Tinder UK Newsroom

Tinder Teams Up with GLAAD to Expand Sexual Orientation

Update bolsters in-app inclusivity, giving users a new way to express sexuality and more control over potential matches

London, June 4, 2019 – Tinder, the world's most popular app for meeting new people, is rolling out a major update to formally introduce sexual orientation into its signature matching experience. For the first time, users can share more information about their sexual orientation -- which will impact how potential matches are surfaced.

The update is in response to user feedback, as well as a study conducted by the app, which found that increased normalization of different sexual orientations has made it easier for members of the LGBTQ+ community to be open and honest about their dating lives. Further to this, 31% of LGBTQ+ UK residents say they typically are successful in finding dates via online dating/apps open to all sexual orientations. The study also found that LGBTQ+ users feel that online dating/dating apps have benefitted their community over the past five years since Tinder's inception.

To add more information about sexual orientation on Tinder, users can simply visit Edit Info within the app. After tapping "Orientation," they'll be able to select up to three terms that they feel best describe their sexual orientation. From there, users can also select whether to display their sexual orientation on their profile.

Additionally, the onboarding flow for new users has been updated to include sexual orientation from the very start, and users can select to see users of their same sexual orientation first within their Discovery Preferences.

"We want all of our users to feel empowered expressing who they are while connecting with new people -- and we're always working to make that easier for our users on Tinder," said Elie Seidman, CEO of Tinder. "Dating apps are invaluable platforms for connecting the LGBTQ+ community, and we're beyond proud to continue our efforts, in partnership with GLAAD, to improve the community's experience on Tinder."

For the past several months, Tinder worked with GLAAD to conceive and execute these changes. This update builds on the app's efforts to be more inclusive of its growing, diverse user base. Its More Genders update, which was also built in collaboration with GLAAD , has now led to more than 80 million new matches among users. Over the past year, the app also paved the way for greater representation on keyboards around the world by championing the passage interracial couple emoji through Unicode.

"Tinder continues to show a dedication to inclusivity with updates that reach millions of people and create safer spaces for LGBTQ users," said Rich Ferraro, Chief Communications Officer at GLAAD. "Their latest work to expand additional sexual orientation options is an impactful change that helps LGBTQ people authentically express their full selves and gives LGBTQ users more control over potential matches."

This summer, Tinder will also be supporting the LGBTQ community by offering free advertising to nonprofit organizations dedicated to driving social, political and cultural equality and acceptance of people across all genders and orientations. More details can be found here.

Orientation on Tinder will roll out to iOS and Android users in the U.S., U.K., Canada, Ireland, India, Australia and New Zealand throughout June 2019. More information can be found in the company's blog post here and on GLAAD's website.

About Tinder

Tinder is the world's leading app for meeting new people. Available in 190 countries and 40+ languages, Tinder was the top grossing non-gaming app globally in 2018.

About GLAAD

About GLAAD: GLAAD rewrites the script for LGBTQ acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love. For more information, please visit www.glaad.org.

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