Tinder Newsroom

HOW TO BE A VERI(FIED) INTERESTING PERSON ON TINDER

Ahead of Safer Internet Day, the world's most popular dating app encourages Australian users to get verified and secure their blue tick in a timely reminder of good practices.

AUSTRALIA, Sydney (February 5, 2024): This Safer Internet Day[1], Tinder is partnering with its local dating expert, Sera Bozza, to encourage Aussies to get fully verified and help confirm the authenticity of their profiles. According to Tinder's Future of Dating Report, authenticity is an important aspect of dating, with more than 50%[2] of Tinder's users looking for authenticity. Almost 40%[3] of global Tinder profiles are verified and global users aged 18-25 who are Photo Verified have a 10%[5] higher chance to get a match. Tinder will also be rolling out in-app notifications to Aussie users to encourage unverified singletons to get their profiles verified.

According to recent studies, 69%[3] of users under 30 in Australia are interested in seeing verified profiles and 45%[4] of Aussies say they've used Photo Verification with one in four saying they will only match with someone that has also been verified. Australian users who are video selfie verified receive 64%[5] more matches than those who are not verified and those who are ID + Photo Verified receive 67%[5] more matches than those who are not verified.

Both ID + Photo Verification are available to users in Australia. The enhanced Photo Verification feature requires a series of video selfie prompts, while ID Verification uses a valid Driver's License or Passport to check whether the face in the video selfie matches both the photo on the ID as well as the person's profile photos, and also checks the user's age. Once both steps are complete, users receive their official blue checkmark and can claim to be a verified interesting person.

To encourage Aussie singletons to verify themselves seamlessly, dating coach, Sera Bozza breaks it down intothese simple steps to become a Tinder verified interesting person.

1. **Click to tick:** In your profile settings, tap on the outlined photo or ID image, next to your name and age, and then on the ID + Photo Verification pop-up to start the verification process
2. **Mapping the mug:** Remove any hats, sunglasses, and face coverings before following the prompts to take your video selfie and verify your profile photos. Tip: Make sure you're in a well-lit space so the camera can ca
   If your photos are already verified, you will be able to skip this step!
3. **IDing the ID:** Once Photo Verified, follow the prompts to upload a government-approved ID, i.e. your driver's licence or passport.
   The tool will then focus on both age and likeness to check the photo on the ID matches the face in the Photo Verification feature and your profile photos, and also check your date of birth.
4. **And voila** – blue checkmark and verified interesting person status secured!

"That little blue tick is the ultimate green flag! It makes such a difference when you're looking for your next match. It adds that extra layer of safety and security, and provides comfort that your next match is who they say they are," says Sera Bozza. She also recommends opting for verified cuties only by matching with verified profiles and even choosing "Photo Verified Chat" in your account settings, which means you'll only receive messages from other photo verified profiles."

Kirsty Dunn, Tinder Communications Director, said "Authenticity is hugely important when it comes to dating, so what better way to put your authentic self forward than by having a fully verified profile. From our insights, we know that verification is one of the most valued safety features for Tinder users, and it also increases your chances of getting a match. So, we encourage all Aussies to get their profiles both ID + Photo Verified and put their best self forward for the year ahead."

Over the past years, Tinder has been focusing on user safety with the development of 20 safety features and updates to enhance user experience, whilst raising the bar on safety.

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NOTES TO EDITOR

[1] Safer Internet Day: 6 February, 2024

[2] Future of Dating Report: A survey of 4000 23-38 year olds in the US, UK, Canada and Australia between April 21 and April 25 2023, conducted by Opinium on behalf of Tinder.

[3] Internal Tinder data 2023

[4] A survey of 2,024 18-40 year olds in Australia during June 2023, conducted by YouGov on behalf of Tinder.

[5] Internal Tinder data 2024

Media assets folder
More information on ID + Photo Verification

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 users are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

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