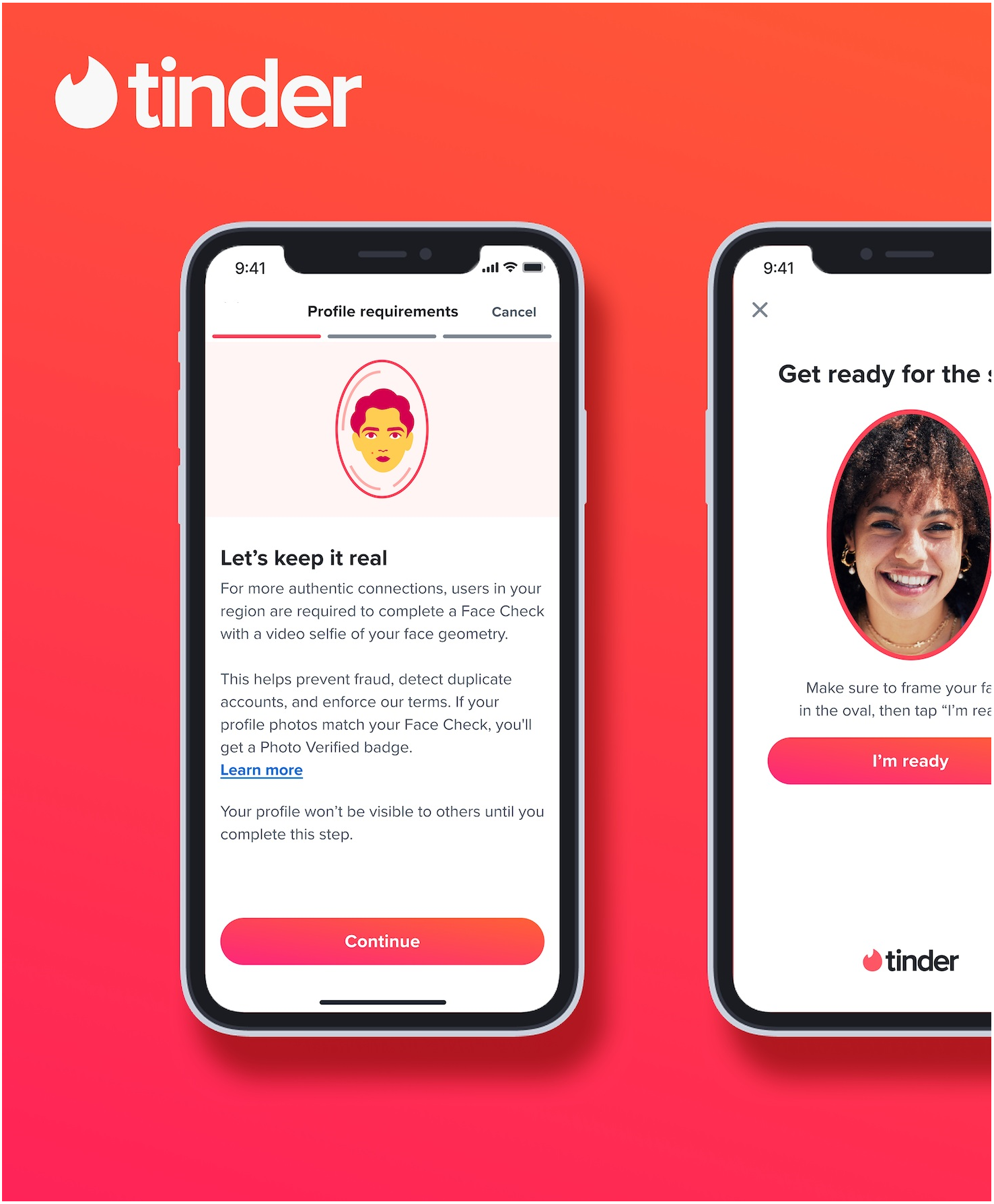
Tinder Launches Face Check™ in the UK, Setting a New Standard for Dating Safety

First-of-its-kind Face Check technology helps confirm users are real and match their profile photo, as 63% of young people say scams are harder to spot[1]



London (March 26, 2026) - Match Group (NASDAQ: MTCH) and its flagship app, Tinder, announced today the UK rollout of Face Check, a new facial verification feature designed to reduce fake profiles and help people

connect with more confidence, as concerns about scams and impersonation continue to rise.

Face Check is now required for all new users in the UK, joining markets including the US, Canada, Australia, India, and countries across Southeast Asia, Latin America, and the Middle East, as part of Tinder's ongoing safety innovation aimed at building greater trust, reducing impersonation, and redefining authenticity in dating.

With Face Check, Tinder becomes the first major dating app to integrate mandatory facial liveness verification directly into the onboarding experience, marking an important step toward building a more secure and trustworthy platform for people to connect.

How it works: New members complete Face Check by taking a short video selfie within the app. The system helps confirm that the person is real and physically present, and that their face matches the one shown in their profile photos.

If the scanned face matches a profile photo, members receive Tinder's Photo Verified badge, signalling to others that they have been authenticated. Face Check also detects when the same face is used across multiple accounts, adding an additional layer of protection against impersonation and fake profiles.

New Tinder research shows that **63%[1] of 18–24-year-olds say scams are now harder to spot than ever**, highlighting how challenging it has become to know who's real online. Face Check is designed to change that.

When coupled with other recent safety initiatives, early results from markets where Face Check is already live have shown meaningful improvements in user safety and confidence, such as:

- **Over 60% decrease** in exposure to potential bad actors[2]
- **Over 40% decrease** in bad actor reports[2]

These results highlight how Tinder's investment in next-generation safety innovation is reshaping what users can expect from dating apps - using technology, design, and accountability to make every connection more authentic and every experience more secure.

- *"Face Check is the most measurably impactful safety feature I've seen in my career. It helps tackle one of the hardest problems online, knowing whether someone is real, in a way that feels seamless and effective for real users, while adding meaningful obstacles that are difficult for bad actors to circumvent. It sets a new benchmark for trust and safety across the dating industry."* **Yoel Roth, SVP Trust & Safety at Match Group**
- *"At Stop Scams UK, we strongly welcome Match Group's continued investment in innovative technologies that help protect users and disrupt criminal activity. The thoughtful deployment of Face Check™ in the UK, alongside strong safeguards and transparency, demonstrates real leadership in using advanced tools for public good. What matters most is not just the technology itself, but the responsibility with which it is applied. Match Group's commitment to collaboration, user protection and ethical innovation sets an important benchmark."* **Mark Tierney, Chief Executive, Stop Scams UK**
- *"We welcome the introduction of Face CheckTM in the UK and encourage regulators, policymakers, and other stakeholders to recognise the role that carefully designed, evidence-based safety measures can play in protecting users."* **Pamela Zaballa, Chief Executive of NO MORE**

Creating More Confident Connections

Face Check is part of Tinder's broader investment in trust and safety, and one of more than 20 features launched globally, designed to help make dating safer, more respectful, and more in users' control.

As part of these category-leading efforts, Tinder recently announced upgrades to its AI-powered safety tools during *Tinder Sparks 2026: Start Something New*, including **"Are You Sure?"** and **"Does This Bother You?"** — designed to support more thoughtful, respectful interactions in real time.

These features now use Large Language Models to better understand tone and conversational nuance - moving beyond keyword detection to deliver more context-aware understanding and moderation.

- **"Does This Bother You?"** can now detect a wider range of potentially harmful messages and includes a new auto-blur feature, giving users more control over what they see.
- **"Are You Sure?"** is also being refined to more accurately identify messages that may be inappropriate before they're sent — helping nudge users toward more respectful communication.

Together, these features reflect Tinder's approach to building trust across the experience — helping people feel more confident not just in who they match with, but how they interact.

Face Check begins rolling out to new users in the UK from March 26. Match Group plans to continue introducing Face Check across additional apps in its portfolio in 2026.

Notes to editors:

Research carried out by Censuswide between 20th August, 2025 to 31st August 2025 of 2,000 singles in the UK, aged 18-24 who went to university *or* are at university now

[2] Based on a random weighted sample of in-app profile views. Bad actors include accounts that engage in deceptive or harmful behaviors, including spam, scam attempts, or operating automated fake profiles (bots).

---

https://uk.tinderpressroom.com/news?item=122625