



September 10, 2024

Honorable Senator Jeanne Shaheen  
506 Hart Senate Office Building  
Washington, D.C. 20510

Honorable Senator Rick Scott  
110 Hart Senate Office Building  
Washington, D.C. 20510

Honorable Senator Joe Manchin III  
306 Hart Senate Office Building  
Washington, D.C. 20510

Honorable Senator Mazie Hirono  
109 Hart Senate Office Building  
Washington, D.C. 20510

Honorable Senator Maggie Hassan  
324 Hart Senate Office Building  
Washington, D.C. 20510

Honorable Senator Catherine Cortez Masto  
520 Hart Senate Office Building  
Washington, D.C. 20510

Honorable Senator Ron Wyden  
221 Dirksen Senate Office Bldg.  
Washington, D.C. 20510

Honorable Senator Angus King  
133 Hart Senate Office Building  
Washington, D.C. 20510

Honorable Senator Richard Blumenthal  
706 Hart Senate Office Building  
Washington, D.C. 20510

Honorable Senator Marsha Blackburn  
357 Dirksen Senate Office Building  
Washington, D.C. 20510

Honorable Senator Robert P. Casey, Jr.  
393 Russell Senate Office Building  
Washington, D.C. 20510

Honorable Senator Marco Rubio  
284 Russell Senate Office Building  
Washington, D.C. 20510

Honorable Senator Sherrod Brown  
503 Hart Senate Office Building  
Washington, D.C. 20510

Honorable Senator Charles E. Grassley  
135 Hart Senate Office Building  
Washington, D.C. 20510

RE: **Combating Non-Consensual Intimate Imagery**

Dear Senators:

Thank you for your letter dated August 9, 2024, regarding protecting citizens from the harms caused by non-consensual intimate imagery (NCII). At Pinterest, we share your commitment to creating safe online environments and we appreciate the opportunity to share information about our efforts to prevent the sharing of NCII on our platform.

Pinterest is a visual search and discovery platform designed to inspire our users, whom we call Pinners. Our mission is to help Pinners find inspiration, curate ideas, and shop for products, all in a positive place online. This mission hinges on continually investing in the teams, systems and policies that work



everyday to combat bad actors and the spread of harmful content. Our industry-leading content policies and robust moderation practices have been effective in prohibiting the spread of such content on Pinterest. However, we recognize that the work to maintain a safe platform is never complete.

Our CEO Bill Ready has [stressed](#) that the wellbeing of our Pinners is central to our mission, which is why we continuously evolve our approach, including policies and technology, to stay ahead of emerging threats. It is imperative for platforms, especially small and midsize companies, to determine how to best allocate resources and utilize the technology that will be most effective for their platform and the content challenges they face.

Pinterest's [Community Guidelines](#) prohibit non-consensual images – defined as images of a private or sexual nature that are obtained or published without consent – and other harmful content. Pinterest is not a place for adult content, including pornography and most nudity. We prohibit any material that violates our adult content policy, including nudity, sexualized content, and graphic depictions of sexual activity, and do not permit results for searches determined to violate this policy. If Pinners come across unwanted photos of themselves, they can also report the matter within the platform or by contacting [privacy-support@pinterest.com](mailto:privacy-support@pinterest.com).

We strictly enforce our guidelines and our automated tools use a combination of signals to identify and action against potentially violative content. Where a system detects policy-violating content, it will deactivate the content. We utilize these automated tools to detect nudity or other adult content, and we are continually investing in these systems to improve their performance. We also manually deactivate violative posts through our human review process, which may include content identified internally or reported to us by third parties or users. Hybrid actions include those where a team member determines that a Pin violates policy and automated systems help expand that decision to enforce against machine-identified matching Pins.

According to our most recent biannual [global transparency report](#), in Q4 2023, 77 percent of Pins that were deactivated for adult content were seen by no users in the reporting period before they were deactivated; 97 percent were seen by fewer than 10 users before they were deactivated, and 99 percent of all adult content removed was seen by fewer than 100 users before deactivation.

Notably, unlike other platforms, Pinterest is not designed to facilitate the rapid dissemination of content – in other words, content does not go “viral” on Pinterest. Rather, whether it’s decorating their bedroom or finding healthy dinner recipes, people come to Pinterest for inspiration for their offline lives. Our search results prioritize content based on content quality and individual Pinner preferences rather than promoting trending material.

We continually monitor trends on Pinterest and the broader online ecosystem, evaluate new online safety tools as they become available, and work closely with third party leaders, like [Graphika](#). Before receiving your letter, our team had examined the StopNCII.org and Take It Down tools and compared them against our existing approach to protecting Pinners from such harms. Our existing automated tools are proving very effective and combined with our strict content safety policies, instances of NCII are extremely rare on Pinterest. However, as with all available content moderation tools, we are continuing to monitor the available technology and programs to ensure Pinterest remains a positive and safe corner of the internet.



Pinterest is continually evaluating new tools and will reassess StopNCII.org and Take It Down in 2025.

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Thank you for the opportunity to engage with your offices on this important issue. Feel free to contact me if you have additional questions or would like to request a meeting to learn more about our work at Pinterest.

Best regards,

*Jasmine R. Vasquez*

Jasmine R. Vasquez  
Head of U.S. Public Policy