

Tinder and WESNET match to release a first of its kind Dating Safety Guide in Australia

Launching a 101 guide that educates and empowers members to date safely IRL and URL

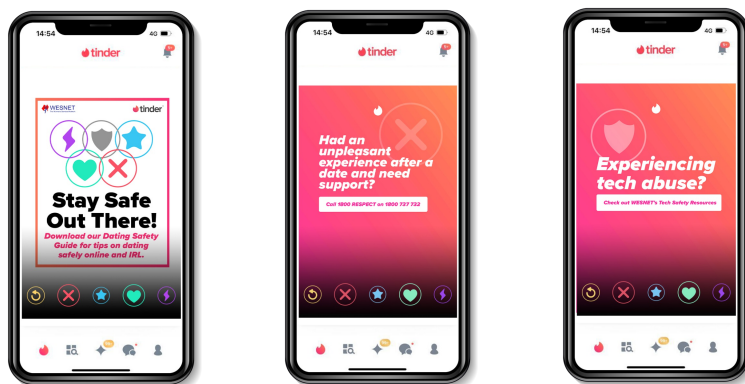
Australia, January 23, 2023 - [Tinder](#), the world's most popular app for meeting new people, today announced the launch of its [Dating Safety Guide](#) ([datingsafetyguide.com/au](#)) in Australia, in partnership with its local non-government organisation (NGO) partner, [WESNET](#). Tinder has been working closely with WESNET to utilise the NGO's insights, research and expertise in the intersection of technology and violence against women to inform its safety efforts as the brand in Australia continues to evolve and grow.

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. The Dating Safety Guide aims to educate daters in Australia on the do's and don'ts of dating safety by reminding members of its Community Guidelines, detailing how to use its in-app safety features and, outlining the recently enhanced reporting process. The all-in-one guide aims to educate Aussies on how to make the most of their dating experience, while also staying alert, both online and offline and will be available via Tinder as well as via WESNET and its network.

"This guide is about empowering people to use dating apps, like Tinder, safely. It's a reminder for daters to think thoroughly, act accordingly and respond respectfully. This is such important work and we are pleased to be partnering with Tinder to support their efforts and spread awareness amongst Australians – both members and non-members," says Karen Bentley, CEO of WESNET.

In conjunction with the guide, Tinder is also launching a new in-app safety campaign to promote the Dating Safety Guide as well as WESNET's tech safety resources and 1800RESPECT. This follows a series of in-app messages that ran in December that were designed to highlight the importance of safety, and inform Tinder members about the reporting functionality and the in-app Safety Centre.

"Safety is a priority for us at Tinder and across the Match Group platform. Our members trust us with the most sensitive and vulnerable parts of their lives. We have an ongoing commitment to member safety and education and this initiative aims to create more awareness of the safety tools and resources available for our members. We have been working over the past few months to launch this initiative and we'll continue to educate our members both on and off the app, through our in-app education campaigns as well as via external campaigns with help from crucial partners like WESNET," says Buddy Loomis, Head of Trust and Safety Outreach & Engagement, Match Group.



Tinder encourages members to report and block any suspicious accounts, or members who misbehave. Members can report any profile regardless of whether they've matched with them or not, and whether someone has unmatched with them. To report someone, the member needs to go to their profile, scroll down and tap [Report](#). Last year, Tinder announced it had updated [its reporting process](#) to ensure members could more easily report someone they've unmatched from.

Tinder continues to invest in safety and has built innovative, best-in-class features, such as its updated AI

functionalities including [Are You Sure?](#) and [Does This Bother You?](#). Other safety features include [Block Contacts](#) and [Photo Verification](#). Tinder also unveiled a new safety campaign '[Green Flags Only](#)', to spotlight the good behaviours to look out for as well as a number of safety tools to help with it and has partnered with law enforcement locally to run a world-first in-app campaign with [Queensland Police Service](#), which is currently rerunning in-app to Queensland members.

Read more about Tinder's safety features in Australia [here](#).

* One Poll/Tinder survey of 1,000 Aussie daters aged 18-24 in April 2022

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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.

[Tinder Australia newsroom](#)

[Dating Safety Guide media assets](#)

About WESNET

Established in 1992, WESNET is the national peak body for specialist women's domestic and family violence services across Australia and the leading sector expert on the intersection of technology and violence against women. With over 350 members across Australia, WESNET represents a range of organisations and individuals, including women's refuges, shelters, crisis services, safe houses and information/ referral services amongst others.

For more information, please contact tinder@thrivepr.com.au

Additional assets available online:  [Photos \(1\)](#)

<https://au.tinderpressroom.com/datingsafetyguide>