

Match Group notably will spend more than \$100 million on product, technology and moderation efforts related to trust and safety in 2021 alone; and Tinder has launched more than [10 industry leading safety features](#) over the past two years.

This strong and important investment did allow us to launch leading partnerships and new breakthrough technologies to keep protecting our members. Those partnerships are pilots that we have begun in the United States but we are currently working on how we will implement similar programs internationally with the right partners.

1. [Garbo](#) - In an industry-first, **Match Group is making Garbo's platform accessible to its users to let them run background checks on possible dates in the U.S.**, directly integrated on Tinder. The investment will also be used to accelerate Garbo's scale and adoption across technology platforms, seeking to supplement a flawed justice system that has adversely impacted women and marginalized communities.
2. [Noonlight](#) - **Tinder partnered 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.
3. [RAINN](#) - Match Group is working **with RAINN, the nation's largest anti-sexual violence organization, to work together to review and enhance processes around sexual misconduct reporting, moderation, and response across Match Group's dating platforms.**

To follow-up specifically on RAINN, here is the latest work achieved with them and those updates are new:

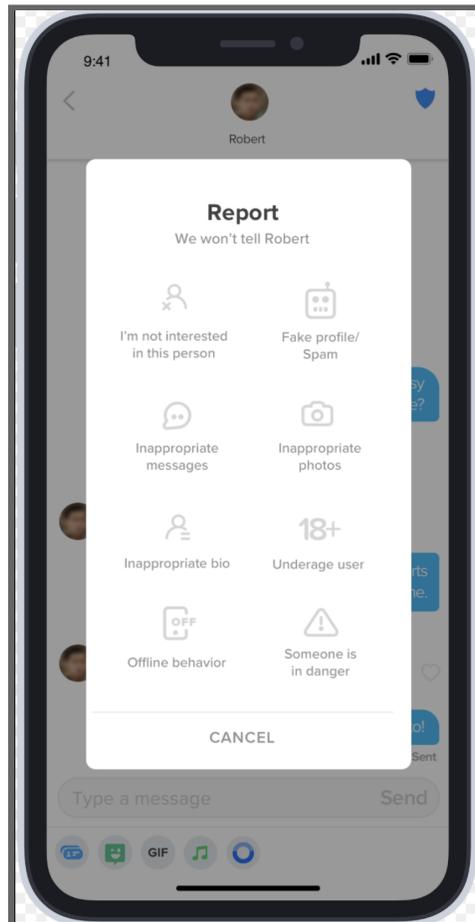
Over the last several months, Tinder has been closely collaborating with experts at [RAINN](#) to rebuild its reporting process to be more transparent and trauma-informed so members feel confident and supported when reporting inappropriate behavior on the app.

These changes build on [harm prevention features](#) like *Does This Bother You?*, an AI-powered feature that **has increased reporting harmful messages by 46% by proactively asking members** if they would like to report a potentially harmful message they have received. Additionally, *Are You Sure?*, which uses machine learning to proactively intervene and warn members their message may be harmful before they send it, **reducing potentially harmful messages sent by 10%.**

Over the past several months, [RAINN has worked with](#) employees across product, customer care, and safety teams to review and advise on policies and procedures.

This includes providing product recommendations to improve existing and future reporting, messaging, and other safety features that you can discover below.

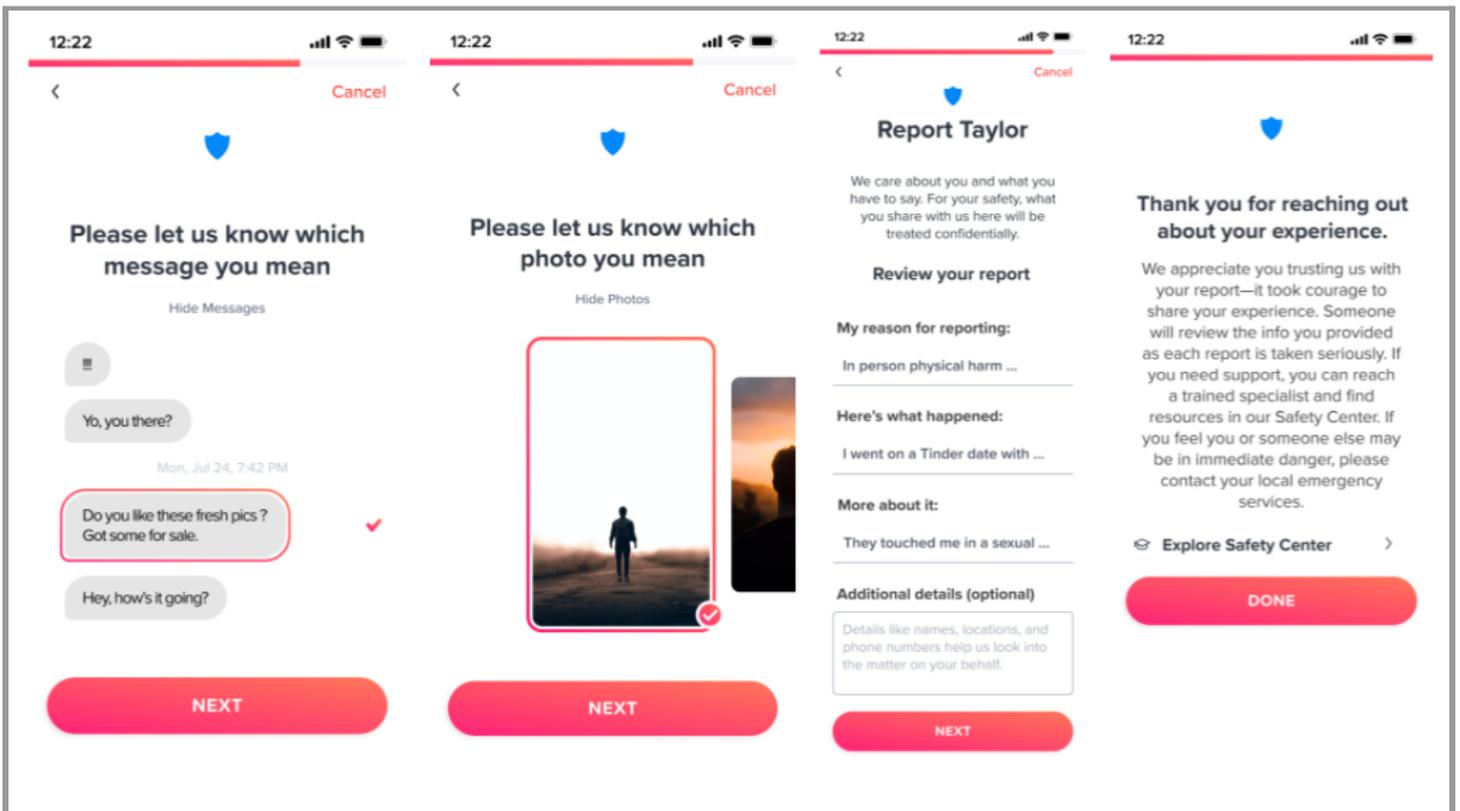
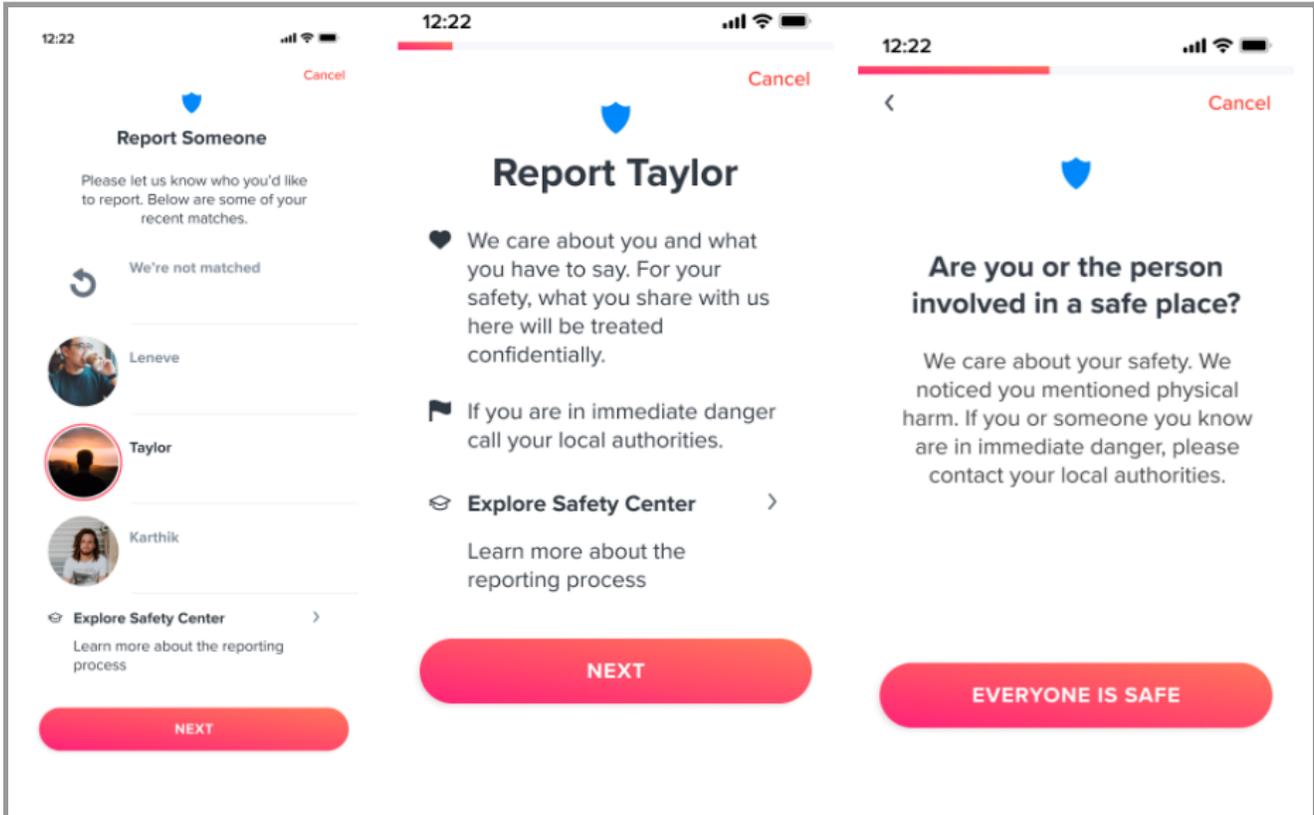
For a better understanding of the product changes in terms of reporting, below is a visual of the former flow:



So what did fundamentally change:

1. **Update number one - Improved Member Reporting:** Member reporting flows for offline behavior will more clearly outline what information is needed, what will be done with that information, and how we intend to respond.
2. **Update number two - Report Individual Messages or Photos:** Members will be able to select individual messages or photos when making a report so we can take better action, and continue to improve features like *Does This Bother You?* and *Are You Sure?*
3. **Update number three - Increased Visibility for Survivor Support Resources:** Existing survivor support resources, including information about how to contact law enforcement, reporting, and access to Tinder's dedicated Crisis Text Line, will be more easily accessible through the Safety Center, and in the reporting flow, and in other relevant areas of the app so members can access them anytime outside of the reporting experience.
4. **Update number four - New Review Screen:** Members will be able to review their reports before submitting them to make sure they've included details they can recall and feel comfortable providing. From this screen, they will also be able to provide additional comments for Tinder's member support team, or go back and make changes, so they feel fully confident they've expressed themselves fully.

Here are the explanatory visuals of the new reporting flow:



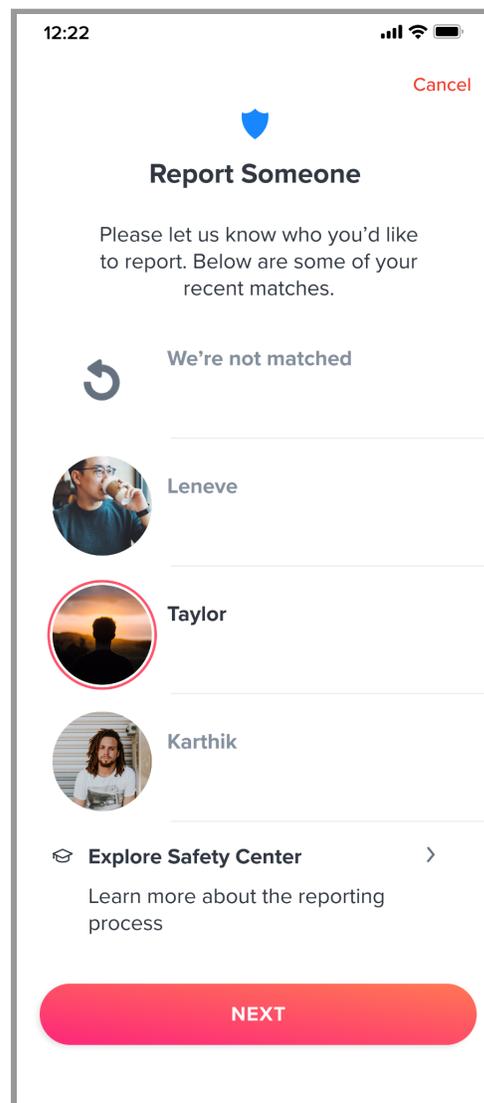
Please also have in mind about [reporting](#) is that we let the member know that we have received their report, and that we are taking appropriate action. We also direct the member to trained resources for crisis counseling and survivor support. We remove any accounts we discover that have been reported for violent crimes and share this information with the Match Group family of apps so they can follow suit if they discover a matching account. We work with law enforcement to do our part in supporting their investigations. If our team is asked whether a perpetrator has been removed from our platform in response to their report, we let them know.

But beyond reporting and this is very important per your questions, unmatching is the most important safety feature that helps protect the privacy of our members on Tinder. We designed it to allow people to unmatch someone at their own discretion. This could be because they've simply changed their mind about the match or because their interaction has left them feeling uncomfortable or unsafe.

So what did fundamentally change:

Update - Unmatch, Block and Report: On Tinder, members can unmatch people who have been abusive towards them because continuing to see them in the match list can be traumatizing. In a single tap from the reporting screen, members will more easily be able to report someone they've unmatched with or blocked directly in the app and provide us with details of what happened, including reporting individual offensive messages from their conversation.

Here is the explanatory visual:



Finally, we are giving members a lot of tools to control their experience on Tinder and those tools were purposely created to increase the safety of our members. We understand that our work is never done, and we will provide more updates as we progress. This is a long list but this will help you to have a better understanding of our commitment to safety and also all the concrete actions we are taking:

- a) **[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.
- b) **[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 46%.
- c) **[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, it 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.
- d) **[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 those contacts are already on Tinder or decide to download it later using the same contact info, they won't appear as a potential match. Whether members want to avoid a colleague or an ex, the feature gives them more control over their experience.
- e) **[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.
- f) **[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.