

Tinder Gives Members More Control With New Feature Allowing You to Block Your Ex

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This Year's Post-Pandemic "Uncuffing Season"*

LONDON - Friday 4th June 2021 — Whether it's a former flame, a cousin, or a colleague, just about everyone has a personal connection they'd rather not run into when dipping their toe in the dating pool. With this in mind, Tinder is rolling out a new feature that allows members to block personal contacts in the app, empowering them to confidently Like their way to sparking new connections while avoiding the awkwardness of a familiar face they would rather not see.

The new Block Contacts feature, which gives members more control over their experience, is launching just in time to help consumers navigate this year's wave of seasonal uncouplings. Known as "Uncuffing Season," the annual onset of warmer weather compels hibernating couples to cut ties just in time to enjoy an unattached summer season. The prospect of a somewhat normal post-pandemic summer has inspired 2021's "Great Uncuffing."

"We may not be able to save you from awkward run-ins at the coffee shop, but we are giving you more control over your experience on Tinder," said Bernadette Morgan, Group Product Manager, Trust & Safety at Tinder. "We're rolling out Block Contacts as an additional resource empowering members with peace of mind by helping create a worry-free space for them to spark new connections."

Members everywhere will be able to access Block Contacts within their profile settings. From there, they can input which of their contacts they'd rather not see, or not be seen by, on Tinder. Whether those contacts are already on Tinder or decide to download it later using the same contact info, they won't appear as a potential match. Initially tested in India, Korea and Japan, members who adopted the Block Contacts feature on Tinder added about a dozen contacts to their block list.

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Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 430 million times and led to more than 60 billion matches.

<https://uk.tinderpressroom.com/news?item=122518>