Tinder UK Newsroom

Our Privacy Policy Just Got a Boost — Here's What You Need to Know About the Changes



We all know your swipes are your business. We respect the trust you've given us because let's face it, swiping is a private matter. As part of our ongoing commitment to transparency and the requirements of the EU General Data Protection Regulation (GDPR), we've updated our privacy policy for everyone to understand what information we collect, why we collect it, and how we use it.

Here are a few highlights:

- We want to be transparent: behind the scenes, the way we process your data to connect to potential matches remains the same and so will your swiping experience. We've clarified our existing policies without the legal jargon to help you understand the choices you have to manage, export, and delete your data.
- We make it easy for you to download your personal data anytime on Tinder through the Download my Data tool.
- We are global and uniform. Our updated policy addresses the new standards put in place by the EU General Data Protection Regulation (GDPR), but we are rolling it out globally. All users deserve to have their data protected and understand how it's being used.

We will continue to evaluate and enhance our policies in order to give you the best experience possible.

We encourage you to check out our new policy here.

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