AI TOOLS

How to Turn Off AI on Pinterest: The Settings That Reduce AI Pins

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> **To turn off AI on Pinterest, open Refine your recommendations, go to the AI content tab and turn off the Show AI content toggle, which Pinterest says turns off all AI topics. Pinterest describes these controls as ways to see less AI content in your feed, and you can also choose see fewer on a Pin or tap Less AI on some searches.**

Key takeaways

- The main setting is the Show AI content toggle, in the AI content tab of Refine your recommendations; Pinterest says turning it off turns off all AI topics.
- Under Manage AI content by topic you can turn individual topics on or off instead.
- On a Pin in your feed, the ellipsis icon at the bottom right offers a see fewer AI Pins option when the Pin is in a supported category.
- For some searches, Pinterest shows a Less AI button that shows less AI-modified content.
- Pinterest says turning recommendations on or off won't affect the ads you see on your home feed.

Pinterest's help pages describe three controls over AI Pins: a setting for your whole feed, an option on a single Pin and a button in some searches. This guide walks through each one with the labels from Pinterest's help pages. Why so much of Pinterest involves AI, from recommendations to labels, is in our guide on whether Pinterest uses AI, and making your own Pins with AI is covered in our method for making Pins with AI tools.

How to turn off AI on Pinterest

The main setting sits in Refine your recommendations, under the AI content tab. Pinterest's help page lists three things you can do there:

- Choose to see fewer GenAI Pins in certain categories in your feed.
- Use the Show AI content toggle to reduce AI content in your feed. The page says: "If you turn this toggle off, all AI topics will be turned off."
- Turn individual topics on or off under the Manage AI content by topic section.

Pinterest's newsroom post on these controls says they let you see less GenAI content on eligible image Pins in categories that are highly prone to AI modification or generation. Its update of December 2025 lists architecture, art, beauty, entertainment, men's, women's and children's fashion, health, home decor, sport, and food and drink, and says the controls will continue to roll out to more categories.

Turn off AI content in Refine your recommendations

The path depends on your device and account type. These steps come from Pinterest's Refine your recommendations help page.

On desktop

1. Log in to your Pinterest account.
2. Click the more options icon at the bottom left of your screen.
3. Select Refine your recommendations.
4. Click the AI content tab.
5. Turn off the Show AI content toggle, or turn off individual topics under Manage AI content by topic.

In the Pinterest app

1. Open the Pinterest app and log in to your account.
2. Tap your profile picture at the bottom-right corner.
3. Tap the more options icon at the top-right of your screen.
4. Tap Refine your recommendations.
5. Tap the AI content tab, then turn off the Show AI content toggle or the topics you choose.

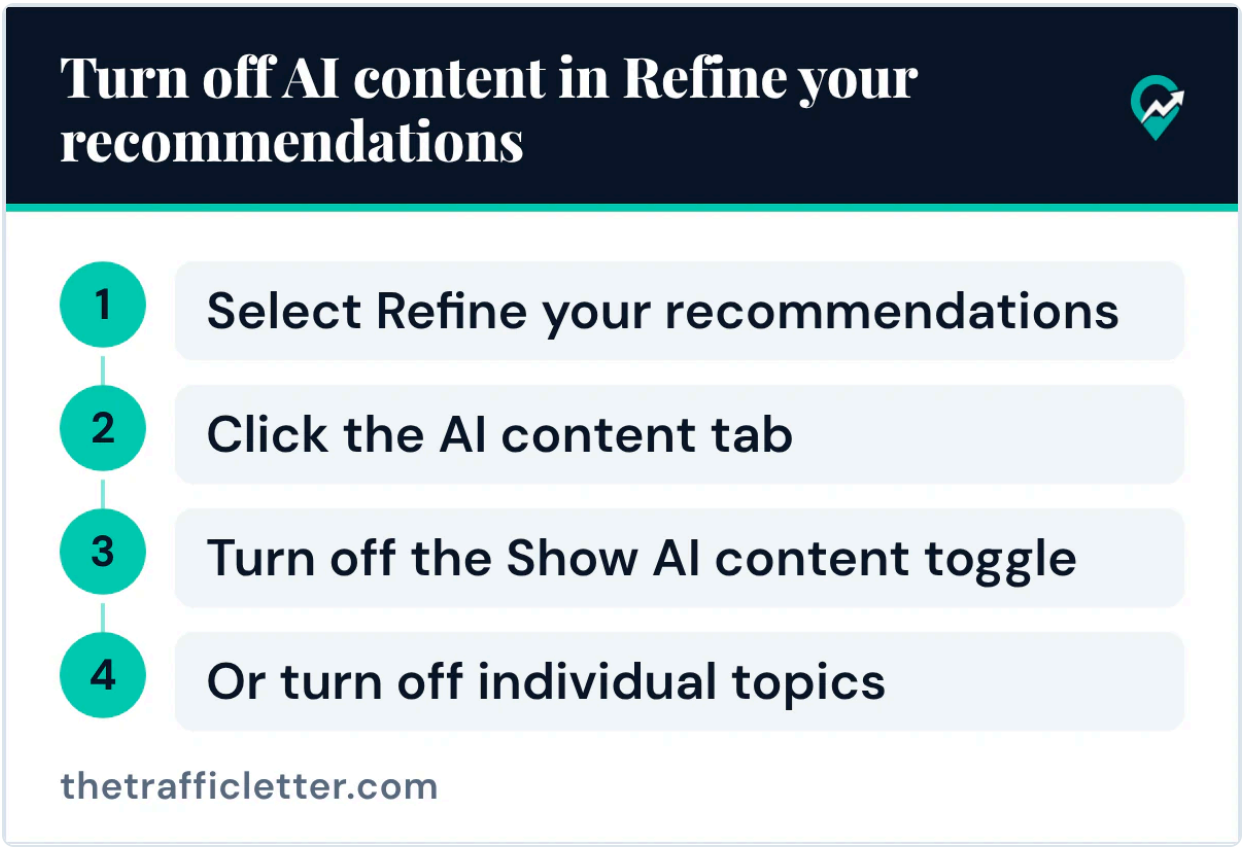
With a business account

Pinterest's page gives a different route for business accounts in the app: tap your profile photo at the bottom-right of the screen, tap the ellipsis icon at the top-right corner, tap Settings, then select Refine your recommendations. The AI content tab is the same from there.

All topics or a few

Pinterest's help page says turning off the Show AI content toggle turns off all AI topics at once. If you want less AI in one area only, leave the toggle on and turn off only the topics you want less of under Manage AI content by topic. The newsroom post says you can adjust your selections at any

time.



The steps follow Pinterest's Refine your recommendations help page, read on 5 November 2026.

Use see fewer on a single Pin

When an AI Pin appears in your feed, you can act on it directly. Pinterest's See fewer AI Pins page gives the steps:

1. Click or tap the ellipsis icon at the bottom right of the Pin when viewed in the feed.
2. If the Pin is in one of the supported categories, select the see fewer AI Pins option.

The page says this sends a signal to Pinterest's systems to recommend less of this type of content. The help page ties the option to Pins in the supported categories, so you may not see it on every Pin.

Use the Less AI button in search

Pinterest's search help page says that for some searches, you can click or tap the Less AI button to see less AI-modified content. The page says it appears for some searches, so you may not see it every time you search for an idea.

What these settings change, and what they don't

The three controls work on what Pinterest recommends to you. Pinterest's help pages describe them as ways to reduce or see less AI content, and the pages read for this guide do not describe a setting that removes every AI Pin from Pinterest.

Two limits are stated on Pinterest's pages:

- Ads. The Refine your recommendations page says: "Turning on or off recommendations won't affect the ads you see on your home feed."
- Categories. The feed controls apply to certain categories, which the newsroom post says will keep expanding.

The AI modified label is described on another page. Pinterest's Gen AI labels page says it shows the label on the close-up of a Pin when its systems detect AI use or when the content owner indicated it. The pages read for this guide do not say that the feed settings remove or hide the label. What the label means is in our guide to the AI modified label on Pinterest.

If you find content that breaks the rules, the AI help page says Pinterest's Community Guidelines apply to all content, regardless of how it has been created, and asks you to report content that should not be on Pinterest.

If you post AI Pins yourself

These controls are in the hands of the people who see your Pins. Pinterest's newsroom post says viewers can choose to see less GenAI content on eligible image Pins in the supported categories. Pinterest's labels page says the label can come from your own indication that the Pin was generated or modified with AI, so indicate it when it applies, and contact Pinterest's support team if a label on your Pin looks wrong.

Where AI helps a Pinterest workflow and where a person still has to decide is in our guide to AI for Pinterest work.

Right after

- Open Refine your recommendations now and choose between the Show AI content toggle and a few topics.
- Read how Pinterest uses AI to see where AI sits beyond your feed.
- If you publish Pins, check which of yours carry a label with our guide to what the AI modified label means.

Frequently asked questions

Can you turn off AI completely on Pinterest?

Pinterest's help pages describe controls that reduce AI content, not a setting that removes every AI Pin. Turning off the Show AI content toggle turns off all AI topics, and Pinterest describes it as a way to reduce AI content in your feed.

Where is the AI filter on Pinterest?

In Refine your recommendations, under the AI content tab. On desktop you open it from the more options icon at the bottom left of the screen; in the app, from your profile picture, then the more options icon at the top right.

Why do I still see AI Pins after turning it off?

Pinterest's pages describe the controls as reducing AI content in certain categories, and say turning recommendations on or off won't affect the ads you see on your home feed. Use see fewer on a Pin in a supported category, and the Less AI button on searches that show it.

Does turning off AI on Pinterest remove the AI modified label?

The pages read for this guide do not say so. Pinterest's labels page says it shows AI modified on the close-up when its systems detect AI use or the content owner indicated it, and that the owner can appeal a label by contacting support.

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Sources last checked on Nov 14, 2026.

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