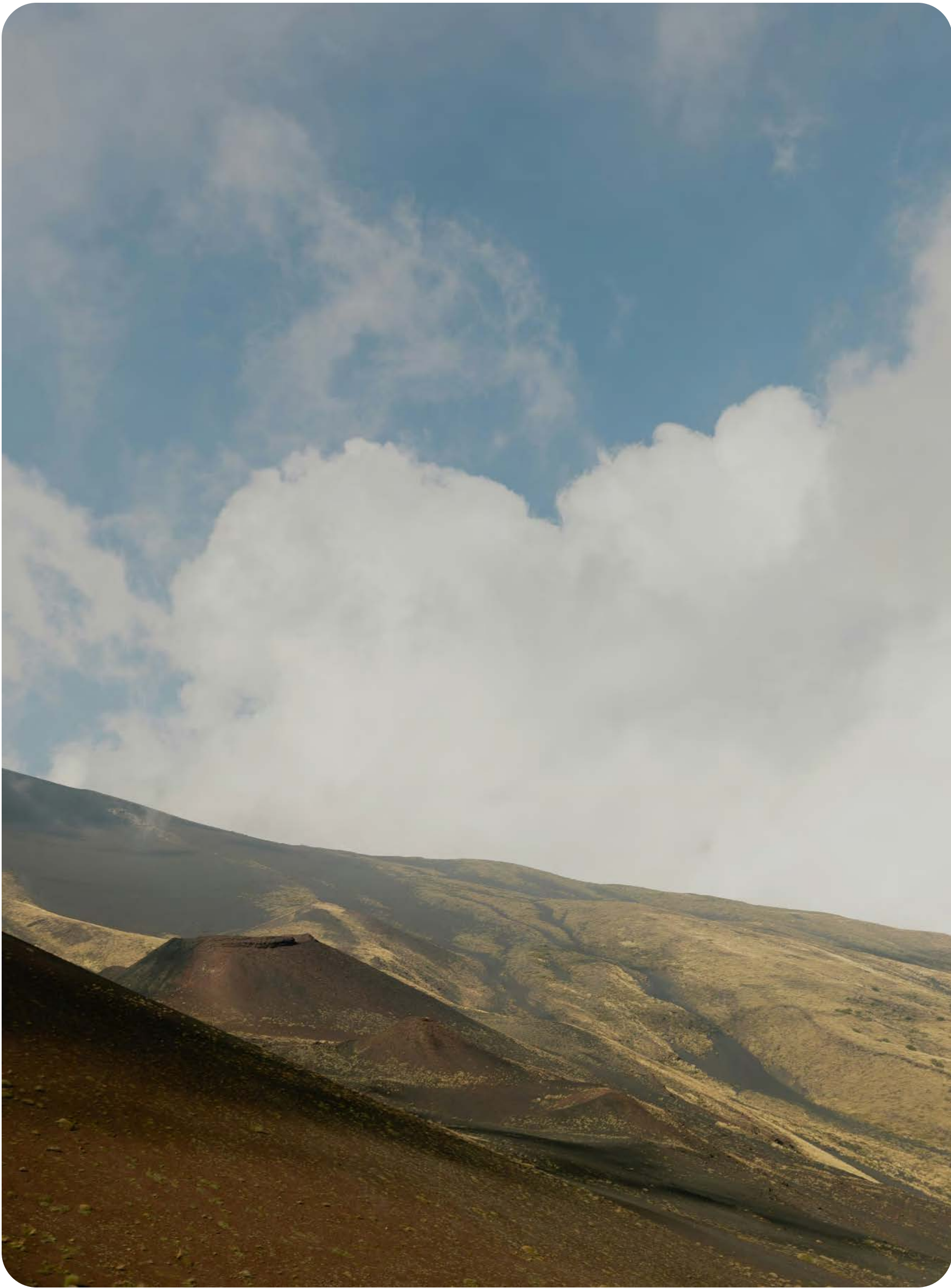


Understanding and managing climate risks and opportunities

In 2024, we conducted a climate risk assessment to deepen our understanding of the risks and opportunities that may impact our business in the near, medium and long term. This evaluation looked at a range of climate risks as defined by TCFD, including physical, regulatory, reputational, market, legal and transitional risks. As part of this work, the majority of the potential impacts to our business were found to be associated with our value chain, including our suppliers or customers.

Our review identified climate-related physical risks that could affect our business, operations and value chain over time. These risks included potential disruption to our cloud infrastructure, third-party suppliers and partners, and employees—particularly in California, where climate-related events such as drought, water scarcity, wildfires, air quality impacts and power shut-offs may occur. We also recognize that climate-related events, including the increasing frequency of extreme weather, could disrupt service continuity and increase operational costs.

We are developing Key Risk Indicators (KRIs) and monitoring changes to track and manage, as necessary, these climate risks over time. For additional information about material climate-related and other business risks, see our Annual Report on Form 10-K.



Scenario analysis: preparing for an uncertain future

To identify and understand our potential exposure and vulnerability to climate risks, we conducted a scenario analysis based on TCFD guidance in concert with our climate risk assessment. By modeling these scenarios, we can better prepare for uncertainties and strengthen our long-term resilience.

Some of the ways we’re adapting and managing risks include:

- Expanding renewable energy investments to reduce carbon exposure
 - Maintaining a disaster recovery plan to ensure platform stability
- Continuing to actively engage with AWS on efficiency projects: optimizing computing resources, reducing redundant workloads and improving storage efficiency
 - Engaging with select suppliers to influence their tracking and disclosure of GHG emissions
 - Using data analytics and advertiser spend insights to assess the potential impact of climate change on marketing spend patterns

Climate scenarios considered

Scenario	Description	Potential impact on Pinterest
Low risk (1.5°C pathway)	Rapid climate action leads to increased renewable energy adoption	Higher customer demand for sustainable digital advertising and content
Moderate risk (2°C pathway)	Gradual carbon reductions with ongoing climate volatility	Rising operational costs from energy regulations and carbon pricing
High risk (above 3°C pathway)	Severe climate impacts with more frequent extreme weather events	Risk of business interruptions to key suppliers, including cloud service disruptions

Engaging on climate action



On Platform

In 2025, Pinterest refreshed and verified its on-platform presence as @SustainableIdeas, launching 48+ sustainable-themed boards around home, fashion, nature and aesthetics for Earth Month. This initiative generated 345M board impressions and fostered robust engagement that reinforced sustainability as a core, high-performing inspiration area on Pinterest.

Pinterest actively supports sustainable shopping by partnering with brands built on circularity and impact, as demonstrated by the collaboration with Vestiaire Collective, the leading global platform for pre-loved luxury fashion. This partnership strategically activated upper-funnel discovery for second-hand fashion across key international markets by integrating Vestiaire Collective into major editorial moments and making their inventory shoppable. By aligning with Pinterest's global audience of fashion lovers, this collaboration bridges the gap between discovery and conversion, unlocking access to sought-after pre-loved pieces while promoting the circular fashion movement and a more sustainable consumer journey.

Employees taking action

PinPlanet, Pinterest’s climate-focused employee community, continued to grow its impact in 2025, mobilizing employees around education, volunteering and sustainable inspiration on and off the platform. Throughout the year, PinPlanet deepened its mission to “inspire action that preserves our planet and improves the livelihood and emotional well-being of our Pinners, employees, and Business Partners,” building new channels like a dedicated Sustainability internal hub, Sustainability 101 resources and a quarterly newsletter to make climate engagement more accessible company-wide.

Externally, PinPlanet partnered with organizations such as Climate Diva, ClimateVoice, Good On You, New Zero World, Project Drawdown, Rethink The Runway, The Surfrider Foundation, and Sustainable Baddie to connect Pinterest’s Terra Futura vision with real-world climate action and storytelling.

Earth Month remained a cornerstone for PinPlanet in 2025, combining in-office experiences, community volunteering, and giving campaigns to bring climate action to life across global offices. PinPlanet co-led Pinterest’s 4th

annual Global Week of Service, where 350+ employees volunteered in 20+ cities, logging over 1,000 volunteer hours with a focus on environmental stewardship and climate action.

In offices from San Francisco and New York to London, Dublin, Toronto, Chicago, Sydney, and more, employees joined farmers markets, sustainable fashion pop-up shops, “Pickle Fix” DIY preservation stations, themed Earth Month meals and “Planet Olympics” climate trivia—reaching hundreds of market shoppers and engaging employees in practical, joyful sustainability moments.

A 2:1 Earth Month donation match through Pinterest Gives further amplified impact by channeling employee giving to leading environmental and climate justice organizations, while internal storytelling and leadership advocacy helped connect these celebrations to Pinterest’s broader sustainability commitments and Terra Futura trend strategy.



Annual Tree Care Volunteer Day with our NYC office

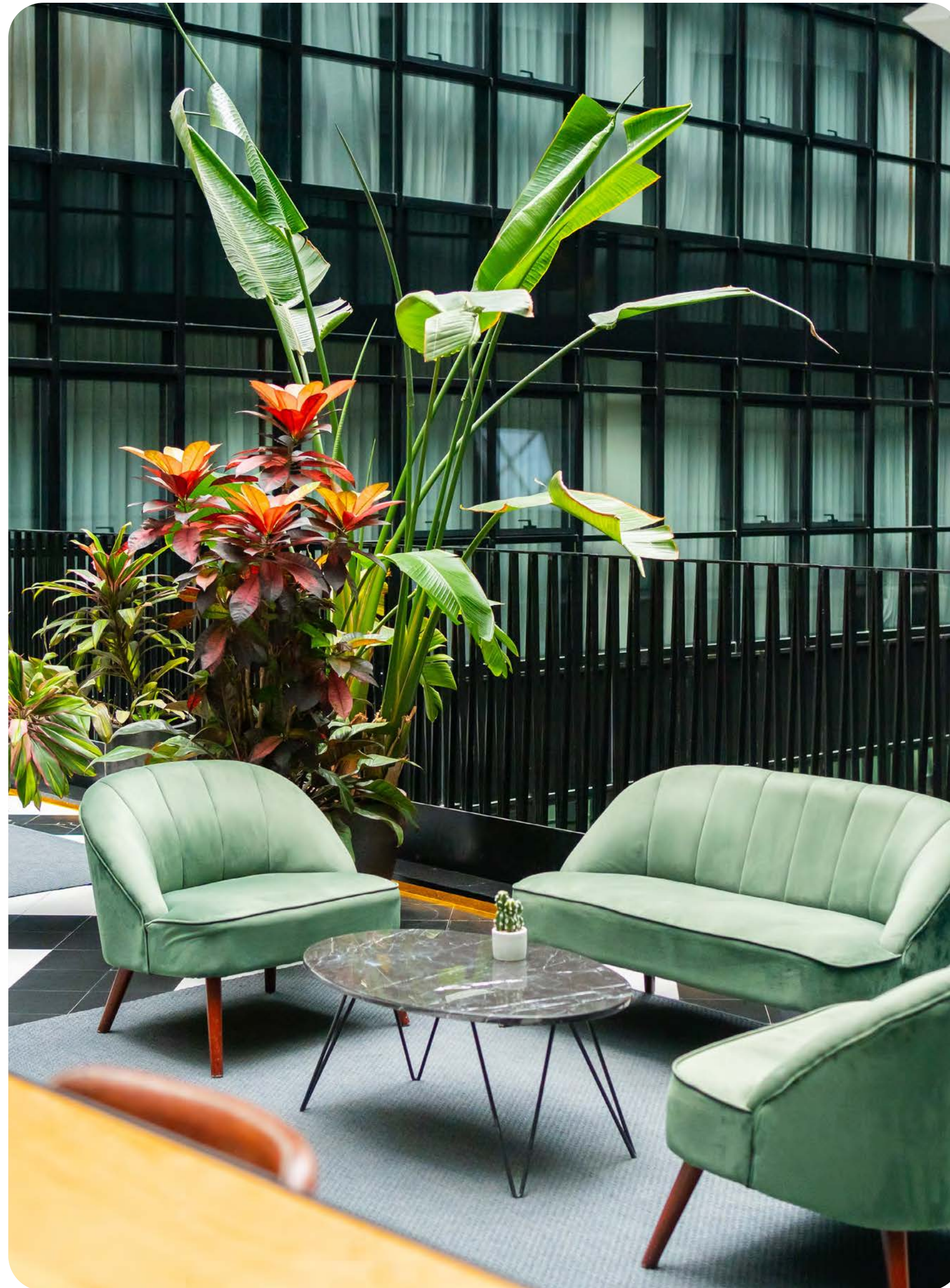
Creating inspiring workspaces with biophilic design

By integrating biophilic design into our workplace, we aim to foster a healthier, more restorative environment that helps employees recharge, spark creativity and feel more connected to the natural world—right in the heart of the office.

Our new Seattle office, which opened in 2025, features a forest bathing area that offers a quiet, nature-inspired space designed to reduce stress and support employee wellbeing. Filled with lush greenery, natural materials and soft lighting, the space encourages mindful breaks and informal connection.

Our Sydney office celebrates the raw, diverse beauty of the Australian landscape. Across four distinct zones, the space takes employees and visitors on a sensory journey through the colors, textures and climates that make Australia truly unique, from sweeping plains to rugged mountain ranges. Central to this vision is our Red Centre zone, inspired by the sacred and awe-inspiring landscape of Uluru,

where greenery is thoughtfully woven into the design to create a private oasis of respite and focus amidst the dramatic desert-inspired surroundings. Rather than simply decorating with plants, we’ve integrated nature as a core design principle, offering a space that meanders and invites discovery, much like the living ecosystems of the Australian outback. This is further brought to life through custom, dynamic lighting that mirrors the celebrated Field of Lights installation, programmed to track the sun and shift through the many radiant hues that grace Uluru throughout the day—a subtle but powerful reminder of our deep connection to the natural world. In 2023, the building obtained a National Australian Building Environmental Rating System (NABERS) energy rating of 5 stars and a Green Building Council of Australia Performance Rating of 6 Stars, which represents “World Leadership” in environmentally sustainable design, construction and operation and is the highest possible rating.



Partnering for change

Addressing climate change requires global, cross-industry collaboration. We maintain memberships with organizations that establish shared responsibility for creating a healthier planet. In 2024, we continued our membership with [BSR](#), a global organization of sustainable business experts. Pinterest was also a member of the [Business Council on Climate Change](#), a membership-driven non-profit dedicated to incubating, scaling and sharing world-leading solutions to address climate change. In the United States and United Kingdom, Pinterest joined as a supporter of Ad Net Zero, a global climate action program uniting the advertising industry to drive better business and reduce carbon emissions from marketing and advertising, as well as supporting more sustainable consumer behaviors, aiming for sustainable production and media planning by 2030.

Progress with integrity

5



Pinterest 2026 Impact Report



**We're upholding
strong governance
to protect trust and
guide responsible,
inclusive growth.**

As we advance our focus on platform, people and planet, making progress with integrity is essential. Our governance framework sets the foundation for a culture of accountability and ethical conduct, and encompasses our strategic and operational priorities, internal and external policies and diligent oversight.

Corporate governance

Our governance framework is designed not only to enhance operational integrity, but also to uphold the wellbeing, safety and trust of the people who use Pinterest every day.

Board of directors

The Pinterest board of directors is responsible for strategic direction, executive oversight, financial stewardship and risk management. Effective governance strengthens trust among users, creators, advertisers, employees and partners.

Our Corporate Governance [Guidelines](#) help ensure the board exercises its responsibilities and provides a structure for directors and management to effectively pursue company objectives for the benefits of stockholders. Three standing board committees have distinct responsibilities, including those specific to impact and sustainability.

More about the board

- Lead independent director
- Board members with a broad range of backgrounds, experience and skills relevant to our company
- Board committees composed of 100% independent directors
- Annual board evaluation facilitated by the Nominating and Corporate Governance Committee and lead independent director
- Stock ownership guidelines, which are applicable to the executive officers and non-employee directors
- Proxy access for stockholders, with standard conditions on director nominations
- Director resignation submission required if majority vote during uncontested elections is not received
- Number of public company boards directors may serve on limited to five; Pinterest’s CEO limited to serving on three (inclusive of Pinterest)

Audit and Risk Committee

- Maintains responsibility for financial and accounting matters and reporting and associated risks
- Oversees enterprise risk management (ERM), including risks related to information security, data protection and privacy
- Oversees risks relating to legal and regulatory matters as well as compliance policies and procedures

Full committee charter ↗

Talent Development and Compensation Committee

- Maintains responsibility for compensation of executives and the board and oversight of compensation for employees
- Reviews and oversees development, implementation and effectiveness of policies, objectives, and strategies related to talent attraction, retention and development
- Oversees human capital management

Full committee charter ↗

Nominating and Corporate Governance Committee

- Oversees matters relating to governance, director succession and nominations, board composition and evaluation, and impact and sustainability
- Oversees Pinterest’s impact and sustainability strategy, goals and significant initiatives and receives regular updates on our progress

Full committee charter ↗

Risk management



Our approach to risk management depends on a strong, risk-aware culture—one where leaders across the business embrace their role in surfacing, understanding and actively addressing risks as part of our everyday decision-making.

We maintain a defined approach to assessing and managing the risks and circumstances that could impact our ability to achieve strategic objectives. Our Enterprise Risk Assessment (ERA) process is revisited and refreshed annually, using the previous year's ERA results as a baseline, researching potential emerging risks and interviewing relevant stakeholders to gather perspectives on Pinterest's top enterprise risks.

Additionally, we conduct a survey as part of our ERA process to reach a broader set of leaders and capture a more thorough and holistic view of risks we may face across the business. We also implemented a governance structure to support and scale our ERM program activities and to improve ownership and accountability for risks across the organization. It includes the Management Risk Committee (MRC), which includes risk owners of top corporate enterprise risks, and the Executive Risk Committee (ERC), which consists of members of the Executive Team. The MRC meets quarterly and reviews these risks, as well as details plans and mitigations to maintain risk at an acceptable level. The ERC meets bi-annually to review mitigation plans and provide strategic direction to the ERM program. These insights help direct ongoing risk management conversations with senior management and the [Audit and Risk Committee](#).

AI risk governance is multi-layered and managed through our ERM framework, specialized forums, and working groups. The MRC and ERC provide oversight of enterprise-level AI risks by reviewing their assessment and mitigation as part of our overall risk governance.

Additionally, we support business resiliency efforts through our corporate Crisis Management Program, which provides a framework for how we respond to scenarios that could cause significant impact to the business. As part of the program, we develop response playbooks, train key stakeholders on roles and responsibilities, conduct tabletop exercises to validate processes and improve readiness, and identify lessons learned through after-action reviews. We operate robust disaster recovery procedures with our cloud hosting provider and regularly review their business practices to ensure continuity measures are in place across people and processes.

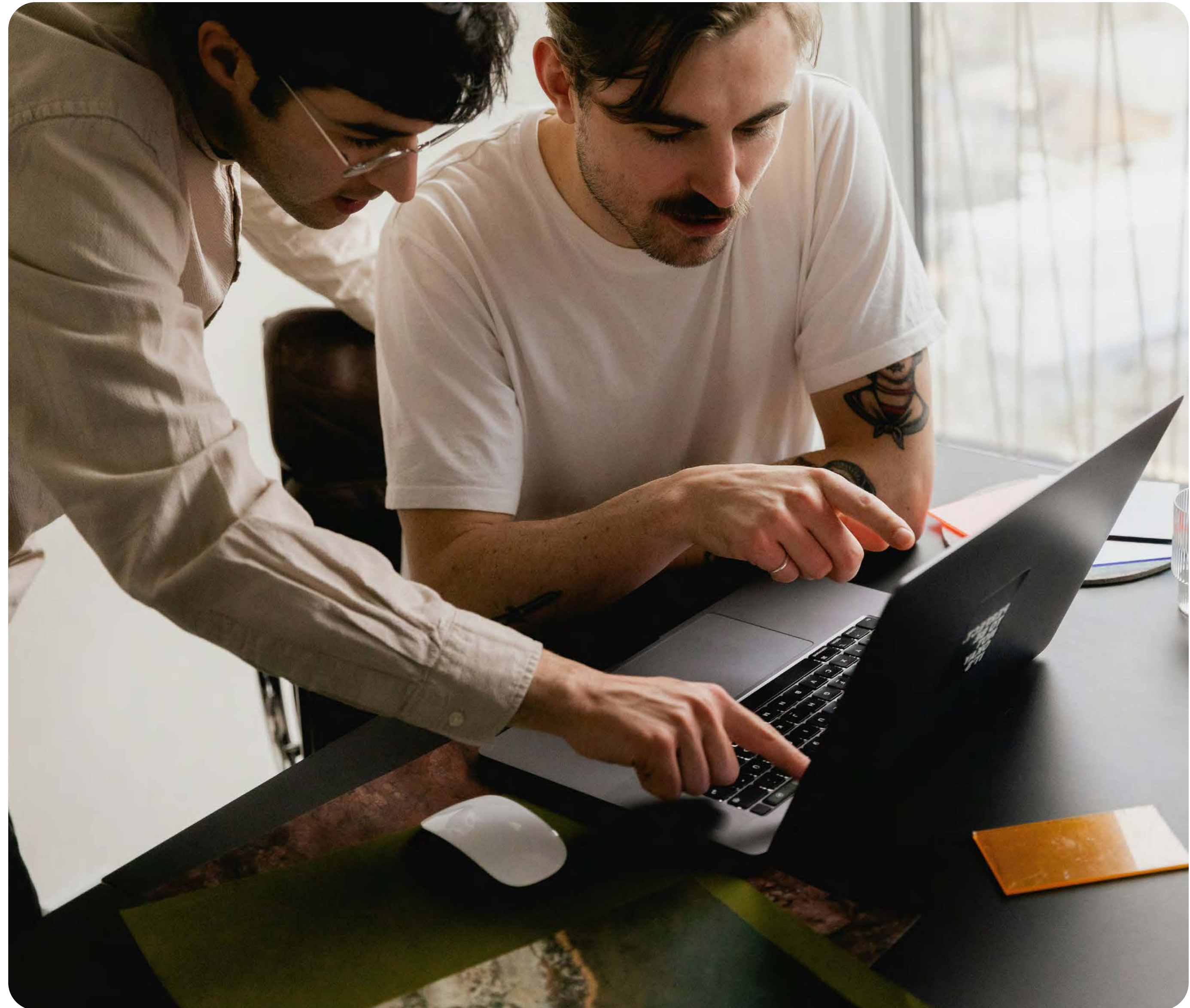
Information on climate risk and resilience can be found in [protecting our planet](#).

Ethics and compliance

As we work to create a positive, welcoming and inspiring place on the internet, it's not just what we do that matters, but how we do it. Our Ethics and Compliance program serves as the cornerstone of our operations, fostering a culture rooted in accountability and integrity.

We seek to meet legal requirements and to promote transparency and fairness in our endeavors. Through robust policies, regular audits and comprehensive training initiatives, we empower our employees to make ethical decisions and uphold our values in every interaction. The program is designed to continuously evolve and improve with changes in our business as well as regulations and industry standards, which helps safeguard our reputation and earn the trust of our stakeholders.

Ethics and Compliance is housed within the legal department. The Chief Ethics and Compliance Officer reports to our Chief Legal and Business Affairs Officer, who reports to the CEO. The program is overseen by the Audit and Risk Committee, which receives regular reports from the Chief Ethics and Compliance Officer.





Policies and procedures

The foundation of the Ethics and Compliance program is our Code of Business Conduct and Ethics, which is translated into multiple languages to reflect our global workforce and brought to life by our public-facing website. The Code sets out Pinterest’s expectations for how we treat each other, our Pinners, advertisers, content providers and suppliers, and the decisions we make about how to run our business with Pinterest’s mission and values as our guiding light. Complying with the law is important, but for us, that’s a floor, not a ceiling. Aligned with our company values, we **Aim for Extraordinary** and choose to go further:

- We **Act as One**, helping Pinterest succeed by working ethically, honestly, transparently and responsibly, even when no one is looking, because that’s who we are
- We use our judgment to **Put Pinners First** and make the best decisions for Pinterest, our users and the broader community
- We **Create Belonging** by embracing inclusion and belonging, maintaining a welcoming and supportive workplace culture, and treating our colleagues and members of the Pinterest community with professionalism and respect
- We have the courage to make big bets, take smart risks, **Win or Learn** from our actions and assume best intentions as we give and receive feedback

- We lead by example, recognizing the critical role our managers play to reinforce our values and Code
- We speak up if we see something wrong, and we ask for help when we need it

We make sure our employees are well-informed about our Code of Business Conduct and Ethics through regular training and communication. We also expect our contingent workers, consultants and others who have temporary assignments with Pinterest to adhere to this Code and applicable policies in connection with their Pinterest work. Failure to do so could result in an end to their relationship with Pinterest.

In addition to our Code of Business Conduct and Ethics, we have a set of corporate policies and procedures that address specific ethics and compliance risk areas, including, but not limited to:

- Anti-Bribery Policy
- Conflict of Interest Policy
- Charitable Giving Policy
- Gift & Hospitality Guide
- Insider Trading Policy
- Political Engagement Policy
- Sanctions & Export Controls Policy

Many of our policies have associated FAQs to allow employees to better understand our expectations, walk through tangible examples and bring these policies to life. We foster a culture of awareness through consistent communications, detailed guidance and targeted employee engagement to further support acting with integrity in all of our work. We also regularly engage policy owners to ensure our company policies reflect current practice and requirements and are properly documented, consistent and clearly communicated to employees and others.

As AI becomes increasingly integrated into our products and workflows, our existing policies—including those governing privacy, security and ethical conduct—extend to the development and use of AI tools. We have established internal AI use and governance guidelines that reflect the principles of our Code of Business Conduct and Ethics, including transparency, fairness and accountability, and build on our existing privacy and security policies.

Communication and training

Our compliance training program is designed to meet the periodic training requirements set forth in the US Sentencing Guidelines as well as other government regulators’ guidance on compliance program best practices. Training courses are offered in a variety of languages to further support our global workforce. As part of the onboarding process, all new part-time and full-time employees receive Code of Business Conduct & Ethics and related compliance training, including anti-corruption training, and confirm they have read and understand the Code and related policies. Each year, we require all employees to complete compliance training, with topics rotating on a biennial cycle between core foundational courses (enhancing understanding of the Code of Business Conduct and Ethics and expectations) and targeted modules addressing specific risk areas. We achieved 100% completion of 2025 compliance training, focused on core foundational topics—including our Code of Business Conduct and Ethics, data privacy and security, and Respect in the Workplace.

In 2025, we rolled out a dedicated course to onboard all employees onto our internal AI tools. The course covers our key policies related to AI use, best practices for responsible adoption across the company and practical guidance to help employees use these tools effectively and in line with our values. We expect our AI-related training to continue to evolve as the technology and regulatory landscape develop.

Training content is tailored to our business and refreshed to keep it relevant and engaging. It is scenario-based to illustrate concepts and directly engage learners in applying those concepts to their daily work. We use checks on learning and built-in survey data to monitor potential areas of opportunity and iterate on training effectiveness. Managers are provided with real-time dashboard views of their team’s training progress so they can easily identify status and hold their team members accountable. Using a data-driven and risk-based approach, we also conduct live and in-person training, focusing on interactive discussions and designed for specific audiences based on location and/or role.

As part of our program, we have a company-wide compliance newsletter to inform employees about engaging with and making meaningful contributions to Pinterest’s culture of integrity, ethical behavior and compliance, and to increase awareness of internal compliance processes and expectations. The newsletter and compliance communications continued throughout 2025, reinforcing key compliance topics and keeping employees connected to our program on an ongoing basis.

Together, these trainings and communications are designed not only to meet legal requirements, but to make it easier for employees to do the right thing and contribute to a culture where integrity is the norm.



Responsible procurement

Our [Supplier Code of Conduct](#), which is available in multiple languages, establishes expectations for suppliers working with Pinterest. Acting lawfully, ethically and responsibly has guided our business choices since Pinterest was founded, and we partner with suppliers that embody the same values.

Suppliers must comply with applicable wage and hour labor laws and regulations, and should ensure appropriate work hours and pay fair wages for their staff in line with the standards set out in the International Labour Organization’s (ILO’s) [Declaration on the Fundamental Principles and Rights at Work](#). We expect our suppliers to maintain accurate and complete records, and have in place any necessary policies, procedures and controls to prevent anti-bribery and anti-corruption laws as well as other applicable laws and obligations. Suppliers should never offer, give or authorize the payment of anything of value to secure an improper advantage or otherwise improperly influence the decisions of others.

We ask suppliers to acknowledge the Supplier Code of Conduct as part of our due diligence and onboarding process. Failure to meet expectations outlined in the Supplier Code of Conduct may impact suppliers’ current or future work with Pinterest.

Respecting and protecting human rights

Our [Human Rights Statement](#) details our commitment, relevant policies and grievance mechanisms across our value chain aimed at upholding human rights. The implementation of the actions, commitments and policies referenced in the statement is overseen by the Board of Directors and relevant Board Committees, particularly the Nominating and Corporate Governance Committee, which has oversight of impact and sustainability matters.

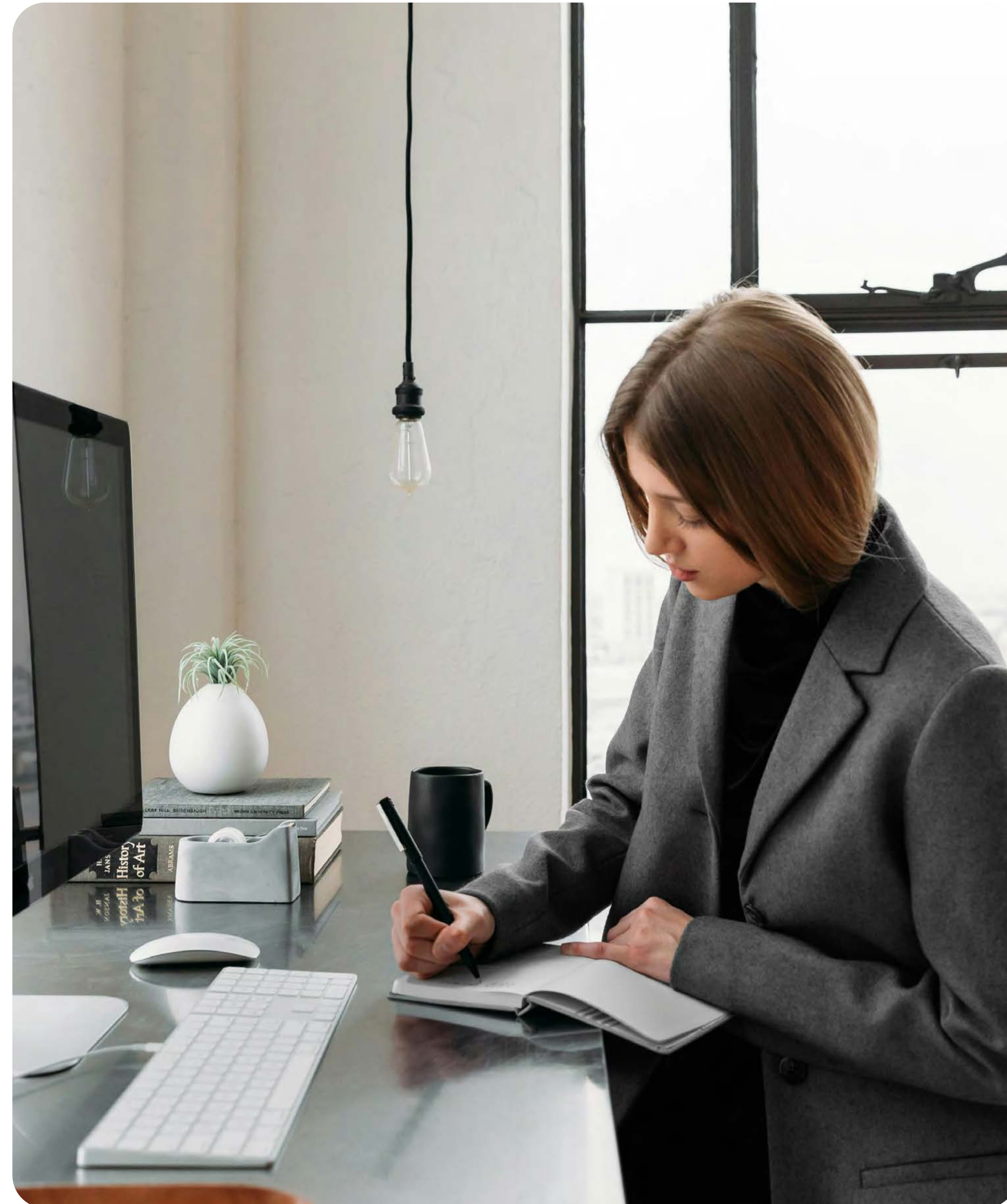
Additionally, our [UK Modern Slavery Act Transparency Statement](#) describes our policies and practices with respect to combating slavery and human trafficking on our platform and in our business operations and supply chains. To further our mission and core values, we value operating ethically and responsibly, treating everyone with dignity and respecting the rights of all individuals. We strive to conduct business in alignment with the Universal Declaration of Human Rights and the United Nations' Guiding Principles on Business and Human Rights.

Reporting concerns

We want to support a work culture where everyone feels comfortable doing their best work. We aspire to foster a work environment that is free of discrimination, harassment, mistreatment and retaliation. Through prioritization of our company values and policies, we aim to create a culture in which employees feel comfortable reporting concerns. While employees are encouraged to raise issues with their manager, we recognize that there may be circumstances in which they would prefer a different route.

We maintain various channels for submitting complaints, comments and reports of misconduct, listed in our Code of Business Conduct & Ethics. Employees are encouraged to raise concerns through their preferred channel, including our Compliance team, People Care team, human resources business partners and lawyers on the Legal team. An [online portal](#) and telephone hotline managed by a third-party provider are available to people internal or external to Pinterest 24/7, with the option to remain anonymous, as permitted by local law.

We take reports of suspected policy violations or unethical behavior seriously, and we promptly and thoroughly investigate concerns raised, as appropriate. We do not tolerate retaliation against anyone seeking advice, making a good-faith report of suspected misconduct or participating in investigations.



Stay informed: additional resources

In addition to our annual Impact Reports, information can be found through the following links:

[Impact hub ↗](#)[Investor relations ↗](#)[Policies and guidelines ↗](#)

Appendix 6



Reporting framework

Global Reporting Initiative (GRI)

Pinterest has reported the information cited in this GRI content index for the period Jan. 1, 2025 to Dec. 31, 2025 with reference to the GRI Standards.

GRI Standard	Disclosure	Location
GRI 2: General Disclosures 2021	2-1 Organizational details	Page 6
	2-2 Entities included in the organization’s sustainability reporting	Page 8
	2-3 Reporting period, frequency and contact point	Page 8
	2-4 Restatements of information	Page 52
	2-5 External assurance	Page 52
	2-6 Activities, value chain and other business relationships	Form 10-K
	2-7 Employees	Page 6 , 39–40
	2-9 Governance structure and composition	Pages 8 , 12 , 27 , 49 , 63–65
	2-10 Nomination and selection of the highest governance body	Page 64
	2-11 Chair of the highest governance body	Form 10-K
	2-12 Role of the highest governance body in overseeing the management of impacts	Page 64
	2-13 Delegation of responsibility for managing impacts	Pages 8 , 12 , 27 , 49 , 63–65
	2-14 Role of the highest governance body in sustainability reporting	Pages 49 , 64
	2-15 Communication of critical concerns	Pages 66–69
	2-16 Conflicts of interest	Page 67
	2-17 Collective knowledge of the highest governance body	Proxy Statement
	2-19 Remuneration policies	Proxy Statement

GRI Standard	Disclosure	Location
	2-20 Process to determine remuneration	Proxy Statement
	2-21 Annual total compensation ratio	Proxy Statement
	2-22 Statement on sustainable development strategy	Page 7
	2-23 Policy commitments	Pages 66–69
	2-24 Embedding policy commitments	Pages 66–69
	2-25 Processes to remediate negative impacts	Pages 66–69
	2-26 Mechanisms for seeking advice and raising concerns	Pages 66–69
	2-27 Compliance with laws and regulations	Form 10-K
	2-29 Approach to stakeholder engagement	Pages 6–8
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Pages 6–8
	3-2 List of material topics	Pages 6–8
	3-3 Management of material topics	Pages 6–8
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	Form 10-K
	201-3 Defined benefit plan obligations and other retirement plans	Form 10-K
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risks related to corruption	Form 10-K
	205-2 Communication and training about anti-corruption policies and procedures	Code of Business Conduct & Ethics, page 68

Global Reporting Index (GRI)

GRI Standard	Disclosure	Location
GRI 206: Anti-competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Form 10-K
GRI 207: Tax 2019	207-1 Approach to tax	Form 10-K
	207-2 Tax governance, control, and risk management	Form 10-K
	207-3 Stakeholder engagement and management of concerns related to tax	Form 10-K
	207-4 Country-by-country reporting	Form 10-K
GRI 102: Climate Change 2025	102-1 Transition plan for climate change mitigation	Pages 47–53
	102-2 Climate change adaptation plan	Pages 47–53
	102-4 GHG emissions reduction targets and progress	Pages 51–52, 58
	102-5 Scope 1 GHG emissions	Pages 51–52
	102-6 Scope 2 GHG emissions	Pages 51–52
	102-7 Scope 3 GHG emissions	Pages 51–52
GRI 103: Energy 2025	102-8 GHG emissions intensity	Pages 51–52
	103-1 Energy policies and commitments	Pages 50–53, 58
	103-2 Energy consumption and self-generation within the organization	Pages 50–53, 58
	103-4 Energy intensity	Pages 51–52, 58
	103-5 Reduction in energy consumption	Pages 51–52, 58

GRI Standard	Disclosure	Location
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	Pages 50, 52, 54–56
	306-2 Management of significant waste-related impacts	Pages 50, 52, 54–56
	306-3 Waste generated	Pages 50, 52, 54–56
	306-4 Waste diverted from disposal	Pages 50, 52, 54–56
	306-5 Waste directed to disposal	Pages 50, 52, 54–56
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Page 80
GRI 403: Occupational Health and Safety 2018	403-5 Worker training on occupational health and safety	Pages 67–68
	403-9 Work-related injuries	Page 33
	403-10 Work-related ill health	Page 33
GRI 404: Training and Education 2016	404-2 Programs for upgrading employee skills and transition assistance programs	Pages 31, 68
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	Pages 28, 77–80
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Form 10-K

Reporting framework

Sustainability Accounting Standards Board (SASB)

Pinterest has reported in line with the Internet Media & Services industry standards.

Topic	Code	Metric	Category	Unit of measurement	Pinterest explanation
Environmental Footprint of Hardware Infrastructure	TC-IM-130a.1	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	Quantitative	Gigajoules (GJ), Percentage (%)	See reducing environmental impact .
	TC-IM-130a.2	(1) Total water withdrawn, (2) total water consumed; percentage of each in regions with High or Extremely High Baseline Water Stress	Quantitative	Thousand cubic metres (m³), Percentage (%)	Pinterest plans to mature its water stewardship approach, improving data collection and transparency, including deeper engagement with third-party data center and cloud providers to better understand water consumption associated with our digital infrastructure.
	TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Discussion and Analysis	n/a	Pinterest relies on third-party data centers (cloud providers), and we factor sustainability into our vendor selection and infrastructure strategy. We consider whether partners increase their renewable energy mix and reduce their emissions, and we continuously optimize our cloud usage for efficiency. See managing for climate resilience .
Data Privacy, Advertising Standards & Freedom of Expression	TC-IM-220a.1	Description of policies and practices relating to targeted advertising and user privacy	Discussion and Analysis	n/a	Pinterest’s policies and practices related to user privacy are set out in our Privacy Policy .
	TC-IM-220a.2	Number of users whose information is used for secondary purposes	Quantitative	Number	Our Privacy Policy describes the information Pinterest collects from customers and how it is used.
	TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Quantitative	Presentation currency	Material monetary losses paid directly in connection with a privacy legal proceeding would be disclosed in our quarterly and/or annual filings with the SEC. In 2025, there were none reported.
	TC-IM-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Quantitative	Number, Percentage (%)	Information about Pinterest’s response to law enforcement requests for information is contained in our biannual transparency report .
	TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	Quantitative	Number, Percentage (%)	Information about Pinterest’s response to government requests for information is contained in our biannual transparency report .

Sustainability Accounting Standards Board (SASB)

Topic	Code	Metric	Category	Unit of measurement	Pinterest explanation
Data security	TC-IM-230a.1	(1) Number of data breaches, (2) percentage that are personal data breaches and (3) number of users affected	Quantitative	Number, Percentage (%)	Data breaches that materially impact our operations are disclosed in our quarterly, annual and/or current report filings with the SEC. In 2025, there were none reported.
	TC-IM-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Discussion and Analysis	n/a	Information about Pinterest’s approach to safety and security can be found in Privacy and data protection . For a discussion of certain risks we are exposed to in the normal course of our business activities, see Form 10-K , Part I, Item 1A, “Risk Factors”. For a discussion of our cybersecurity program and oversight, see Form 10-K , Part 1C “Cybersecurity”.
Employee Recruitment, Inclusion & Performance	TC-IM-330a.2	Employee engagement as a percentage	Quantitative	Percentage (%)	See Employee Voice Surveys .
	TC-IM-330a.3	Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, (c) technical employees and (d) all other employees	Quantitative	Percentage (%)	Information on Pinterest’s workforce is available in workforce metrics .
Intellectual Property Protection & Competitive Behaviour	TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behaviour regulations	Quantitative	Presentation currency	Material monetary losses paid directly in connection with legal proceedings associated with anti-competitive behavior would be disclosed in our quarterly and/or annual filings with the SEC. In 2025, there were none reported.
Activity Metrics	TC-IM-000.A	Entity-defined measure of user activity	Quantitative	See note	619M Global Monthly Active Users (MAU) for the year ended December 31, 2025.

Reporting framework

Task Force on Climate-Related Financial Disclosures (TCFD)

Pinterest reports in alignment with TCFD recommendations.

Environmental metrics

GHG emissions (market-based)*^

	Recommended disclosures	Pinterest-related disclosures
Governance	Describe the board’s oversight of climate-related risks and opportunities.	See sustainability governance .
	Describe management’s role in assessing and managing climate-related risks and opportunities.	See sustainability governance .
Strategy	Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term.	See managing for climate resilience .
	Describe the impact of climate-related risks and opportunities on the organization’s businesses, strategy and financial planning.	See managing for climate resilience .
	Describe the resilience of the organization’s strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	See managing for climate resilience .
Risk Management	Describe the organization’s processes for identifying and assessing climate-related risks.	See managing for climate resilience .
	Describe the organization’s processes for managing climate-related risks.	See managing for climate resilience .
	Describe how processes for identifying, assessing and managing climate-related risks are integrated into the organization’s overall risk management.	See managing for climate resilience .
Metrics and Targets	Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process.	See reducing environmental impact .
	Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 GHG emissions and the related risks.	See reducing environmental impact .
	Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets.	See reducing environmental impact .

Scope	2025	2024	2023
Scope 1	324	570	602
Scope 2	110	1.6	278
Scope 3	114,173	105,692	115,284
Purchased goods and services	83,728	78,226	93,178
Capital goods	13,595	8,156	4,627
Fuel- and energy-related activities	332	298	591
Waste generated in operations	120	83	265
Business travel	13,939	17,110	12,229
Employee commuting (including work from home)	2,447	1,790	4,390
Upstream leased assets	13	29	4
Total	114,607	106,263	116,164

*GHG emissions are calculated using the Comprehensive Environmental Data Archive (CEDA), a global multi-regional input-output database, providing more geographic detail than the previous US EEIO model.

^Note: Beginning in 2025, updated cloud emissions data aligned with our inventory scope became available with historical data available for years back to 2023. This higher-accuracy data replaces our prior method for cloud emissions from 2023 onward. Because equivalent data are not available for earlier years, our base-year cloud emissions cannot be recalculated and therefore continue to reflect the previous approach.

Aggregated energy consumption

Energy consumption	2025	2024	2023
Total electricity consumption (MWh)	5,415	4,960	8,069
Total clean electricity consumption	100%	100%	100%

Energy consumption by location (MWh)

Energy consumption by location (MWh)	2025	2024	2023
Australia	69	–	10
Brazil	146	394	426
Canada	987	354	1,053
France	86	147	170
Germany	50	43	65
Ireland	201	189	131
Italy	26	27	27
Japan	123	184	172
Mexico	92	181	131
Netherlands	18	12	–
Poland	49	72	72
Singapore	11	–	–
Spain	18	17	12
United Kingdom	321	39	200
United States	5,415	5,481	8,362
Total	7,612	7,141	10,832

Workforce metrics

Gender representation

Group	Gender	2025	2024	2023
Company-wide	Women	49%	51%	52%
	Men	48%	48%	47%
	Non-binary and gender non-conforming	<1%	<1%	<1%
	Not declared	2%	<1%	<1%
Engineering	Women	32%	31%	31%
	Men	64%	68%	68%
	Non-binary and gender non-conforming	<1%	<1%	<1%
	Not declared	2%	<1%	<1%
Leadership (L18+)	Women	47%	46%	46%
	Men	51%	53%	54%
	Non-binary and gender non-conforming	<1%	<1%	0
	Not declared	2%	<1%	<1%
Management	Women	48%	47%	47%
	Men	49%	53%	52%
	Non-binary and gender non-conforming	<1%	<1%	0
	Not declared	2%	<1%	<1%

Gender by region

Group	Gender	2025	2024	2023
APAC	Women	63%	65%	67%
	Men	36%	34%	30%
	Non-binary and gender non-conforming	0	0	0
	Not declared	<1%	<1%	3%
Canada	Women	33%	38%	47%
	Men	62%	61%	51%
	Non-binary and gender non-conforming	<1%	<1%	0
	Not declared	5%	1%	2%
EMEA	Women	56%	55%	57%
	Men	43%	44%	43%
	Non-binary and gender non-conforming	0	0	0
	Not declared	2%	<1%	<1%
LATAM	Women	32%	34%	35%
	Men	63%	64%	62%
	Non-binary and gender non-conforming	2%	1%	<1%
	Not declared	3%	<1%	2%
US	Women	51%	51%	53%
	Men	47%	48%	47%
	Non-binary and gender non-conforming	<1%	<1%	<1%
	Not declared	2%	<1%	<1%

Race/ethnicity (United States)

Group	Race/ethnicity	2025	2024	2023
Company-wide	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	<1%	<1%	<1%
	Asian	44%	43%	42%
	Black	6%	6%	6%
	Decline to state	4%	4%	4%
	Latine or Hispanic	6%	6%	6%
	Middle Eastern	1%	<1%	<1%
	Multi-race	6%	7%	6%
	Unknown	<1%	<1%	0
	White	32%	33%	35%
Engineering	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	<1%	<1%	<1%
	Asian	64%	63%	63%
	Black	3%	3%	3%
	Decline to state	5%	6%	5%
	Latine or Hispanic	4%	4%	5%
	Middle Eastern	1%	<1%	<1%
	Multi-race	5%	5%	4%
	Unknown	<1%	<1%	0
	White	18%	19%	19%

Group	Race/ethnicity	2025	2024	2023
Leadership (L18+)	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	5%	<1%	<1%
	Asian	33%	36%	34%
	Black	5%	5%	4%
	Decline to state	4%	4%	4%
	Latine or Hispanic	5%	5%	4%
	Middle Eastern	<1%	0	<1%
	Multi-race	4%	4%	3%
	Unknown	<1%	0	0
	White	48%	46%	49%
Management	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	<1%	<1%	<1%
	Asian	37%	38%	37%
	Black	5%	5%	5%
	Decline to state	4%	5%	5%
	Latine or Hispanic	4%	3%	4%
	Middle Eastern	<1%	<1%	<1%
	Multi-race	5%	4%	3%
	Unknown	<1%	0	0
	White	43%	43%	46%

Global ethnicity: all countries where race/ethnicity data are collected

Region	Race/ethnicity	2025*	2024**
Global	Asian	38%	36%
	Black	5%	5%
	Decline to state	3%	4%
	Indigenous	0%	<1%
	Latine or Hispanic	7%	7%
	Middle Eastern	1%	<1%
	Multi-race	6%	6%
	Unknown	11%	12%
	White	29%	29%
*All countries in APAC, LATAM and North America, as well as Ireland and the United Kingdom from EMEA.			
**EMEA, Ireland and the UK only			

Multi-race breakdown (Global)*

Group	Race/ethnicity	2025	2024
Percentage	Asian	31%	31%
	Black	22%	25%
	Indigenous	11%	12%
	Latine or Hispanic	53%	53%
	Middle Eastern	8%	7%
	White	80%	78%
	*Multi-race/ethnicity” reflects employees who self-identify with more than one racial or ethnic group. Because these individuals are represented across each category they selected, the sum of percentages may exceed 100%.		

Multi-race breakdown (United States)*

Group	Race/ethnicity	2025	2025	2024
Percentage	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	12%	13%	17%
	Asian	34%	33%	34%
	Black	26%	26%	27%
	Latine or Hispanic	51%	51%	50%
	Middle Eastern	7%	6%	2%
	White	79%	77%	75%
	*Multi-race/ethnicity” reflects employees who self-identify with more than one racial or ethnic group. Because these individuals are represented across each category they selected, the sum of percentages may exceed 100%.			

Attrition by ethnicity

Group	Race/ethnicity	2025	2024	2023
Attrition rate, scaled	US attrition	1.00	1.00	1.00
	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	2.61	0.94	4.20
	Asian	1.04	0.93	0.97
	Black	1.08	1.33	1.46
	Decline to state	1.50	0.96	1.23
	Latine or Hispanic	0.79	1.10	0.97
	Middle Eastern	0.41	0.96	0.00
	Multiple races	1.14	1.02	0.00
	Multi-race (identifying as Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander)	1.20	1.50	0.00
	Multi-race (not identifying as Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander)	0.56	0.93	0.00
	White	0.92	1.01	0.89
A note on attrition rate: Pinterest s average attrition rate represents 1.00 on the index (displayed as the reference line). Groups where attrition is above 1.00 have a higher attrition rate than the average. Groups where attrition is below 1.00 have a lower attrition rate than the average.				

Attrition by gender

Group	Race/ethnicity	2025	2024	2023
Attrition rate, scaled	Global attrition	1.00	1.00	1.00
	Male	1.15	1.10	1.14
	Female	0.85	0.91	0.88
A note on attrition rate: Pinterest s average attrition rate represents 1.00 on the index (displayed as the reference line). Groups where attrition is above 1.00 have a higher attrition rate than the average. Groups where attrition is below 1.00 have a lower attrition rate than the average.				

