

Pinterest bans all climate change misinformation on its platform | TechCrunch

By Sarah Perez

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Pinterest announced today it's becoming the first major digital platform to introduce a comprehensive misinformation policy designed to combat false and misleading claims around climate change on its platform. According to the company's newly updated misinformation guidelines, Pinterest will now be able to remove content that denies the existence of impacts of climate change, denies human influence on climate change and denies climate change is backed by scientific consensus, among other things.

It will also remove false and misleading content about climate change solutions that contradict scientific consensus, content that misrepresents scientific data either by omission or cherry-picking in order to erode trust in climate science and experts and harmful and misleading content about public safety emergencies including natural disasters and extreme weather events.

The company noted the new Community guidelines don't only apply to posts on the social network, but also to ads. Pinterest advertisers will have to follow the same rules and the Pinterest Advertising guidelines were updated to also prohibit ads containing conspiracy theories, misinformation and disinformation related to climate change.

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