Unhesitant about vaccines

Public Policy and Social Impact Manager  
Ifeoma Ozoma  
June 4, 2019
Community guidelines

Our mission

At Pinterest, our mission is to help you discover and do what you love. That means showing you ideas that are relevant, interesting and personal to you, and making sure you don’t see anything that’s inappropriate or spammy.

These guidelines are our acceptable use policy and clarify what we do and don’t allow on Pinterest. If you come across a Pin, comment or
We remove harmful advice, content that targets individuals or protected groups and content created as part of disinformation campaigns.

Don’t put harmful misinformation on Pinterest.

- We don’t allow advice when it has immediate and detrimental effects on a pinner’s health or on public safety. This includes promotion of false cures for terminal or chronic illnesses and anti-vaccination advice.

- We don’t allow misinformation about protected groups that promotes fear, hate and prejudice. This and other policies, including our hate speech guidelines, are designed to keep Pinterest a positive and welcoming environment for people of all backgrounds.

- We don’t allow misinformation that attacks individuals and turns them, their families or their properties into targets of harassment or violence.

- We don’t allow content that originates from disinformation campaigns targeted at Pinterest or other platforms.
**Timeline**

- **May, 2019**: Introduced expert vaccine results in search
- **October 2018**: Stopped serving results for certain vaccination and anti-vaccination terms in search
- **September, 2018**: Blocked certain health terms in search autocomplete
- **August, 2018**: Updated our enforcement guidelines to more aggressively remove health misinformation
- **February, 2018**: Stopped serving results for certain cancer searches
- **October, 2017**: Health misinformation policy
- **2013**: Self-harm policy
Anti-vaxx propaganda has gone viral on Facebook. Pinterest has a cure

As pressure mounts on Facebook to explain its role in promoting anti-vaccine misinformation, Pinterest tries a different approach.

Pinterest is blocking search results about vaccines to protect users from misinformation.