

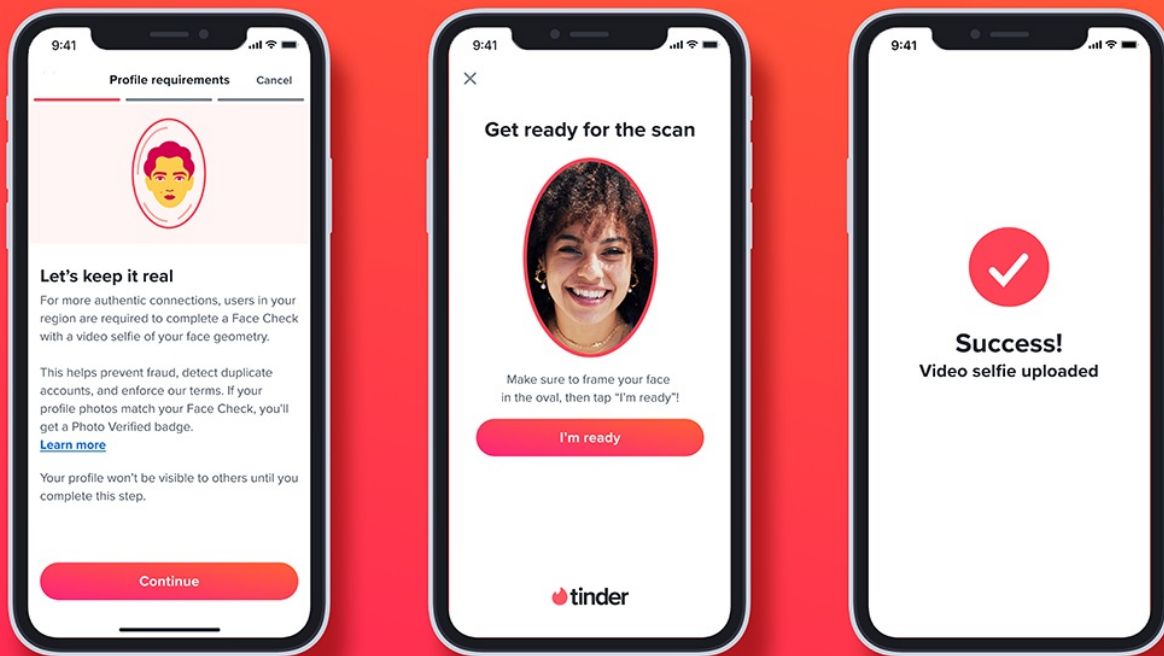
Tinder Launches New Safety Feature In Australia to Fight Bots and Boost Authenticity

Australian Dating Bots? Not Anymore. Tinder's Face Check™ Has Arrived



Sydney (September 16, 2025)— Tinder has officially launched Face Check™ in Australia - an industry-first solution designed to eliminate fake profiles and increase trust. As scammers get harder to spot, Face Check™ is part of Tinder's broader efforts to cut out bots and scammers and to help ensure authentic connections in Australia.

Face Check™ requires new users to complete a mandatory video selfie, adding an extra layer of confidence that you're matching with a real human, not a bot.



In response to user feedback, this helps improve the quality of profiles on Tinder and offer an added layer of confidence that profiles are tied to real people. Face Check™ works through a quick video selfie that helps confirm you're live and legit, not a bot or impersonator. It compares your selfie to your profile photos to help prevent people from using someone else's pics. If your photos match, you'll automatically get a Photo Verified badge - making it easier for others to trust that you are who you say you are. It's all about making Tinder a more authentic, secure place to connect.

According to Tinder's data, being verified is one of the most appealing aspects of a dating profile, with 69% of users under 30 in Australia interested in seeing verified profiles and 66% specifically interested in seeing a profile badge to indicate verified status¹.

"Face Check™ is arriving in Australia at a time when online authenticity has never been more important," says Yoel Roth, Senior Vice President of Trust & Safety at Match Group. "From July 2024 to this July, we proactively removed 84% of spam, inauthentic, and ineligible accounts on

Tinder in Australia—without the need for a user report. Building on this, safety features like Face Check™ add an important new layer to our arsenal against fake profiles, bots, duplicates, and fraud."

Face Check™ has started to roll-out to new users in Australia.

In the last few years, Tinder has released more than 20 safety features and tools for users in Australia including [Warnings, Are You Sure and Does This Bother You](#), [Reporting enhancements](#) and [ID Verification](#), setting new standards for the online dating industry.

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, It Starts with a Swipe™.

Tinder, Swipe, the flame logo, Face Check, and It Starts with a Swipe are all trademarks of Tinder LLC.

¹ Tinder research report 2024

<https://au.tinderpressroom.com/Tinder-Launches-New-Safety-Feature-In-Australia-to-Fight-Bots-and-Boost-Authenticity>