

TINDER FURTHER STRENGTHENS ITS REAL TIME SAFETY FEATURES

And introduces more tools putting control front and centre with ‘Incognito Mode’ and ‘Block Profile’

LONDON — FEB. 7, 2023 — Today, Tinder is announcing that its members will have further protection against online abuse, with developments to its [‘Does This Bother You?’](#) and [‘Are You Sure?’](#) features - widening its categorisation of hate speech, sexual exploitation and harassment. Additionally, Tinder is giving its members more control in-app with the introduction of ‘Incognito Mode’ and ‘Block Profile’ as well as upgrades to member reporting.

Since day one, Tinder has been focused on delivering experiences that encourage healthy interactions and giving members control over their dating journey. A recent survey reveals that 40%* of 18-25-year-olds have witnessed hate speech online and 72%** of 18-25 year olds are as concerned for their emotional safety as they are for their physical safety.

Updates to ‘Does This Bother You?’ (DTBY?) and ‘Are You Sure?’ (AYS?):

[The two safety features](#) are being updated to include more language that Tinder classifies as harmful or inappropriate, such as terms related to hate speech, sexual exploitation or harassment which are against its [Terms of Use](#).

‘Are You Sure?’ steps in before a message is sent in the instance that Tinder detects inappropriate language, defined by being overtly sexual or violent, reducing the sending of these messages by more than 10%***. 30% of Brits* admit to sending harmful messages online that they later come to regret. This tool is aimed to help Tinder members pause and consider their actions.

While on the flipside, ‘Does This Bother You?’ encourages members to report inappropriate conversations and take action against members who choose to break the rules. Since its launch, this feature increased reporting of messages with harmful language by 46***%.

“Every touchpoint in Tinder has been built with safety in mind, but 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, VP of Product, Integrity at Tinder. “We continually work with expert partners to expand our safety features, and to inform our efforts to help those entering online dating to form healthy relationships from the start. Through education and information, our goal is to make Tinder the safest place to meet new people online.”

New features, more control:

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.

Last year Tinder redesigned its [reporting process](#) with guidance from [RAINN](#), giving its members more agency over what step they want to take next - whether it's making a formal report or unmatching. With the introduction of 'Long Press Reporting' this has further evolved:

- **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](#).

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.

These latest Trust & Safety updates come as an extension to Match Group's [recent romance fraud awareness campaign](#) and the release of Tinder's [Healthy Dating Guides](#) in partnership with NGO partner NO MORE. These initiatives aim to educate singletons on how to date safer and help stay protected.

For more information about trust and safety on Tinder, visit [Tinder's Safety Center](#).

NOTES TO EDITOR

*A study of 2,000 adults in the UK during the period 31st January to 3rd February conducted by Opinium on behalf of Tinder asking about general online experiences, not solely dating apps.

**A study of over 4000 people between the ages of 18 - 25, in the UK during the period 29th June 2022 to 6th July 2022 conducted by Opinium on behalf of the NO MORE Foundation.

***Tinder internal data

****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.

Additional assets available online: [Photos \(3\)](#)

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