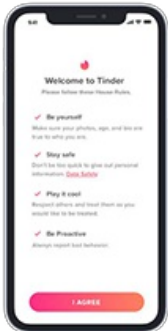


Tinder Newsroom

The Top Safety Features on Tinder

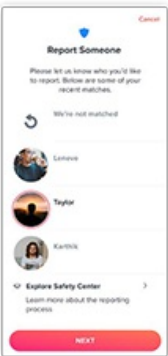


Tinder is the most popular app in the world to find a spark, and since day one Tinder has been dedicated to creating a safe place for everyone to meet someone new. From swiping to messaging to video chatting, here are the top safety-focused features on Tinder.



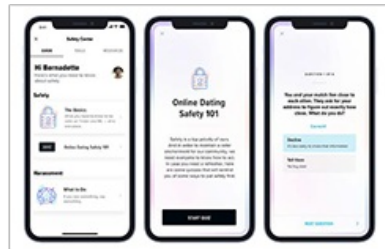
Tinder Rules

When people sign up for the app, they agree to the House Rules before they start swiping. This is the first message members receive from Tinder - and it's focused on safety and respect. Providing this simple code of conduct brings more new members to Tinder's safety tips - increasing views by 57%.



Unmatch

Tinder members are able to unmatch or block someone at any time for any reason, whether it wasn't a good fit or something more serious. Once unmatched, that person will no longer appear in the match list or message list, but members can make a report on someone they have unmatched at any time.

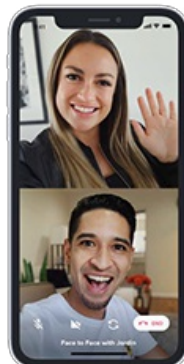


Safety Center

Tinder's Safety Center is an interactive part of the app that includes local resources, articles, tips, quizzes and information about safety and privacy features. It's available at any time - from settings and from the safety shield that appears when members are chatting. The Safety Center was developed in collaboration with the Match Group Advisory Council and additional NGO partners to not only help protect, but also to educate members so they can make more informed choices on the app and IRL.

Video Chat

Tinder's video chat feature was built with control and comfort as its first priority. The in-app video calling feature allows members to meet digitally, verify their match is genuine and better assess whether the chemistry is there before an IRL date - all without giving out personal contact details.



Mutual Matching

To start a conversation, two people must have mutually liked each other, thanks to the Swipe Right, meaning nobody is getting unsolicited messages from someone they haven't expressed interest in.

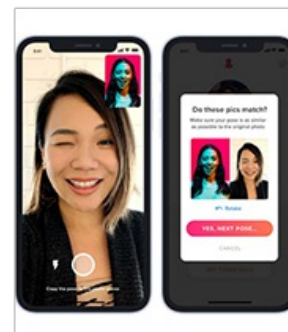
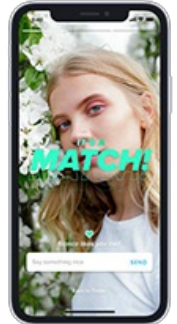
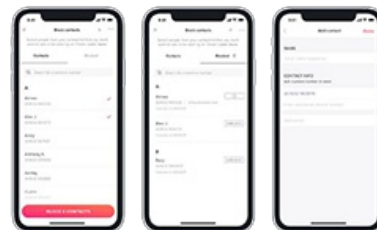


Photo Verification

Once someone has created their Tinder profile - and added their photos during the sign-up process - they are encouraged to leverage Tinder's Photo Verification feature. It helps confirm that they are the person in their profile by comparing profile photos with a series of posed photos taken in-app. Members who verify their profile get a blue tick and are more likely to get a LIKE, too.

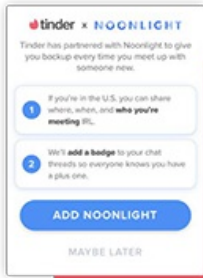


Block Contacts

Block Contacts allows members to input which of their contacts they'd rather not see, or not be seen by, on Tinder in their settings. Whether members want to avoid a colleague or an ex, the feature gives them more control over their experience.

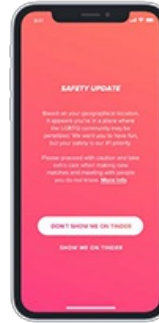
Noonlight

Tinder partners in the U.S. with Noonlight, who provides emergency response services and personal safety products, to give members free access to their tools. The U.S. is the first country to implement this type of partnership and Tinder is exploring other tools and implementations in additional markets.



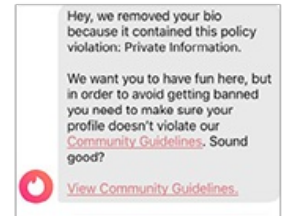
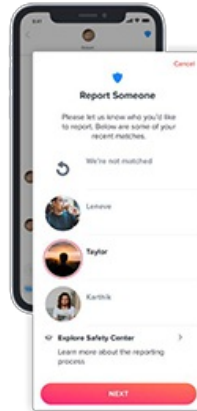
Traveler Alert

When LGBTQ+ members travel IRL or use Tinder's Passport feature to swipe in a country with laws that penalize their community, they are alerted and given a choice to opt out before their profile is shown in the area. Tinder can be a great way to meet people when traveling, but safety is a top priority.



Trauma-Informed Member Support

Tinder has worked with [RAINN](#), one of the world's leading anti-sexual violence organization to update member support for more serious reports of harassment and assault. The new trauma-informed approach includes more detailed reporting processes, enhanced survivor resources, and updated training for support agents, with the goal of empowering those reporting through more choice, more transparency, and more access to a variety of support tools and resources within the app.

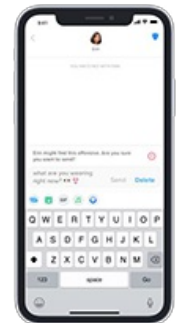
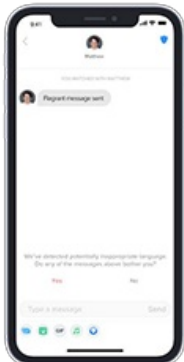


Bio Guidance

Offering Bio Guidance is an additional step in ensuring members understand what's acceptable on Tinder while also helping protect their personal information. For instance, one common mistake members make involves including personal information like phone numbers in their profile. Bio Guidance removes these details, and lets members know why and gives them another shot at writing their bio.

Does This Bother You?

Does This Bother You? asks members this question when they receive a potentially offensive message on Tinder. When someone responds 'yes' to the "Does This Bother You?" prompt, they have the option to report the sender for their behavior. This feature has increased reporting of harassment by 37%.



ID verification

To enhance the security of its members and to foster authenticity on the platform, the ID verification feature will soon be available worldwide. It will be introduced on a voluntary basis in the first place, except where it is already required by the law.



Are You Sure?

Similar to Does This Bother You?, this feature prompts the sender 'Are You Sure?' if they are about to share a potentially offensive message. Tinder not only relies on people reporting inappropriate content, works to catch it proactively, too. Where appropriate, these times can be a moment to educate members on Tinder's Community Guidelines. As always, egregious behavior and patterns of inappropriate content can result in someone's removal from Tinder.

<https://www.tinderpressroom.com/2021-02-25-The-Top-10-Safety-Focused-Features-on-Tinder>