

Tinder partners with NGO NO MORE to launch a 'Healthy Dating Guide' series

Data from NO MORE reveals that 3 out of 5 young adults are actively taking steps to keep themselves safe when dating*

LONDON (26th November, 2022) — Tinder UK is partnering with NO MORE, a global non profit organisation dedicated to ending domestic violence and sexual assault, to release a series of Healthy Dating Guides, as new research reveals 3 out of 5 young adults (aged 18-25 years old) seek ways to stay safe when dating*..

Launching on 26th November 2022, the Healthy Dating Guides provide actionable steps and considerations for every stage of the dating journey. From how best to put your true self forward, spotting 'red flags' to respecting boundaries. The guides will cover both in real life 'IRL' and online dating.

"Our intention is to provide useful, insightful content for anyone that's dating. Given the focus on using dating apps nowadays, one of our aims is to provide guidance on how to message and communicate with someone you've matched with online. From our research, we found that 72% of 18-25 year olds are as concerned about their emotional safety as they are their physical safety (75%)*. The Healthy Dating Guides are a positive step forward in creating a conversation about dating that benefits all. By partnering with Tinder we're able to widen our reach and promote healthy dating," said Pamela Zaballa, CEO at NO MORE.

NO MORE and Tinder are committed to promoting positive dating behaviours for the well-being and safety of everyone. Initial interactions and even that very first message, set the tone of a relationship and these guides play an important role in supporting those on their dating journeys.

The safety of its members has always been a priority for Tinder. Over the past 3 years, Tinder has introduced first of its kind safety features to help keep its members safe, including real time online harassment reporting tools such as '[Are You Sure?](#)' and '[Does This Bother You?](#)'. This year also saw the introduction of a new [reporting process](#) in the Tinder app, encouraging Tinder members who experience inappropriate interactions to report such behaviour without hesitation. These safety features sit alongside the in-app safety centre and other Tinder safety features such as [photo verification](#) and '[block contacts](#)'.

Rory Kozoll, Head of Trust & Safety Product at Tinder said: "The safety of our members is a priority. As we introduce new safety features, we are continually looking to expert partners, such as NO MORE, to spearhead conversations and promote messages about safety and dating. Working with NO MORE, we're able to continue our mission of supporting those entering online dating to form healthy relationships from the start. The release of the Healthy Dating Guides is a welcomed additional tool for our members."

The Healthy Dating Guides will be available for everyone and can be found on NO MORE's website <https://nomore.org/guide-to-healthy-dating>. The guides will also be promoted in the Tinder app, from 26th November 2022 for two weeks, via a Swipe Card which will direct Tinder members in the UK to the NO MORE's website. They will also be available on Tinder's [instagram](#) account.

In October 2022 it was [announced](#) that Pamela Zaballa, CEO of NO MORE, was joining the Match Group Advisory Council (MGAC). The MGAC is a group of leading experts and advocates involved in the study and prevention of sexual assault, sex trafficking, abuse, harassment, and similar issues. The first of its kind, the council regularly makes recommendations to improve the safety of the platforms within the Match Group portfolio, which includes Tinder.



NOTES TO EDITOR

About NO MORE

The NO MORE Foundation is dedicated to ending domestic violence and sexual assault by increasing awareness, inspiring action, and fueling culture change. With more than 1,800 allied organizations and chapters around the world, NO MORE sparks grassroots activism, encouraging everyone—women and men, youth and adults, from all walks of life—to be part of the solution. The NO MORE Foundation creates and provides public awareness campaigns, educational resources and community organizing tools free-of-charge for anyone wanting to stop and prevent violence. First launched in 2013, NO MORE has brought together the largest coalition of advocacy groups, service providers, governmental agencies, major corporations, universities, communities and individuals, all under a common brand and a unifying symbol in support of a world free of violence.

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. Tinder is a registered trademark of Match Group LLC.

*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

<https://uk.tinderpressroom.com/Tinder-partners-with-NGO-NO-MORE-to-launch-a-Healthy-Dating-Guide-series>