



Policy introduction: Hate speech

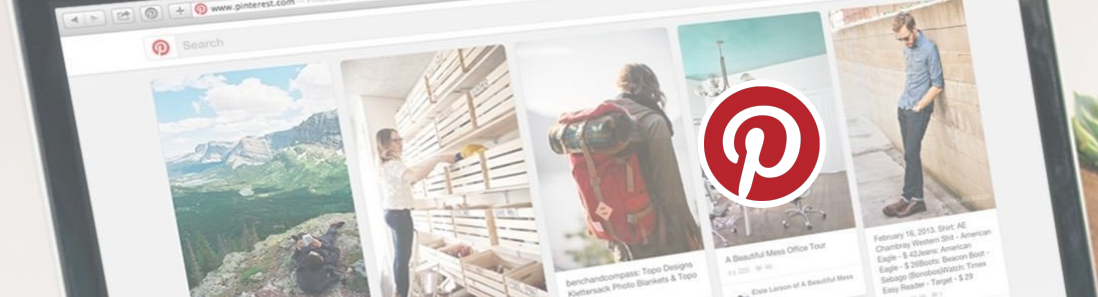
Creation: 2016 | **Owner:** Content Policy
Last updated: 2/16/19 by Janett Riebe



Training objectives:

- ✓ Introduce policy philosophy and objectives
- ✓ Introduce Pinterest's list of protected groups
- ✓ Introduce the most common forms of hate speech
- ✓ Introduce guidelines for exercising judgment

This training does not teach how to effectively review content. Our guided shadowing sessions will help you with that. We estimate it will take you 2-3 weeks before you can comfortably review without referencing your policy copy.



Pinterest's hate speech policies are derived from the company's diversity and inclusion values. We want to create an inspiring and welcoming place for people of all backgrounds.

Our goal is not only to address hateful behavior, but to create a culture that makes everyone feel that Pinterest, the platform *and* company, is a place for people like them.

We remove hate speech.

- No** supremacy, stereotyping and other content that sustains fears, violence and prejudice against protected groups.
- No** hateful ideologies or individuals and organizations spreading them.

We hide sensitive content.

No images or references to violence and discrimination suffered by protected groups in (home) feeds and Search results.



Acknowledgment:

It may feel uncomfortable removing some of these quotes under the umbrella of “hate speech.”

Remember that our definition of “hatefulness” is aimed at keeping Pinterest positive and welcoming for **everyone**.

Current definition of acceptable context

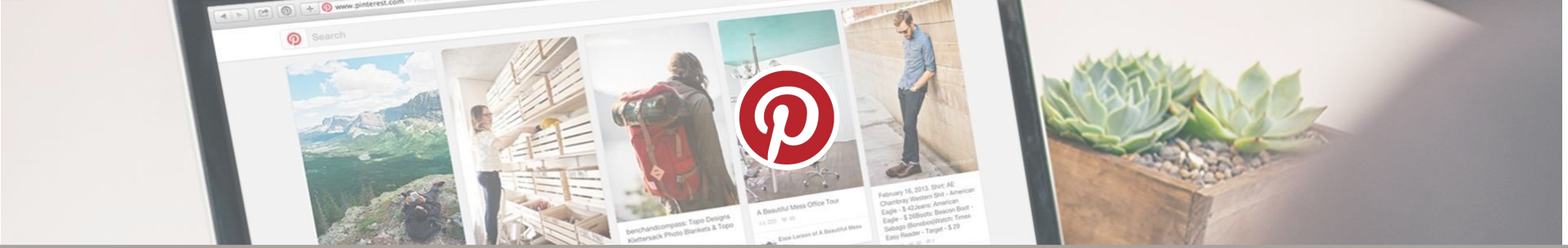
People and boards following:

- Artistic pursuits.
- Purely historic interests.
- Scientific pursuits.
- Releases of the entertainment media.

People using Pinterest to:

- Further civil rights and emancipation movements.
- Collect content to support learning or teaching.
- Commit to memory injustice, discrimination & violence.
- Raise funds or organize petitions for acceptable causes.

Misinformation and anti-bias standards apply.



We want you to exercise your judgment.

We just ask that you follow these guidelines to ensure you're enforcing the spirit of the policy.

When exercising judgment, adhere to:

- Remove support of hate groups and ideologies
- Remove prejudice and attacks on people
- Hide content diminishing the beliefs, institutions, and movements held sacred by others
- Hide references to sensitive events like violence, suffering and discrimination suffered.

Default to protecting the Pinner experience and taking the harsher action.