



Pinterest

Locations: California (HQ)

Industries: Media and Entertainment

RISK LEVEL:



High Risk

DESCRIPTION:

Pinterest has banned the pro-life group Live Action from its platform and has censored Christian terminology on its site. Pinterest scored a 70 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Pinterest increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, and philanthropic support. Pinterest uses its reputation and corporate funds to support controversial sex and gender ideologies and organizations. The company is part of the Global Alliance for Responsible Media and does not provide viewpoint protections for its employees. Pinterest provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. The company has funded the Southern Poverty Law Center (SPLC) and signed an open letter in support of the Equality Act. Pinterest opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. The company denounced various states' legislative efforts to protect election integrity and security. For these reasons, Pinterest receives a High Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. **High Risk**

Pinterest received a score of 70 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2)(3). In 2019, Pinterest permanently suspended the pro-life organization Live Action from the site due to "misinformation" (4). Similarly, a leaked document detailing Pinterest's "Sensitive Terms List" revealed that the site censors religious terms such as "Bible verses" and "Christian Easter," citing them as "brand unsafe" (56)(7)(8).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. **High Risk**

(1)(2). Pinterest does not discriminate against charitable organizations based on views or beliefs (3).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion.

High Risk

Pinterest does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. **High Risk**

Pinterest signed an open letter in support of the Equality Act (1). The company was part of the Freedom for All Americans coalition, which advocated for federal legislation that would overrule state laws designed to protect girls' sports and similar laws (2). Pinterest (3). Pinterest has publicly supported Black Lives Matter and its CEO is a signatory to CEOs for Gun Safety (3)(45).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. **High Risk**

(1)(2)(3) indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging (4)(5). customers and harming shareholders. Pinterest is a member of the Global Alliance for Responsible Media (6)(7)(8). The company hosted a fundraiser for the American Civil Liberties Union for Trans Day of Visibility (9)(10)(11).

Uses corporate political contributions for ideological, non-business purposes.

Lower Risk

Pinterest does not operate a PAC at this time and has not lobbied for ideological purposes (1)(2)(3).

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