Tinder Newsroom

Tinder Introduces *Are You Sure?*, an Industry-First Feature That is Stopping Harassment Before It Starts

LOS ANGELES, May 20, 2021 – Tinder is rolling out *Are You Sure? (AYS?)*, a first-of-its-kind feature in the dating space that is reducing harassment in the app. *AYS?* has already reduced inappropriate language in messages sent by more than 10 percent in early testing.

AYS? serves as a real-time warning to think twice about their opening line. It uses AI to detect harmful language and proactively intervenes to warn the sender their message may be offensive, asking them to pause before hitting send. The AI was built based on what members have reported in the past, and it will continue to evolve and improve over time.

AYS? joins the suite of harm reduction tools Tinder already has in place, including Does This Bother You?, which provides proactive support to members when harmful language is detected in a message they received, all of which have contributed to more matches and longer conversations during the app's busiest year yet.

Early results show Tinder's harm reduction features are creating a better environment for everyone:

- Members who saw the *AYS?* prompt were less likely to be reported for inappropriate messages over the next month, which indicates *AYS?* is changing longer-term behavior, not just behavior in one conversation.
- Members who have seen *Does This Bother You*? are more empowered to report bad behavior; reports of inappropriate messages increased 46 percent.

"Words are just as powerful as actions, and today we're taking an even stronger stand that harassment has no place on Tinder," said Tracey Breeden, Head of Safety and Social Advocacy for Match Group. "The early results from these features show us that intervention done the right way can be really meaningful in changing behavior and building a community where everyone feels like they can be themselves."

"We're excited to see Tinder continue to innovate on safety. By conveying their expectation for respectful communication, and letting users pause a moment to rethink a message that might offend, Tinder is engaging its community to create a safer platform. And by giving users an easy way to flag harassing messages, this new tool will help Tinder identify — and take action against — those users who are unwilling to act responsibly," said Scott Berkowitz, president of RAINN. "We're pleased by the early results of these new tools, and look forward to them being rolled out to all Tinder users."

Tinder's long-standing commitment to safety started with the Swipe, ultimately requiring mutual interest to send a message. Over the past several years, the app has worked with the Match Group Advisory Council (MGAC) to continue building best-in-class features in the Safety space.

About Tinder

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 430 million times and led to 60+ billion matches.

About RAINN

RAINN, the nation's largest anti-sexual violence organization, created and operates the National Sexual Assault Hotline. RAINN also carries out programs to prevent sexual violence, educate the public, help organizations improve their sexual assault prevention and response programs, and ensure that perpetrators are brought to justice. If you or someone you know has experienced sexual violence, free, confidential help is available 24/7 by

calling 800.656.HOPE (4673) or visiting online.rainn.org.

*Swipe, Tinder, and the flame logo are registered trademarks of Match Group, LLC.

---

https://www.tinderpressroom.com/2021-05-20-Tinder-Introduces-Are-You-Sure-,-an-Industry-First-Feature-That-is-Stopping-Harassment-Before-It-Starts?utm_source=morning_brew