Tinder Newsroom

Tinder Commits to ID Verification for Members Globally, a First in the Dating Category

This announcement deepens the company's commitment to creating a safe, authentic community

Sydney, Australia: AUGUST 17, 2021 - Tinder has announced it will make ID Verification available to members around the world in the coming quarters. Tinder will take into consideration expert recommendations, input from our members, what documents are most appropriate in each country, and local laws and regulations, as it determines how the feature will roll out. The product will begin as voluntary, except where mandated by law, and based on the inputs received will evolve to ensure an equitable, inclusive and privacy-friendly approach to ID Verification.

"ID Verification is complex and nuanced, which is why we are taking a test-and-learn approach to the rollout," said Rory Kozoll, Head of Trust & Safety Product at Tinder. "We know one of the most valuable things Tinder can do to make members feel safe is to give them more confidence that their matches are authentic and more control over who they interact with. And we hope all our members worldwide will see the benefits of interacting with people who have gone through our ID verification process. We look forward to a day when as many people as possible are verified on Tinder."

Tinder is the leader in safety innovation in online dating, starting with the creation of the Swipe feature, which was built on double opt-in technology and the premise of mutual consent before a connection is made. Over the last two years, Tinder has rolled out more than 10 key Safety features demonstrating a deep investment in technology that reduces anonymity, increases accountability and helps members stay safe with features like Photo Verification, and Face to Face video chat.

"We know that in many parts of the world and within traditionally marginalized communities, people might have compelling reasons that they can't or don't want to share their real-world identity with an online platform," said Tracey Breeden, VP of Safety and Social Advocacy at Match Group. "Creating a truly equitable solution for ID Verification is a challenging, but critical safety project and we are looking to our communities as well as experts to help inform our approach."

Tinder first rolled out ID Verification in Japan in 2019 and has used the learnings from that market to inform this decision. Tinder is continuing to invest in safety and working in partnership with experts; this commitment is part of Match Group's previously announced $100M investment in talent, product, technology and moderation efforts related to trust and safety in 2021.

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