

The Top 10 Safety-Focused Features on Tinder

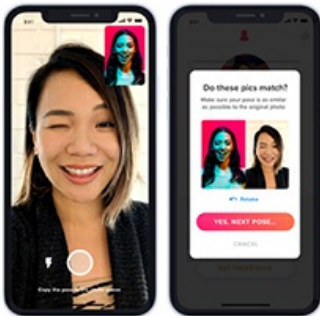
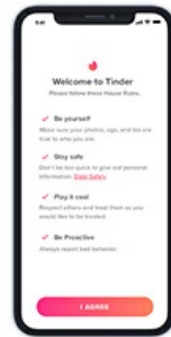


Every day, people around the world trust Tinder to introduce them to new people. With this comes an essential responsibility, and the app is constantly evolving to help make every experience feel safe, respectful and positive. From swiping to messaging to video chatting, here are the **top 10 safety-focused features** on Tinder.

#1

Tinder Rules

When people sign up for the app, they agree to the House Rules before they start swiping. This is the first message members receive from Tinder - and it's focused on safety and respect. Providing this simple code of conduct brings more new members to Tinder's safety tips - increasing views by 57%.



#2

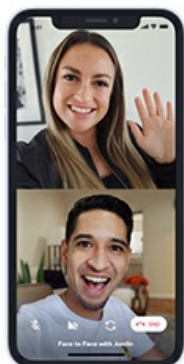
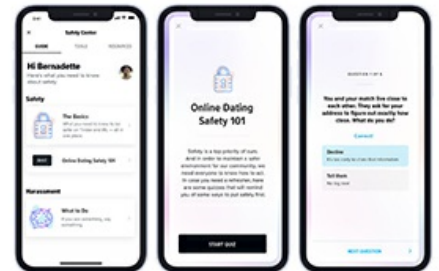
Photo Verification

Once someone has created their Tinder profile - and added their photos during the sign-up process - they are encouraged to leverage Tinder's Photo Verification feature. It helps confirm that they are the person in their profile by comparing profile photos with a series of posed photos taken in-app. Members who verify their profile get a blue tick and are more likely to get a LIKE, too.

#3

Safety Center

Tinder's Safety Center is an interactive part of the app that includes local resources, articles, tips, quizzes and information about safety and privacy features. It's available at any time - from settings and from the safety shield that appears when members are chatting. The Safety Center was developed in collaboration with the Match Group Advisory Council and additional NGO partners to not only help protect, but also to educate members so they can make more informed choices on the app and IRL.



#4

Video Chat

Tinder's video chat feature was built with control and comfort as its first priority. The in-app video calling feature allows members to meet digitally, verify their match is genuine and better assess whether the chemistry is there before an IRL date - all without giving out personal contact details.

#5

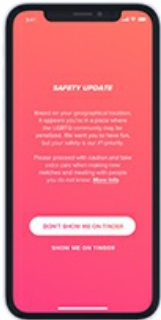
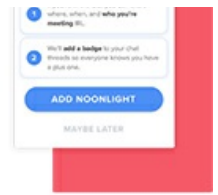
Noonlight

Tinder partners in the U.S. with Noonlight, who provides emergency



#2

response services and personal safety products, to give members free access to their tools. The U.S. is the first country to implement this type of partnership and Tinder is exploring other tools and implementations in additional markets.



#6

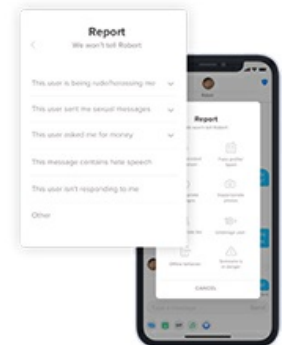
Traveler Alert

When LGBTQ+ members travel IRL or use Tinder's Passport feature to swipe in a country with laws that penalize their community, they are alerted and given a choice to opt out before their profile is shown in the area. Tinder can be a great way to meet people when traveling, but safety is a top priority.

#7

Reporting

Tinder uses a robust reporting framework to swiftly evaluate member behavior to ensure it adheres to the [Community Guidelines](#). Members can report someone directly from a profile, reach out through the Safety Center or contact the Tinder team online at any time. From there, team takes appropriate action to help keep the community safer and more respectful.



Hey, we removed your bio because it contained this policy violation: Private Information. We want you to have fun here, but in order to avoid getting banned you need to make sure your profile doesn't violate our [Community Guidelines](#). Sound good?

[View Community Guidelines](#)

#8

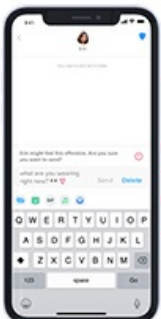
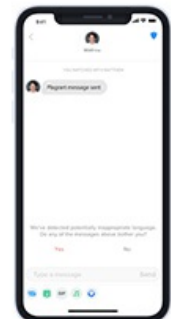
Bio Guidance

Offering Bio Guidance is an additional step in ensuring members understand what's acceptable on Tinder while also helping protect their personal information. For instance, one common mistake members make involves including personal information like phone numbers in their profile. Bio Guidance removes these details, and lets members know why and gives them another shot at writing their bio.

#9

Does This Bother You?

Does This Bother You? asks members this question when they receive a potentially offensive message on Tinder. When someone responds 'yes' to the "Does This Bother You?" prompt, they have the option to report the sender for their behavior. This feature has increased reporting of harassment by 37%.



#10

Are You Sure?

Similar to Does This Bother You?, this feature prompts the sender 'Are You Sure?' if they are about to share a potentially offensive message. Tinder not only relies on people reporting inappropriate content, works to catch it proactively, too. Where appropriate, these times can be a moment to educate members on Tinder's Community Guidelines. As always, egregious behavior and patterns of inappropriate content can result in someone's removal from Tinder.

To download this asset, click [here](#).

<https://sg.tinderpressroom.com/2021-02-25-The-Top-10-Safety-Focused-Features-on-Tinder>