Tinder UK Newsroom

Tinder Deploys In-App Alert for LGBTQ Users in Hostile Territories

Becomes first mass dating app to launch this type of warning for users

LONDON, July 24, 2019 – Tinder, the world's most popular app for meeting new people, today announced a new safety feature, Traveller Alert. The feature is designed to protect and inform members of the LGBTQ community from the inherent risk of using dating apps in the nearly 70 countries that still have discriminatory laws effectively criminalizing LGBTQ status. The Traveller Alert will appear when the app is first opened in one of these countries to educate and warn users about the potential dangers LGBTQ people face. This update strengthens the brand's focus on keeping all its users safe.

As part of the update, users who identify as LGBTQ will no longer automatically appear on Tinder when they open the app in these areas. Once the alert is activated, users will have the choice to remain hidden while in that location or opt into making their profile public so that they can connect with new people. In the latter case, if a user has added sexual orientation or gender identity to their profile, the app will automatically take the step to remove this information to safeguard users from law enforcement agencies and individuals who may target them. The alert will appear when users are on the ground in these countries, as well as if they are using Tinder's Passport feature to connect with users in any location in the world. Once users have left the country or changed their location, then they will be visible again on the app.

"We fundamentally believe that everyone should be able to love who they want to love - and we strive to reflect this in everything we do at Tinder. It is unthinkable that, in 2019, there are still countries with legislation in place that deprives people of this basic right," said Elie Seidman, CEO of Tinder. "We serve all communities - no matter their gender identity or sexual orientation - and we are proud to offer features that help keep them safe. This alert is an example of the many steps that we are taking to protect our users around the world."

Tinder collaborated with ILGA World, sourcing data from their latest State-Sponsored Homophobia report, to help establish where the alert should be deployed. If users are served the warning and would like to learn more, they will be directed to ILGA World's 2019 resources focused on sexual orientation laws.

"We hope that this development will raise awareness amongst all Tinder users, and help protect people of diverse sexual orientations in the 69 countries around the world that currently still criminalise same-sex love," said André du Plessis, Executive Director at ILGA World. "We support Tinder's dedication to improving security features for their users. We work hard to change practices, laws and attitudes that put LGBTQ people at risk - including the use of dating apps to target our community - but in the meantime, the safety of our communities also depends on supporting their digital safety."

In addition to its Traveller Alert, Tinder has launched a number of updates and efforts in support of the LGBTQ community this summer. In partnership with GLAAD, the app released a new Sexual Orientations feature, which gives users another way to express sexuality and have more control over potential matches.

This summer, Tinder is also supporting the LGBTQ+ community by offering free advertising to non-profit organisations dedicated to driving social, political and cultural equality and acceptance of people across all genders and orientations. More details can be found here.

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About Tinder

Tinder is the world's leading app for meeting new people. Available in 190 countries and 40+ languages, Tinder is a top 5 grossing non-gaming app globally.

Additional assets available online: Photos (1)

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