Tinder Newsroom

Tinder Introduces Safety-Focused Updates

Tinder expands efforts through an industry-first personal safety feature, a dedicated safety center and photo verification technology

UPDATES:

- Photo Verification is available to all Tinder members worldwide.
- Safety Center is currently available in the US, UK, France and Germany, with plans to roll out in additional markets in 2021.
- ‘Does This Bother You?’ is currently available in English, German, Spanish, Portuguese and Korean - and will continue to roll out in new languages.

LOS ANGELES, Jan. 23, 2020 – Tinder today announced a slate of new features using cutting edge technology dedicated to safety. These include an integration with personal safety app Noonlight, which will offer a first-of-its-kind safety service that connects members to personal emergency services; Photo Verification, which will compare a posed photo taken in real-time to profile photos, which can help verify a match's authenticity and increase trust in member profiles; and a robust, easily accessible in-app Safety Center.

“Every day, millions of our members trust us to introduce them to new people, and we’re dedicated to building innovative safety features powered by best-in-class technology that meet the needs of today’s daters,” said Elie Seidman, CEO of Tinder. “I’m proud to share these updates, which represent an important step in driving our safety work forward at an unmatched scale.”

Among the features announced today is an integration with Noonlight for all Tinder members in the U.S. The on-demand integration will allow members to share details about upcoming dates via Noonlight’s Timeline feature, including who they are meeting, where and when, with the ability to easily and discreetly trigger emergency services if they are feeling uneasy or in need of assistance via the Noonlight app.

“Noonlight acts as a silent bodyguard in situations when you're alone or meeting someone for the first time,” said Brittany LeComte, Co-founder and CCO, Noonlight. “Now, through our integration with Tinder, it can serve as a quick backup for daters, helping to deter bad behavior and helping members meet matches with more confidence. It’s a first-of-its-kind added security measure to help protect Tinder members even when they’ve taken their interactions off the app into real life.”

Photo Verification is also rolling out on Tinder, ensuring that every match is who they say they are. The feature allows members to self-authenticate through a series of real-time posed selfies, which are compared to existing profile photos using human-assisted AI technology. Verified profiles will display a blue checkmark so members can trust their authenticity. The feature is currently testing in select markets and will continue becoming more widely available throughout 2020.

Tinder will also equip daters with a comprehensive Safety Center, an evolving section of the app dedicated to keeping members informed about these features while providing resources and tools. Available at members' fingertips via the main menu and chat, it was developed in collaboration with the Match Group Advisory Council and is launching in the US, UK, France and Germany soon — before being localized for additional markets throughout the year. In the future, the content within the Safety Center will be personalized to provide the most relevant experience for daters.

These features are also being rolled out across Match Group's portfolio of dating platforms over the coming months. For more information, please see Match Group's press release here.

Finally, Tinder is rolling out a feature to members in select markets that detects whether an offensive message has been sent. Does This Bother You? is powered by machine learning and aided by the Tinder community, putting power in the hands of its members. When a Tinder member responds 'yes' to the "Does This Bother You?" prompt, after receiving a potentially inappropriate message from a match, they will have the option to report the person for their behavior. Similar technology also plays a role in Undo, an upcoming feature that will ask Tinder members if they'd like to take back a message containing potentially offensive language before it's sent.

About Tinder

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. It has been downloaded more than 340 million times and is available in 190 countries and 40+ languages. As of Q3 2019, Tinder had nearly 5.7 million subscribers and was the highest grossing non-gaming app globally.

About Noonlight

Noonlight uses advanced technology to protect and comfort people so they can live freely. Launched in 2013 as a mobile application, Noonlight has since grown into a connected safety platform — partnering with products and services to enable safety and emergency response capabilities for their customers via a proprietary API. Noonlight's technology works everywhere in the United States, allowing members to quickly get help in any situation, without requiring a 911 call or the ability to talk or text. For more information visit www.noonlight.com.

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