

The safety of Tinder members has always been a priority, it's been part of Tinder's product DNA since we introduced the double opt-in swipe where members had to mutually agree to start a conversation. As you may know, the 'double blind opt-in' allows two members to 'like' each other before they can message.

Match Group notably has committed more than \$100 million on product, technology and moderation efforts related to trust and safety in 2021 alone. This strong and important investment allows us to launch leading partnerships and new breakthrough technologies/products to keep protecting our members across the world.

We understand that our work is never done, and we will provide more updates as we progress. We offer our members different tools to control their experience on Tinder and those tools were purposely created to increase their safety. **Tinder has launched industry leading safety features over the past two years, available to anyone in the world, including [Photo Verification](#), [Block Contacts](#), [Traveler Alert](#)...**

For your information, we recently announced that **Tinder will make [ID Verification](#) available to members around the world in the coming quarters.** Tinder will take into consideration expert recommendations, input from our members, local laws and regulations, as it determines how the feature will roll out in each country.

We would also love for you to have a read on [this interview of Tracey Breeden](#) - Match Group Vice President, Head of Safety & Social Advocacy - **in which she is explaining our initiatives and concrete actions to protect our members.**

About the number of reports that you raise, we cannot share any figures with you. But please note that in terms of [reporting](#), we let the member know that we have received their report, and that we are taking appropriate action, including what that action was if the reporting member has indicated they would like follow up information. We also direct the member to trained resources for crisis counseling and survivor support.

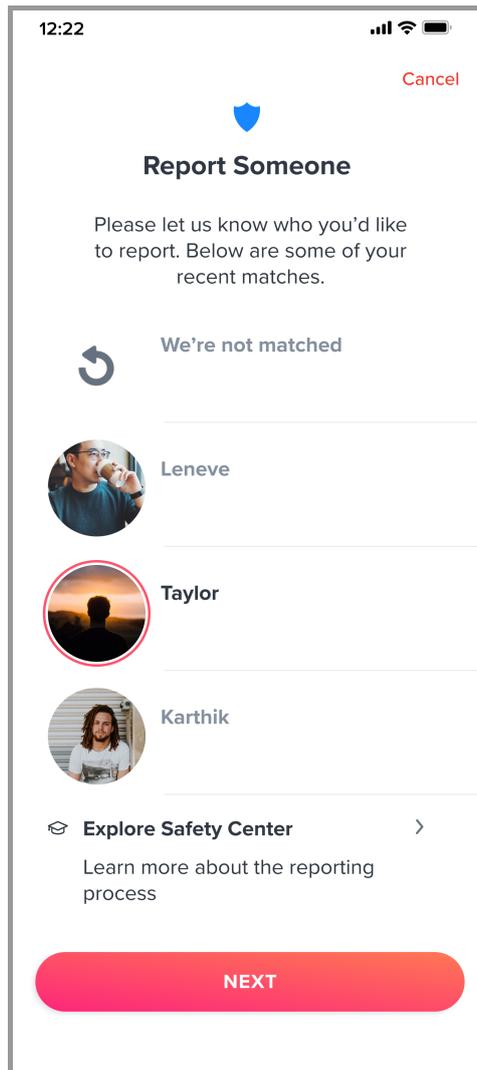
Finally, and about the support feature raised by the director of the Dutch center for sexual violence, **we are already working on this as part of the launch of our Safety Center in the Tinder app in the Netherlands, and we contacted with the Dutch Center for sexual violence to see how we can collaborate.**

ZEMBLA: One of the reported issues in the ABC documentary is that victims lose all information if their match deletes the conversation. This makes it harder to report someone. Does Tinder recognize this problem? Is Tinder working on a solution for this problem?

TINDER: Members have always been able to report someone they have unmatched, however we understand the process was not as simple as it could have been. [As a result of our collaboration with RAINN](#), Tinder has been working to improve the ease with which members can report someone they have unmatched.

We have so introduced a new reporting flow, members will more easily be able to report someone they've unmatched with or blocked directly in the reporting flow in the app with a single tap and provide us with details of what happened. This feature is going to be live globally including in the Netherlands in the coming weeks. Below is a visual of how it works in the app.

In terms of the effect of this measure, we cannot share yet any figures in terms of impact because these product improvements are rolling out now. Our goal with these changes is to ensure members feel safe and supported when making reports to us in potentially stressful situations.



ZEMBLA: If a person is reported, what are the consequences for this person?

TINDER: At Match Group, we believe that everyone should have a safe and positive dating experience. This is fundamental to our values. In recent years, we have been working toward uniform policies across all of our companies, so anyone using our apps will receive expert-informed and consistent responses on safety issues. That process is ongoing and will continue to evolve and improve.

We remove any accounts we discover that have violated our Terms of Use or Community Guidelines, and share information about any members reported [for violent crimes 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. We pride ourselves on our support to and cooperation with law enforcement, and stand ready to assist in any active investigations.

ZEMBLA: In response to ABC's documentary, Match Group said that anti-sexual assault organization RAINN will "conduct a comprehensive review of sexual misconduct reporting, moderation, and response across Match Group's dating platforms and to work together to improve current safety systems and tools." What was the result of this review? Could you send us the review?

TINDER: Yes, Match Group is working with RAINN, the largest anti-sexual violence organization, to review and enhance processes around sexual misconduct reporting, moderation, and response across Match Group's dating platforms. Please find at this link the results of the review shared publicly on July 14 2021: <https://mtch.com/single-trust-and-safety/34>. Based on RAINN's recommendations, Match Group has identified four initial areas of investment and implementation:

1. **Expert-Created Training:** Match Group and its brands will work with area experts, including RAINN, to further develop and train highly-specialized Match Group safety teams to handle the most serious violations of our policies. These teams will work with RAINN on sexual misconduct issues, as well as with experts across other focus areas to better understand the issues and create more empathetic responses to instances of harassment, violence, and abuse, both on and off our platforms. This training has been finalised for all our customer care team worldwide.
2. **Better Responses & Increased Communication Around Actions:** Our brands have started to implement more substantive exchanges on reports of serious incidents. Users will receive improved follow-up messages, including actions that have been taken to remove users as a result of their reports of serious offline behaviors.
3. **Improved User Reporting:** When complete, user reporting flows for offline behavior will more clearly outline for users what information is needed, what will be done with that information, and how we intend to respond.
4. **Survivor Support Resources:** Our brands will make existing survivor support resources more easily accessible through their Safety Centers and highlighted in their reporting flows and other relevant areas of the app. These support resources will not be conditional on reporting.

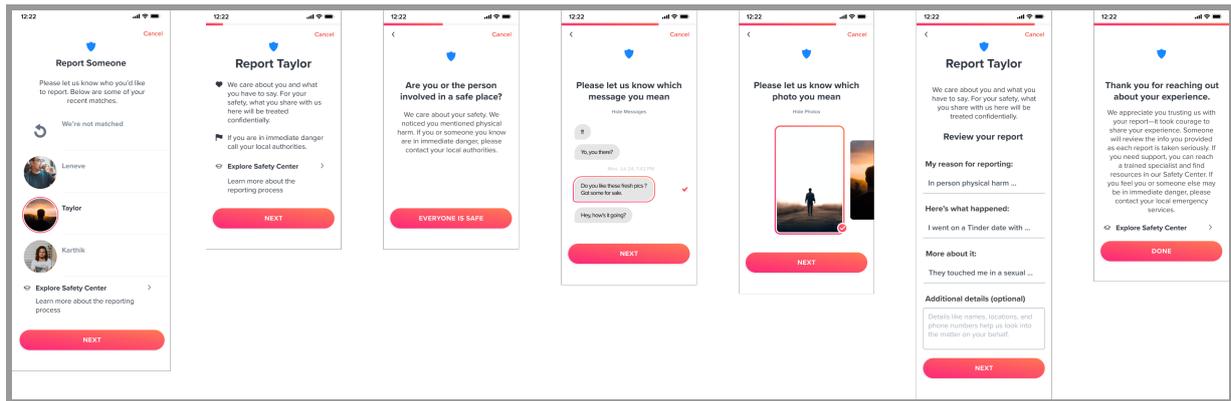
These updates and best practices are already beginning to roll out across Match Group's brands, starting with Tinder, Hinge, and Plenty of Fish.

And in addition to this review, and for your ease and for your audience, below is brand new information about our work with RAINN. I am sharing with you before anyone else (exclusively), the results and impact in the app with regards to 'reporting' from the RAINN audit. This includes some new and important product changes.

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.

So [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.

Here are the explanatory visuals of the new reporting 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.

ZEMBLA: Did Match take any other safety measures in response to the ABC documentary? If so, which one? How would these measures help?

TINDER: We understand that our work is never done, and we will provide more updates as we progress. 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. [Tinder has launched industry leading safety features over the past two years, available to anyone in the world](#), including:

1. **[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%.
2. **[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. This feature is reducing potentially harmful messages sent by 10%.
3. **[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.

4. **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.
5. **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.
6. **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.