eharmony

Transparency Report

User Safety and Content Moderation
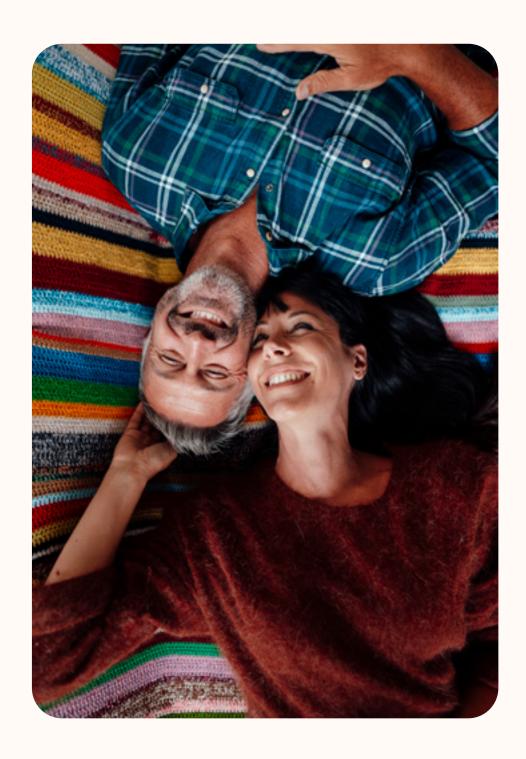
August 2025

Foreword

At eharmony, safety is at the heart of everything we do. Since 2000, we've been committed to helping people form meaningful, lasting connections built on compatibility and shared values. We are proud of the impact we have made, but we know that true connection can only flourish in a safe and respectful environment.

Our members are our top priority. That is why we are firmly dedicated to maintaining a platform that is secure and welcoming for everyone in our community. We continuously invest in evolving our safety practices to ensure it remains a trusted space – where people can connect with confidence.

This Transparency Report (the "Report") outlines actions taken by eharmony, Inc. ("eharmony") (a ParshipMeet US Holding company) to promote user safety, enforce platform policies, and moderate content on our platform. The Report aligns with the obligations set forth under Section 8.4 of the Online Safety Code for Dating Services (the "Code") and is designed to promote transparency, accountability, and public trust.

We recognize that digital platforms can be exploited to cause harm, and we are invested in actively preventing, detecting, and responding to online-enabled harm. Through a combination of robust content moderation, proactive detection systems, user education, and strong reporting mechanisms, we work to create a safe environment. We continue to collaborate and engage with safety experts, law enforcement, and advocacy organizations to strengthen our protections, and reduce the risk of harm occurring on or through our service.

This initial Report covers the period between April 1, 2025 and June 30, 2025 (unless otherwise noted) ("Report Period"). and is only applicable to the Australian market for eharmony. Future Transparency Reports will include data for full calendar years.

Policies

eharmony's Community Guidelines, Safety Tips, and Terms and Conditions of Service ("Terms of Service") are designed to foster a respectful, safe, and authentic environment for meaningful connection. These guidelines serve to set rules for user engagement and protect users from harmful behavior and illegal actions while using the service or offline. To achieve these goals, the platforms combine automated detection and content moderation with user reporting mechanisms to enforce clear boundaries around acceptable conduct and reserve the right to restrict or remove violating content and suspend or terminate accounts that violate their standards. By setting these expectations, the platforms aim to promote genuine interactions while minimizing risks related to using the services.

Content Moderation

To maintain a safe, respectful, and enjoyable environment for all users, eharmony actively moderates user-generated content across its platforms. This moderation is guided by a clear set of community standards and is designed to protect users from harmful, illegal, or disruptive behavior. All moderation efforts are carried out in accordance with applicable consumer privacy and data protection laws.

Types of Content We Moderate

eharmony retains the discretion to review, remove, or restrict access to content that may include, but is not limited to:

- **Harassment and Abuse:** Content that harasses, bullies, threatens, or demeans other individuals, including hate speech or discriminatory language, is strictly prohibited.

- **Sexually Explicit or Inappropriate Content:** We do not allow the posting or streaming of pornography, sexually explicit material, or content intended to arouse or offend others. This includes nudity and sexually suggestive content that is not suitable for a diverse audience.

- **Violent or Graphic Content:** Content that promotes violence, self-harm, suicide, or graphic depictions of injury or death is not allowed.

- **Illegal or Prohibited Activities:** This includes the promotion, encouragement, or depiction of criminal activities, drug use, or any behavior that violates applicable laws or regulations.

- **Spam and Scams:** We moderate content intended for spamming, including repetitive messaging, unsolicited promotions, or deceptive practices meant to mislead other users (e.g., phishing, impersonation).

- **Private or Personal Information:** Users are prohibited from sharing another person's private information, such as home address, phone number, or financial data, without explicit consent.

- **Underage Use and Exploitation:** We do not allow individuals under 18 to use our platforms and remove content involving or targeting minors. Wherever possible, we report attempts to target, groom or exploit minors on our platforms to relevant authorities and/or organizations.

Why We Moderate

Our content moderation practices are grounded in our commitment to:

- **User Safety:** Preventing abuse, exploitation, and harm to individuals on our platform.

- **Legal Compliance:** Adhering to laws and regulations governing online communication.

- **Compliance with Third Party Terms:** Ensuring that our policies and procedures adhere to third-party partner terms and conditions, including payment processors and app stores.

- **Platform Integrity:** Preserving the trust and authenticity of our community by discouraging spam, fraud, and deceptive behavior.

- **Community Standards:** Promoting a positive and respectful environment where users can interact, connect, and build relation ships safely.

Content moderation is conducted through a combination of automated systems and human review. Users are encouraged to report violations, and we take all reports seriously. Repeated or severe violations may result in account suspension or permanent removal from the platform.

Types of Moderation Tools

Automated Technologies

eharmony has implemented various technologies to assist in identifying misuse of the platforms and violations of the applicable Terms of Service and safety guidelines. These tools also support appropriate action, includ-ing account termination or suspension.

Our automated tools are designed to identify patterns linked to romance scams and other policy violations. These tools continuously evolve to keep up with emerging tactics. Security measures automatically flag suspicious registration or messaging behavior and incorporate machine learning to detect shifts in strategy. eharmony also maintains regular collaboration across product development, Customer Care, and business intelligence teams to ensure our safety measures are fully integrated.

Automated Technologies include:

- **Automated Profile Verification / Spam & Scam Detection:**
  - Screening of every new or updated profile for potential misuse. The system continuously monitors both the content of the profiles and user behavior to detect suspicious activity. When a user registers or updates their profile, the information is automatically compared against a database of anonymized data to known fake profiles, bots, and similar threats.
  - The platform uses machine learning based fraud detection models whose outputs are integrated into the system. These results are evaluated using a set of business rules that assign a risk score to each user's profile. The scoring helps identify potentially fraudulent behavior and supports further review or enforcement actions where necessary.

- **Image and Text Analyzers:** Programmatic review of user-generated text and imagery to surface other potential policy violations to a human moderator, such as spam or an inappropriate display name. Rejected content is removed from the platforms, and the user is notified of the action. In most cases, account termination does not occur; only the specific content is taken down. However, content involving potentially serious or harmful situations is escalated for human review for further investigation and appropriate action.

Manual Moderation

In addition to automated solutions, eharmony's Customer Care team plays an active role in maintaining a safe and respectful environment. Customer Care specialists review user-submitted photos to ensure compliance with our policies, evaluate content flagged for potential guideline violations, and investigate user reports, including those related to inappropriate behavior or safety concerns. Cases that involve more complex or sensitive issues are escalated to our Trust and Safety team for review and appropriate resolution.

Specialists routinely assess each case to determine the appropriate course of action, which may include terminating accounts, removing content, or taking no action when the report does not warrant further intervention.

Member Reporting

eharmony has long empowered users to report inappropriate or illegal content through a straightforward and accessible process. Users can block a specific member by selecting the Remove Profile option in that member's profile, or if needed, report a user by selecting the designated Report Profile drop-down option, which is conveniently located in a user's profile page and within communication threads on our app and website. Upon receiving a report, our Customer Care team conducts a thorough review of the relevant information, ensuring that any actions taken in response align with our policies, applicable laws, and are not made arbitrarily.

We have also published a dedicated page on our Australian homepage aligned with the Code. This resource provides clear guidance on how to report a member for online enabled harm and other violations, along with other important safety information. eharmony's FAQ pages, accessible through the Help link on the homepage, also include instructions on how to report other users.

Reporting Mechanisms

eharmony users may report other members by selecting the menu icon (...) located in the upper-right corner of the screen and choosing Report Profile. The reporting interface provides a predefined list of report categories and an optional free-text field for additional information. Submitted reports are transmitted to eharmony's team of Specialists for assessment and any action deemed appropriate in accordance with platform policies.

Partnerships and Law Enforcement Engagement

eharmony has engaged and partnered with peers, industry groups, and safety-focused organizations to help develop and improve safety tools and technologies that protect and support our communities. eharmony works with industry leaders to stay ahead of emerging challenges, including safety topics. We are committed to maintaining strong relationships with key industry stakeholders and look forward to collaborating with new partners to further enhance the safety of our apps.

eharmony has engaged with the Crisis Text Line, a free, 24/7 mental health support service that connects people in crisis with trained volunteer counselors, and we have participated in user safety forums such as the (ACCC) Anti-Scam Fusion Cell, Merchant Risk Council and Marketplace Risk Conferences. We have also partnered with the LGBTQIA+ advocacy organization GLAAD to deepen our understanding of the unique needs of our LGBTQIA+ members, including safety concerns, and to better support and serve this community. As part of the Code, we also take part in a bi-annual industry forum alongside other sector participants, with optional involvement from law enforcement and regulatory agencies.

With respect to law enforcement engagement, eharmony is committed to cooperating with authorities in connection with investigations involving the use of our services and to generally improve user safety. Section 9 of our Terms of Service outlines how law enforcement can contact us, including in relation to subpoenas, search warrants, and court orders. In certain serious cases, such as credible threats to our members or others, we may also pro-actively reach out to local law enforcement when appropriate to report such incidents.

Support Resources

In addition to our Safety Tips and Community Guidelines, we offer users with a range of local resources to support them in navigating any concerns or in-cidents, whether online or offline, that may arise from use of the service and interactions with other members. These resources include links to reputable advocacy organizations that focus on topics such as sexual assault, suicide prevention, and online fraud protections. These resources are shared with users through our Safety Tips and are also provided in response to user reports when they are relevant to specific concerns raised.

Furthermore, eharmony provides a Dating Advice page featuring insights and guidance from external relationships and dating experts.

Training of content moderation team

At eharmony, our experienced Customer Care team addresses our members' concerns every day. New employees receive 30 days of "basic training" to prepare them thoroughly for their work. This includes in-depth content moderation and security training. This training introduces employees to the technical systems in use and includes practical, hands-on instruction to support their day-to-day responsibilities.

After the basic training, there are regular refresher courses on changes or innovations to our platform. Additional instruction is also provided as needed. As part of "Quality Hours," each employee receives continuous individual quality feedback sessions. During these sessions, the handling of cases relating to content moderation or security is reviewed. If necessary, follow-up training is scheduled. Additionally, internal debriefings and retro-spectives help ensure the quality of our Customer Care team, even in critical cases.

Account Termination and Moderation Tables

Termination of Accounts

The table below provides the total number of eharmony Australian accounts that were terminated after being reported by members or detected by automated tools based on specific categories during the Report Period.

Reason for Termination	Number of Australian accounts terminated during Report Period
Child Sexual Abuse & Material	0
Sexual Assault	1
Physical Assault	3
Sexual harassment	0
Stalking	1
Threats	0
Spam / Scam	8,806
Scam (financial loss reported)	2
Minor Account	3

Moderation Actions

The table below outlines the number of instances content from Australian users has been moderated during the Report Period, categorized by the type of detection and enforcement mechanism used. These methods include automated systems that flag images and text which violate our Terms of Service and Community Guidelines, moderator review and removal of flagged content, and user-submitted reports of potential policy breaches.

Detection / Enforcement Mechanism	Number of moderation actions taken
User Reports (moderator review)	1,248
Automated Detection and Moderator Reviewed & Actioned	67,434
Automated Detection & Removal	4,723

Accuracy and Error Rates of Automated Detection Tools

The accuracy of eharmony's automated detection tools, specifically as it relates to termination of spam/scam accounts, is primarily assessed through the reversal rate, defined as the percentage of enforcement actions that are overturned following user appeals.

A low reversal rate indicates a high level of accuracy, suggesting that the vast majority of automated decisions align with our policies and are upheld upon review. While these results reflect strong performance, eharmony is continuously working to improve the precision and reliability of its tools through ongoing refinement and testing. This ensures our systems remain effective in identifying violations while minimizing unnecessary disruptions to users who comply with the guidelines.

The table below provides the accuracy and error rates of our automated detection tools during the Report Period.

Accuracy Rate of Automated Detection Tools	Error Rate of Automated Detection Tools
98.53%	1.47%

Commitment to Safety

eharmony is committed to ongoing improvements in user safety, transparency, and responsiveness. We will continue refining our tools, policies, and transparency reporting processes to better serve the Australian community and ensure safe and respectful interactions.