Tinder Further Strengthens Its Real Times Safety Features

And introduces more tools putting control front and centre with 'Incognito Mode' and 'Block Profile'
SYDNEY — FEB. 7, 2023 — Today, Tinder is announcing that its members will have further protection against online abuse, with developments to its ['Does This Bother You?' and 'Are You Sure?'](#) features - widening its categorisation of hate speech, sexual exploitation and harassment. Additionally, Tinder is giving its members more control in-app with the introduction of 'Incognito Mode' and 'Block Profile' as well as upgrades to member reporting.

Since day one, Tinder has been focused on delivering experiences that encourage healthy interactions and giving members control over their dating journey and is leading the category with its suite of trust and safety features. Although 79%* of Aussies said dating app safety features were very important for their overall dating experience, 1 in 3* singles surveyed admit they weren't fully aware of these features.

Updates to 'Does This Bother You?'(DTBY?) and 'Are You Sure?' (AYS?):
[These features](#) are being updated to include more language that Tinder classifies as harmful or inappropriate, such as terms related to hate speech, sexual exploitation or harassment which are against its [Community Guidelines](#).

'Are You Sure?' pops up before a message is sent in the instance that Tinder detects inappropriate language, defined by being overtly sexual or violent, reducing the sending of these messages by more than 10%**. This tool is aimed to help Tinder members pause and consider their actions.

While on the flipside, 'Does This Bother You?' encourages members to report inappropriate conversations and take action against members who choose to break the rules. Since its launch, this feature increased reporting of messages with harmful language by 46%**.

"Every touchpoint in Tinder has been built with safety in mind, but we've heard from members that they aren't always aware of what safety features currently exist, how to use them, or how to approach staying safe when they take a conversation off the app," said Rory Kozoll, VP of Product, Integrity at Tinder. "We continually work with expert partners to expand our safety features, and to inform our efforts to help those entering online dating to form healthy relationships from the start. Through education and information, our goal is to make Tinder the safest place to meet new people online."

New features, more control:
Tinder introduced the concept of mutual matching, requiring both daters to Like each other before initiating a conversation, which several other dating apps and platforms have followed and is now the industry standard. Additionally, Tinder does not allow photos to be sent directly in chats, which makes it impossible to share sexually explicit images when messaging.

As part of Tinder's continual effort to lead the dating industry in safety product innovation, Tinder is releasing new features that add to the ways members can control how they engage with others in the app:

- **Incognito Mode***:** Incognito Mode is a step up from fully hiding your profile. Members can still Like and Nope in the app, but only those whom they've Liked will see them in their recommendations. Take complete control over who sees you while scrolling through profiles on Tinder.

- **Block Profile****:** Block Profile is an important step to give members the option to choose who they want to see on Tinder. Now, when profiles are suggested, before matching, members can block them so they don't show up again. It's an easy way to avoid seeing a boss or an ex. This new feature comes in addition to [Block Contacts](#) and blocking following making a report.

Last year Tinder redesigned its [reporting process](#) with guidance from [RAINN](#), giving its members more agency over what step they want to take next - whether it's making a formal report or unmatching. With the introduction of 'Long Press Reporting' this has further evolved:

- **Long Press Reporting:** Tinder wants it to be as easy as possible for members to report bad behaviour. Long press reporting lets people tap and hold offensive messages, launching the reporting flow directly in the chat experience. By simplifying this flow, Tinder hopes more members will report bad behaviour, allowing it to take appropriate action against accounts that violate the

[Community Guidelines](#).

Tinder doesn't assume to know it all, which is why the app actively enlists leading NGO partners, such as NO MORE, RAINN and GLAAD in the US, and WESNET locally in Australia, to advise and guide work in the safety space and ensure best-in-class safety features and policies are implemented.

These latest Trust & Safety updates come as an extension to Match Group's [recent romance fraud awareness campaign](#) and the release of Tinder Australia's [Dating Safety Guide](#) in partnership with NGO partner WESNET. Last year Tinder unveiled a ['Green Flags Only' safety campaign,](#) to spotlight the good behaviours to look out for and the safety tools to help with it and is currently rerunning the world-first in-app campaign with [Queensland Police Service](#), to its Queensland members. All of these initiatives aim to educate singletons on how to date safer and help stay protected.

For more information about trust and safety on Tinder, visit [Tinder's Safety Centre](#).

NOTES TO EDITOR

* One Poll/Tinder survey of 1,000 Aussie daters aged 18-24 in April 2022
**Tinder internal data
***Incognito Mode is a premium feature available for Tinder+, Gold, and Premium members
****Block Profile will launch on Android first and will then roll out on iOS during Q1 2023

[ASSET FOLDER](#)

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.

Additional assets available online: 🖼 [Photos (3)](#)

https://au.tinderpressroom.com/SafetyFeatures