

EFRD Digital media Update

April 2012

Pinterest is a pinboard-style social photo sharing that allows users to create and manage theme-based image collections such as events, interests, hobbies and more. Users can browse other pinboards for inspiration, “re-pin” images to their own collections and/or 'like' photos. Pinterest's mission is to connect everyone in the world through the “things” they find interesting via a global platform of inspiration and idea sharing. Pinterest allows its users to share 'pins' on both Twitter and Facebook, which allows users to share and interact with a broad community.

EFRD members interpretation of digital media self-regulations rules on Pinterest:

- EFRD members have determined that the audience **profile of the website significantly exceeds 70%** of people above legal purchasing age. Accordingly, brand use of Pinterest’s core functionality; namely, the display of branded content on a pinboard, is consistent with EFRD digital marketing principles. This functionality can be compared with a billboard on the street.
- Pinterest also allows users to **“re-pin” the content**. EFRD members have determined that this functionality equates to the forwarding of content, and, accordingly, brand-owned Pinterest boards should **carry an appropriate Advice Notice**, stipulating that the content should not be shared knowingly with persons under the legal purchasing age.
- Pinterest also allows users to **“follow” boards**. Since Pinterest does not as yet provide any mechanism whereby a board-owner can affirm the age of its followers (registration of date of birth), **EFRD members have resolved to decline to interact with branded board followers until such time as an appropriate age affirmation mechanism is available**.
- Furthermore, EFRD members have determined that, where content pinned to its board carries **a link to further branded digital content**, such further content will not be accessible directly, but those wishing to access it **shall first be directed to an age affirmation mechanism**.

18 April 2012