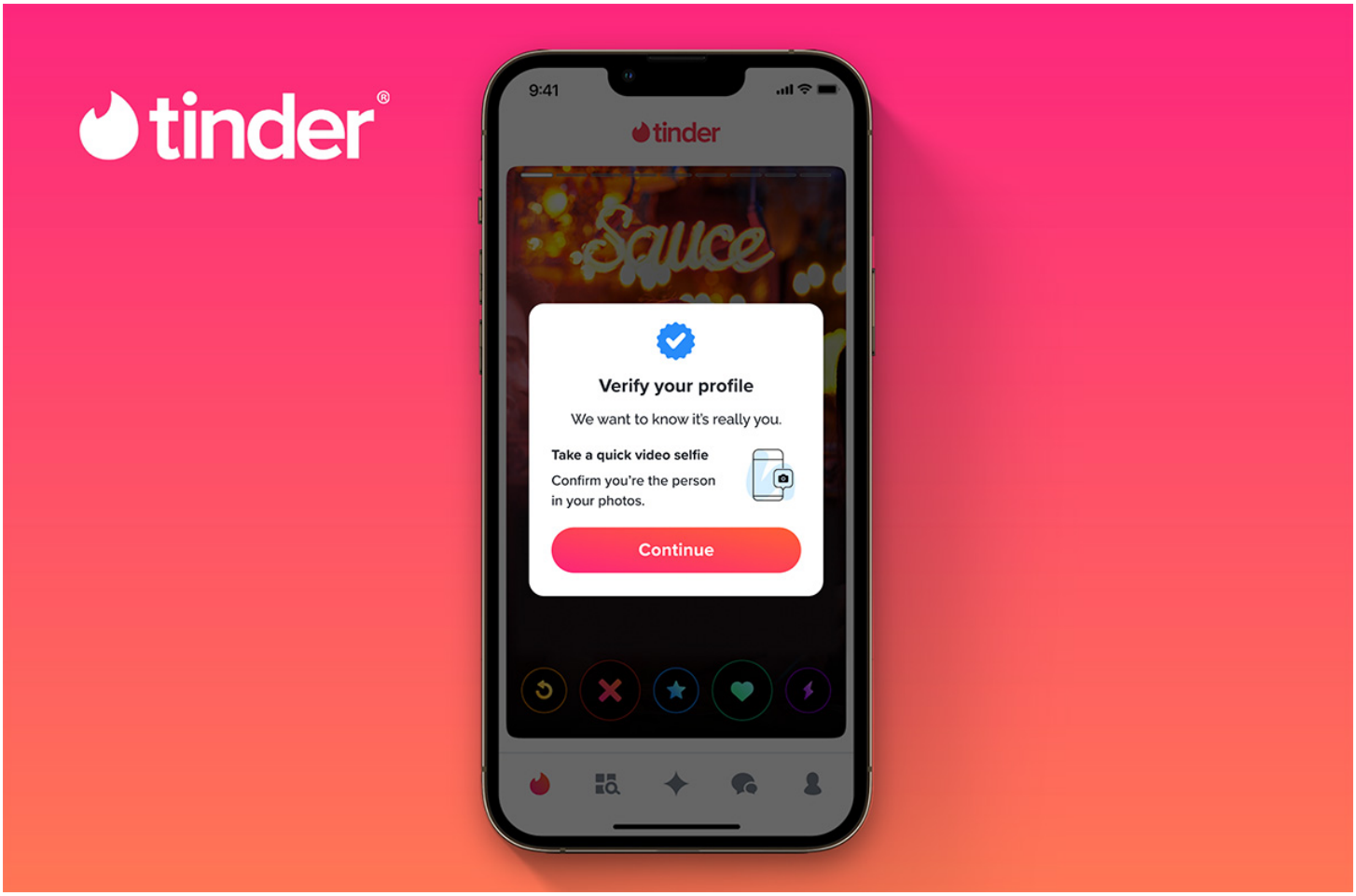
Tinder UK Newsroom

TINDER ADDS VIDEO SELFIE TO PHOTO VERIFICATION

The upgrade makes the photo verification process more secure, and members can choose to only chat with others who are photo verified



LONDON — April 26, 2023 — Tinder, the world's most popular dating app, is strengthening its Photo Verification process by asking members to take a selfie video, a better way for them to prove who they are. Additionally, Photo Verified members can ask their match to do the same before chatting, giving them more control over how they interact with others. Within their Message Settings, Photo Verified members can also opt to only receive messages from Photo Verified members.

"Tinder daters consistently tell us that photo verification is one of their most valued safety features. The tool provides one more way to help members better assess the authenticity of their match. For our 18-25 year old members, being Photo Verified[1] gives them a 10% higher chance to match," said Rory Kozoll, SVP of Product Integrity at Tinder. "We will continue prioritizing these methods to help make Tinder a safer place to meet someone new."

Tinder members value authenticity and genuine connection. Nearly 40% of all members have received their Photo Verified blue checkmark[2]. In early tests, more men have been likely to complete Photo Verification through the introduction of video selfie. Knowing this, Tinder will now prompt all new members to Photo Verify when they create a profile, putting this upleveled process front and center.

Keeping Checkmarks More Real

Video selfie takes Photo Verification to the next level. Until now, members would take still photos while holding a series of static poses, and these photos were compared against others on the member's profile. Now, if members want to get photo verified they will have to complete a series of video prompts. While no photo verification process is perfect, this helps Tinder

keep those blue checkmarks more real.

Choose Photo Verified Members Only
Tinder gives members tools that put them in control of their online dating journey. This includes letting them select the types of people with whom they interact. Members who select “Photo Verified Chat” in Message Settings will only receive messages from other Photo Verified members, and they can also ask their match to verify their photos before a message is sent. Tinder Gold members will be able to filter their “Likes” for Photo Verified members only.

That’s You…But Years Ago: Re-Verify!
Whether they’re returning to Tinder after a break from dating, or if they just don’t upload new photos often, there are several reasons why someone’s verified photo might not be current. In the coming months, Tinder will ask all members to update to the latest version of Photo Verification that includes video selfie.

Video selfie in Photo Verification is available, globally, today, and the ability to select “Photo Verified Members” only in Message Settings will begin rolling out in the coming months. And, because every Tinder member is expected to be real and represent themselves authentically, Photo Verification is free for any and everyone who wants to become, and stay, a Photo Verified user on the app.

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. Internal Tinder data 2023

[1] Internal Tinder data 2023
[2] Internal Tinder data 2023

NOTES TO EDITORS

- **How to complete Photo Verification with video selfie?**
  - Open the Tinder app.
  - Tap the Explore icon.
  - Tap ‘Try now’ in the Photo Verified module.
  - Acknowledge the Photo Verification prompts.
  - Take a video selfie.
  - Done! Your Photo Verification is under review.

- **How to chat with only Photo Verified Members?**
  - Open the Tinder app.
  - Tap the profile icon and then tap the Message Settings icon.
  - Scroll to “Control Who Messages You” and toggle on “Photo Verified Chat.”
  - Done! Only Photo Verified users can message you now.

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