

# Common Legal Myths and Realities about Pinterest

March 21, 2012

Although Pinterest launched just two years ago, the site already boasts over 10 million users and a staggering number of page views every day. Both numbers are growing quickly. Companies are paying attention to this rapid growth and — much like the early days of Facebook — many are wondering whether it makes sense to establish an early presence on the site.

This rush to join Pinterest has been somewhat tempered by concerns over the Pinterest Terms of Use and questions that can be filed under the heading of “who owns what.” For example, some people have (incorrectly) opined that Pinterest owns everything that is posted on the site. And others have (correctly) pointed out that posting other people’s pictures without permission could be problematic.

Before a company joins Pinterest, it’s important to separate the myths from the realities. [This article](#) addresses some of the key issues.