Tinder Newsroom

Tinder Gives Members More Control with Expanded Safety Features and Partnership

This peak dating season, Tinder launches Green Flags campaign and Healthy Dating Guide in partnership with NO MORE to promote healthy and safe dating.

LOS ANGELES — FEB. 7, 2023 — Today, Tinder is announcing the rollout of several new features including Incognito, Block Profile, Long Press Reporting, and updates to 'Does This Bother You?' and 'Are You Sure?', all adding to the ways that members can control how they interact with others. As the leading app for 18-25 year olds to meet new people, Tinder is committed to ensuring the platform provides a safe space where members can make meaningful connections.

Tinder has significantly invested in trust and safety product development over the last three years, bringing its total trust and safety feature suite to more than 15 innovations, leading the category. Tinder doesn't assume to know it all, which is why the app actively enlists leading NGO partners, such as NO MORE, RAINN and GLAAD, to advise and guide work in the safety space and ensure best-in-class safety features and policies are implemented.

And to remind members of all of the tools and resources available, Tinder is releasing Green Flags, an educational campaign that highlights every trust and safety touchpoint in the app — from creating a profile, to liking and matching, to chatting, and to meeting up in real life.

"Every touchpoint in Tinder has been built with safety in mind, and we've heard from members that they aren't always aware of what safety features currently exist, how to use them, or how to approach staying safe when they take a conversation off the app," said Rory Kozoll, SVP of Product Integrity at Tinder. "To help close this gap, we continually work with expert partners to promote messages about safety and dating, both on and off the app. Working with NO MORE, we're able to continue our mission of supporting those entering online dating to form healthy relationships from the start, and through education and information, our goal is to make Tinder the safest place to meet new people online."

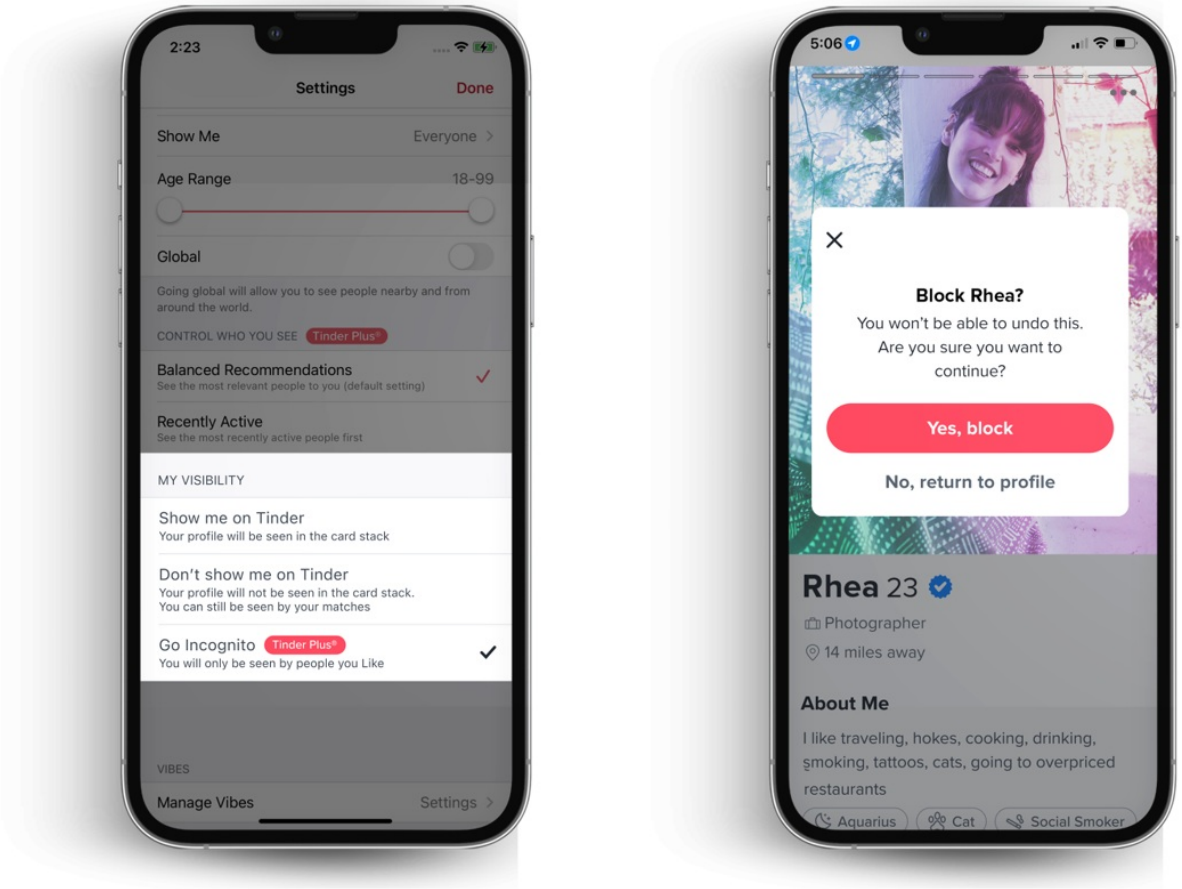
NEW FEATURES, MORE CONTROL

Since day one, Tinder has been focused on delivering experiences that encourage healthy interactions and giving members control over their dating journey. Tinder introduced the concept of mutual matching, requiring both daters to Like each other before initiating a conversation, which several other dating apps and platforms have followed and is now the industry standard. Additionally, Tinder does not allow photos to be sent directly in chats, which makes it impossible to share sexually explicit images when messaging.

As part of Tinder's continual effort to lead the dating industry in safety product innovation, Tinder is releasing new features that add to the ways members can control how they engage with others in the app:

- **Incognito Mode*:** Incognito Mode is a step up from fully hiding your profile. Members can still Like and Nope in the app, but only those whom they've Liked will see them in their recommendations. Take complete control over who sees you while scrolling through profiles on Tinder.
- **Block Profile:** Block Profile is an important step to give members the option to choose who they want to see on Tinder. Now, when profiles are suggested, before matching, members can block them so they don't show up again. It's an easy way to avoid seeing a boss or an ex. This new feature comes in addition to Block Contacts and blocking following making a report.
- **Long Press Reporting:** Tinder wants it to be as easy as possible for members to report bad behavior. Long press reporting lets people tap and hold offensive messages, launching the reporting flow directly in the chat experience. By simplifying this flow, Tinder hopes more members will report bad behavior, allowing it to take appropriate action against accounts that violate the Community Guidelines.
- **Updates to 'Does This Bother You?'(DTBY?) and 'Are You Sure?' (AYS?):**These features are being updated to include even more language that Tinder classifies as harmful or inappropriate, such as terms related to hate speech,

sexual exploitation or harassment and are against its Terms of Service. Are You Sure? steps in before a message is sent in the instance that Tinder detects harmful language, reducing the sending of these messages by more than 10 percent. Does This Bother You? encourages members to report inappropriate conversations, helping it take action against members who choose to break the rules. Since its launch, this feature increased reporting of messages with harmful language by 46 percent.



Incognito Mode and Block Profile

SPOT RED FLAGS AND CELEBRATE GREEN FLAGS

Tinder has partnered with NO MORE to release a series ofHealthy Dating Guides. These guides provide actionable steps and considerations for every stage of the dating journey, from how best to put your true self forward, spotting 'red flags' to respecting boundaries. Initial interactions set the tone of a relationship, and these guides play an important role in supporting anyone on their dating journey, including the millions of daters who turned 18 during the pandemic and chose Tinder for their first dating experience.

"Research shows that a majority of 18-25 year-olds are concerned about their emotional and physical safety when dating. This is why we want to provide these younger daters with useful and insightful content about how to communicate with others they've matched with online," said Pamela Zaballa, CEO, NO MORE. "By partnering with Tinder, we're able to widen our reach and help the next generation of daters establish healthy dating habits."

And beginning Feb. 7, Tinder is proud to launch Green Flags, a campaign that highlights every touchpoint in Tinder that has been developed with member safety in mind - from creating a profile, to liking and matching, to chatting, and to meeting up in real life.



The Green Flags campaign is an extension to Match Group's recent global public awareness campaign to educate daters and consumers on how to date safer and help stay protected against the different forms of online fraud.

For more information about trust and safety on Tinder, visit Tinder's Safety Center.

**Incognito Mode is a premium feature available for Tinder+, Gold, and Premium members.*

***Block Profile will launch on Android first and will then roll out on iOS during Q1 2023*

ABOUT TINDER

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

ABOUT NO MORE

The NO MORE Foundation is dedicated to ending domestic violence and sexual assault by increasing awareness, inspiring action, and fueling culture change. With more than 1,800 allied organizations and chapters around the world, NO MORE sparks grassroots activism, encouraging everyone—women and men, youth and adults, from all walks of life—to be part of the solution. The NO MORE Foundation creates and provides public awareness campaigns, educational resources and community organizing tools free-of-charge for anyone wanting to stop and prevent violence. First launched in 2013, NO MORE has brought together the largest coalition of advocacy groups, service providers, governmental agencies, major corporations, universities, communities and individuals, all under a common brand and a unifying symbol in support of a world free of violence.

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