MG MatchGroup

2025

Australia Safe Dating Report

A Message From Yoel Roth

At Match Group, our goal is to make our apps the best and safest way to meet new people. This means that trust and safety are at the heart of everything we build. Every day, our brands develop and refine the tools that help our users connect with confidence — both online and face-to-face.

Australia is home to a vibrant community of people seeking meaningful connections. Across our portfolio of apps, we've seen a steady rise in usage and growing openness to dating platforms, with people increasingly optimistic about their potential to foster genuine relationships. We also know that Australians have high expectations for the safety, transparency, and accountability of the services they use.

The introduction of Australia's world-first Online Dating Code (the Code) is a critical step toward meeting those expectations — offering a shared framework for dating apps that encourages clearer standards, stronger protections, and more user-centred practices that are consistent across the industry. We recognise that our company, and our industry, have a key role to play in addressing tech-facilitated violence and harm, and believe the Code is a critical part of our commitment to finding solutions.

Today, we're proud to publish our first transparency report under the Code, which reflects our ongoing work to protect users in Australia, as well as our larger commitment to setting high safety standards in Australia and around the world. This report outlines how we detect, prevent, and respond to offensive or harmful behaviour on and off our platforms and includes the proactive actions we are taking to identify and remove harmful behaviour without a report, the role of automation in content moderation, and how we support the people doing this critical work every day.

Across Match Group, we've built a shared infrastructure that powers enforcement across all of our apps, applying what we've learned across our portfolio to strengthen protection on every platform.

Building on the leading work by Australia's eSafety Commissioner, our underlying principle is Safety by Design: a way of building that prioritises and plans for safety at every step of our product development. This approach has guided our significant investments in responsible AI, scam detection, and pre-match interventions and allows us to address harm early and at scale. And our partnerships with law enforcement, NGOs, and survivor support organisations help to strengthen the broader ecosystem around us.

We believe that transparency is essential to making our industry safer, and improving the online dating experience. By showing not just what actions we take but *how* we make those decisions, we hope to give Australians a deeper understanding of the safety systems behind our apps. We also recognise that online safety requires ongoing evolution and improvement to meet new challenges. That's why we're constantly listening, adapting, and investing in improving our technology and our policies.

We're committed to making online dating not just safer, but better for every person, on every platform, and everywhere we operate.
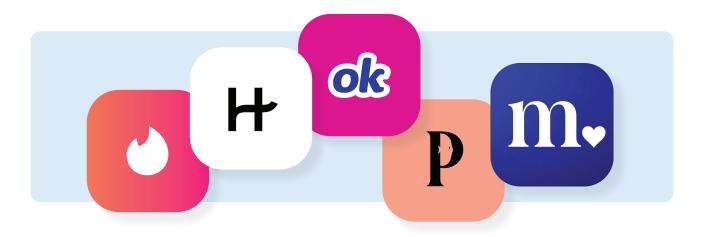
Yoel Roth
Head of Trust & Safety, Match Group

About This Report

Match Group is on a mission to spark meaningful connections for people around the world. As leaders in the online dating category, we innovate and champion our industry's best practices, which are designed to help make online dating safe and more inclusive for everyone.

Match Group offers a portfolio of brands that operate a diverse array of leading online dating apps that collectively have millions of users who are seeking various types of human connections. This report covers our brands that are signatories to the Code; namely Tinder, Hinge, Plenty of Fish, OkCupid and Match.com.

This report is published in accordance with section 8.4 of the voluntary Online Safety Code for Dating Services and covers all activity on Match Group apps from 1 July 2024 to 30 June 2025.

As a founding signatory to the Code, Match Group is committed to advancing clear, consistent expectations for user safety across the online dating industry in Australia. Among other requirements, signatories are expected to publish annual transparency reports detailing actions that have been taken to uphold user safety, including account terminations, content moderation, use of automation, and support provided to human moderators.

We aim to go beyond the requirements laid out in the Code. Our goal is to increase transparency into what actions we take and how those actions are decided upon — including the role of centralised detection, user reporting, and trained moderators. By surfacing these decisions clearly, we hope to strengthen public understanding of how trust and safety operates on dating platforms, and how we can leverage technology to create a safer, more accountable and user-first digital ecosystem at scale.

Our Commitment to Safety

We design our platforms to embed safety at every level, from the policies that guide our community, to how features are built, to the ways enforcement operates when something goes wrong. Our approach centres on platform-wide standards that prioritise proactive detection, user control, and real-time interventions.

Our safety strategy is based on four foundational pillars.

Safety by Design:
Every new feature undergoes an extensive safety review before launch. Our teams are trained to embed risk mitigation into the design of our services.

User Control:
We give users tools to block, unmatch, and report other users, and we work to reduce friction in safety-related user experiences.

User Authenticity:
We invest in identity verification, scam prevention, and profile authenticity checks, all with the goal of preventing bad actors from ever making a match.

Inclusivity:
We aim to build safe and welcoming spaces for users of all identities and backgrounds.

In Australia, we put these principles into practice through features such as:

- **"Are You Sure?" (AYS) nudges** that use AI to encourage users to reconsider potentially harmful messages before sending.
- **"Does This Bother You?" (DTBY) prompts**, which proactively check in with users when our models detect concerning content being shared by another user.
- **Hinge's Comment Filter**, which lets users screen offensive language, using both personalised and AI-driven filters with inbox separation.

Here are examples
of our safety features
pioneered by Tinder
and our other apps.

We don't tackle this challenge alone. We work closely with safety experts, NGOs, and law enforcement to ensure our approach is informed by expertise, responsive to emerging risks, and relevant to local contexts. These partnerships help shape our policies, product development, research, and education efforts.

This includes partnerships with national organisations including **WESNET** and **Teach Us Consent** to ensure our trust and safety strategies are locally informed, and culturally relevant. Through these collaborations, we provide Australian users with localised education, resources, and support services that are tailored to the country's specific needs.

Globally, we work with leading global organisations such as **NO MORE**, **Disability:IN**, and the **Global Anti-Scam Alliance**, whose insights inform our platform policies and help us to stay ahead of emerging safety challenges.

Our Approach to Moderation

Match Group's moderation systems are built to operate at scale, employing a combination of automated and AI-powered detections with expert human review and oversight. In Australia, and around the world, we strive to balance the use of automated tools with human oversight to ensure decisions are fair, accurate, and contextually informed.

The standards and policies we apply across our brands are built on a foundation of centrally-managed principles and approaches to severe harms (like child safety and violence), while leaving space for each of our brands to innovate and tailor rules to their specific goals and values. This means that, for some less severe harms, what is allowed on one platform may result in restrictions or a ban on another. The brand-specific data in this report helps represent those differences in enforcement.

How We Use Automation to Improve Safety

Our automated systems support **proactive enforcement** to attempt to mitigate risks to our users before harm occurs:

- In Australia, 85% of account bans or suspensions were initiated proactively, meaning without the need for a user report.

Our automated systems also support **real-time user interventions:**

- **"Are You Sure?"** nudges appear twice per minute on average to Tinder users in Australia, prompting them to reconsider sending potentially harmful messages. Globally, we've seen that this feature is effective: up to 1 in 5 users modify their message after seeing an "Are You Sure" prompt.
- **"Does This Bother You?"** prompts, which appear after a user receives a potentially inappropriate message from a match, are surfaced 5.6 million times, encouraging users to report the message so that the platform can take action if needed.
- To support Australian users travelling abroad, **Traveller Alert on Tinder** temporarily hides user profiles in countries where LGBTQIA+ identities are criminalised; users must opt-in to make their profile visible.

We use automation to detect spam and inauthentic behaviour:

Automation is most heavily deployed in spam and fake account detection, which accounts for the overwhelming majority of bans (93% of total). 87% of the accounts we banned in Australia as inauthentic were actioned proactively.

We offer users the choice to proactively filter content:

Via Comment Filter on Hinge, users can proactively filter out comments with certain words, emojis, or phrases. This feature also includes an AI-powered auto-filter, which moves filtered comments to a separate inbox, limiting their visibility unless a user chooses to see them.

How We Employ Human Oversight

We pair our automated tools with robust human moderation and oversight to ensure a comprehensive and holistic approach to moderation.

- In cases where automated detections may benefit from additional checks, content flagged by users or automation is reviewed by human moderators. Our global moderation teams are reviewing content 24/7.
- All of our moderators receive ongoing training in cultural literacy, scams, gender-based violence, and trauma-informed practices.
- When a new profile is created — and over the course of its presence on our platforms — it undergoes both automated and manual reviews. These checks are focused on identifying and blocking:
    - ineligible users (e.g., users suspected of being underage)
    - spam or fake accounts
    - profiles with suspicious language or inappropriate content.
- To ensure objectivity, enforcement appeals are handled by a separate team of moderators, not those who made the original enforcement decision. This structure helps to maintain fairness, reduces cognitive load on moderators, and ensures that enforcement decisions benefit from a second-level review where appropriate. During the period covered by this report, Tinder, Hinge, Plenty of Fish, and Match.com[1] received 53,176 appeals of which 13,395 were overturned.

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1. While data on appeals submitted to OkCupid wasn't available for this report, we are working to include it in future editions.

Key Measures Supporting Moderator Training and Assistance

Match Group invests in the wellbeing and effectiveness of its global moderation teams by combining consistent standards, localised context, and continuous education. These systems help to ensure that enforcement decisions are both culturally informed and operationally sound.

Global Standards with Local Context

Moderators are trained on Match Group's unified global policies while incorporating local expertise. This approach supports consistency in enforcement while allowing for cultural nuance across geographies.

Continuous Learning and Specialised Training

Ongoing education sessions are delivered across brands, covering high-impact topics such as:

- Sexual Misconduct Awareness
- Human Trafficking and Dating Apps: Survivor-Centred Accessibility and Communications
- The Queer Spectrum
- Building Accessible Products
- Early Indicators of Exploitation and Trafficking on Dating Platforms
- From Research to Resilience: Preventing Child Sexual Abuse on Dating Platforms
- Dating and Disability
- Accessibility and User Research: Designing Digital Experiences for All
- LGBTQIA+ and Cultural Literacy: Creating Safer Spaces
- Sex Trafficking 101
- Centring Black Women's Safety While Dating
- Understanding and Preventing Romance Scams
- Dating and Intimacy Experiences of Transgender Men.

Mental Health and Resilience Support

Moderation can expose moderators to harmful content, and we actively invest in programs and initiatives that support their mental wellbeing, including:

- We partner with Zevo Health to offer one-on-one and group counselling for in-house teams at Tinder and Hinge.
- BPO partner sites provide on-site therapist access for all contracted moderators.
- AI systems are also leveraged to reduce direct exposure to certain content types, allowing human moderators to focus on cases where judgement is essential.

How We Work With Law Enforcement

We work closely with law enforcement in Australia and around the world, and view this work as a key part of how we protect not just our platforms, but anyone seeking connection. When we receive law enforcement requests through Kodex, our dedicated law enforcement portal, our response team provides timely, relevant information to assist with investigations. The overwhelming majority of requests we receive are responded to within 24 hours.

When a law enforcement request alerts us to a user's alleged misconduct, we also take steps to investigate the activity in question and, if appropriate, remove that user's accounts across our portfolio.

Our Ongoing Commitment to Australia

As the leader in online dating, it's our responsibility to set the standard for safety in meeting new people. We're not just implementing policies, we're creating a culture where safety and respect are at the core of everything we do. This includes:

- expanding our partnerships with Australian safety organisations
- continuing to develop Australia-specific safety features and education campaigns
- regular engagement with regulators and user communities
- transparent reporting on our progress and challenges.

Conclusion

We're committed to making online dating not just safer, but better for every person, on every one of our platforms, everywhere we operate. Our goal is to foster meaningful connections by building dating experiences that are safe, respectful, and empowering. We are proud to share this first Australia-specific transparency report and are looking forward to building on it in years to come.

As we deepen our data capabilities, develop our processes, policies, features and tools, and expand safety partnerships in Australia, we look forward to improving both the protections we offer and the transparency with which we offer them. We invite continued dialogue with regulators, experts, users, and civil society to ensure that digital dating in Australia is safe by design and trusted by all.

People deserve an online dating experience that's both fun and safe, where matches treat each other with respect and can be their authentic selves. That's what we're strengthening today, and what will guide us forward.

Data

This section includes detailed data regarding our moderation actions (including account bans, suspensions, and content removal), the reports we received from users, and information about requests we received from law enforcement in Australia during the reporting period from 1 July 2024 to 30 June 2025.

The portfolio nature of our business, as well as the design of our reporting and content moderation systems, impacts the data we report here. Specifically, due to differences in brand enforcement systems, some values (such as proactive ban rates) may be calculated slightly differently from brand to brand. We've made every effort to standardise measures where possible.

A single person using one or more of our apps can be linked to multiple reports and violations, meaning the number of bans may be lower than the number of reports or violations. Second, if one person's accounts are removed across multiple platforms, it will count as multiple bans, even though it involves just one individual (and possibly only one report). Lastly, some banned accounts belong to users trying to create new accounts after previous bans, which we make an effort to attribute to the originally banned individual.

Many of our bans in the Spam, Inauthentic, and Ineligible Accounts category take place during or shortly after account onboarding — before these accounts have any negative impact on the experience of authentic or legitimate user accounts. In this report, we provide a calculation of ban rates as a percentage of active users during the reporting period. However, in most cases, accounts banned as Spam, Inauthentic, or Ineligible are not counted as active users. As a result, these calculations may show a larger percentage than is actually representative of the number of active users banned in this category.

Users on our platforms are encouraged to report any suspicious activity or bad behaviour directly to us. Users can report anyone regardless if they've matched with them or not and regardless of whether the interaction occurred on our platforms or elsewhere. They can select from a number of reasons for reporting such as abusive or threatening behaviour, illegal activities or spam accounts.

If a user contacts us to report any bad online or offline behaviour, our team carefully reviews the report and takes the necessary action to remove any profile that breaches our terms of use or community guidelines of each platform.

For more information on the categories in the following tables, see Appendix E for our Policy Definitions.

Appendix A: Total Bans and Suspensions

All Match Group Signatories (Tinder, Hinge, Plenty of Fish, OkCupid, Match.com)

Type of Policy	Total Accounts Banned	Accounts Banned Detected Proactively (%)	% of Active Users During the Reporting Period
Abuse and Harassment	10,925	78.57%	0.05%
Allegations of Off-Platform Misconduct	11,567	32.56%	0.05%
Illegal and Regulated Activities	5,892	28.12%	0.03%
Non-Trust and Safety Terms of Service Violations	6,371	82.84%	0.03%
Other (no specific policy attribution)	9,033	94.27%	0.04%
Sensitive Content	2,232	69.58%	0.01%
Spam, Inauthentic, and Ineligible Accounts	613,931	87.03%	2.87%
Violence and Hate	2,126	55.48%	0.01%
Total	**662,112**	**85.32%**	**3.09%**

Tinder

Type of Policy	Total Accounts Banned	Accounts Banned Detected Proactively (%)	% of Active Users During the Reporting Period
Abuse and Harassment	528	4.36%	0.00%
Allegations of Off-Platform Misconduct	7,308	28.63%	0.07%
Illegal and Regulated Activities	904	42.81%	0.01%
Non-Trust and Safety Terms of Service Violations	2,747	75.54%	0.03%
Other (no specific policy attribution)	0	0.00%	0.00%
Sensitive Content	893	47.82%	0.01%
Spam, Inauthentic, and Ineligible Accounts	190,269	83.95%	1.79%
Violence and Hate	1,129	25.78%	0.01%
Total	**203,778**	**80.98%**	**1.92%**

Hinge

Type of Policy	Total Accounts Banned	Accounts Banned Detected Proactively (%)	% of Active Users During the Reporting Period
Abuse and Harassment	8,917	95.10%	0.10%
Allegations of Off-Platform Misconduct	3,891	41.56%	0.04%
Illegal and Regulated Activities	3,804	19.40%	0.04%
Non-Trust and Safety Terms of Service Violations	81	93.83%	0.00%
Other (no specific policy attribution)	36	55.56%	0.00%
Sensitive Content	1,001	99.50%	0.01%
Spam, Inauthentic, and Ineligible Accounts	122,931	98.82%	1.40%
Violence and Hate	934	94.43%	0.01%
Total	**141,595**	**94.84%**	**1.61%**

Plenty of Fish

Type of Policy	Total Accounts Banned	Accounts Banned Detected Proactively (%)	% of Active Users During the Reporting Period
Abuse and Harassment	1,293	5.34%	0.07%
Allegations of Off-Platform Misconduct	351	15.67%	0.00%
Illegal and Regulated Activities	1,104	46.01%	0.06%
Non-Trust and Safety Terms of Service Violations	3,431	88.43%	0.20%
Other (no specific policy attribution)	8,997	94.42%	0.52%
Sensitive Content	241	35.27%	0.01%
Spam, Inauthentic, and Ineligible Accounts	238,451	80.78%	13.67%
Violence and Hate	84	29.76%	0.00%
Total	**253,952**	**80.77%**	**14.54%**

OkCupid

Type of Policy	Total Accounts Banned	Accounts Banned Detected Proactively (%)	% of Active Users During the Reporting Period
Abuse and Harassment	186	6.45%	0.10%
Allegations of Off-Platform Misconduct	17	11.76%	0.01%
Illegal and Regulated Activities	80	30%	0.04%
Non-Trust and Safety Terms of Service Violations	45	62.22%	0.02%
Other (no specific policy attribution)	0	0.00%	0.00%
Sensitive Content	80	36%	0.04%
Spam, Inauthentic, and Ineligible Accounts	13,417	89.05%	7.36%
Violence and Hate	12	8.33%	0.01%
Total	**13,837**	**87.04%**	**7.59%**

Match.com

Type of Policy	Total Accounts Banned	Accounts Banned Detected Proactively (%)	% of Active Users During the Reporting Period
Abuse and Harassment	1	0.00%	0.00%
Allegations of Off-Platform Misconduct	0	0.00%	0.00%
Illegal and Regulated Activities	0	0.00%	0.00%
Non-Trust and Safety Terms of Service Violations	67	97%	0.11%
Other (no specific policy attribution)	0	0.00%	0.00%
Sensitive Content	17	94%	0.03%
Spam, Inauthentic, and Ineligible Accounts	48,863	98.91%	83.75%
Violence and Hate	2	0.00%	0.00%
Total	**48,950**	**98.89%**	**83.90%**

All Match Group Signatories (Tinder, Hinge, Plenty of Fish, OkCupid, Match.com)

Total Banned	662,112
Accounts Banned Detected Proactively	564,881 (85%)
Accounts Banned by Automation	426,714 (64%)

Appendix B: Content Removal

All Match Group Signatories (Tinder, Hinge, Plenty of Fish, OkCupid, Match.com)

Type of Policy	Total Content Removed	Content Removed by Automation (%)
Abuse and Harassment	301	0.00%
Allegations of Off-Platform Misconduct	231	0.00%
Illegal and Regulated Activities	4,343	90.35%
Non-Trust and Safety Terms of Service Violations	389,985	0.00%
Other (no specific policy attribution)	1,778	76.21%
Sensitive Content	124,330	6.21%
Spam, Inauthentic, and Ineligible Accounts	37,794	4.81%
Violence and Hate	41	19.51%
Total	**558,803**	**2.65%**

Tinder

Type of Policy	Total Content Removed	Content Removed by Automation (%)
Abuse and Harassment	300	0.00%
Allegations of Off-Platform Misconduct	231	0.00%
Illegal and Regulated Activities	4,341	90.39%
Non-Trust and Safety Terms of Service Violations	12,404	0.00%
Other (no specific policy attribution)	1,436	94.36%
Sensitive Content	49,628	15.56%
Spam, Inauthentic, and Ineligible Accounts	12,509	14.54%
Violence and Hate	11	72.73%
Total	**80,860**	**18.34%**

Hinge

On Hinge, profiles with suspected policy violations are suspended pending moderator review, rather than removing specific content. Please refer to Appendix A.

Plenty of Fish

Type of Policy	Total Content Removed	Content Removed by Automation (%)
Abuse and Harassment	0	Plenty of Fish automatically suspends users for violative profile content but relies on moderators to manually identify the specific content for takedown.
Allegations of Off-Platform Misconduct	0	
Illegal and Regulated Activities	2	
Non-Trust and Safety Terms of Service Violations	365,055*	
Other (no specific policy attribution)	0	
Sensitive Content	68,877	
Spam, Inauthentic, and Ineligible Accounts	25,128	
Violence and Hate	30	
Total	**459,092**	

*Plenty of Fish takes down content for users who do not include a picture of their face.

OkCupid

Type of Policy	Total Content Removed	Content Removed by Automation (%)
Abuse and Harassment	1	OkCupid automatically suspends users for violative profile content but relies on moderators to manually identify the specific content for takedown.
Allegations of Off-Platform Misconduct	0	
Illegal and Regulated Activities	0	
Non-Trust and Safety Terms of Service Violations	2,016	
Other (no specific policy attribution)	342	
Sensitive Content	4,285	
Spam, Inauthentic, and Ineligible Accounts	89	
Violence and Hate	0	
Total	**6,733**	

Match.com

Type of Policy	Total Content Removed	Content Removed by Automation (%)
Abuse and Harassment	0	Match.com automatically suspends users for violative profile content but relies on moderators to manually identify the specific content for takedown.
Allegations of Off-Platform Harm	0	
Illegal and Regulated Activities	0	
Non-Trust and Safety Terms of Service Violations	10,510	
Other	0	
Sensitive Content	1,540	
Spam, Inauthentic, and Ineligible Accounts	68	
Violence and Hate	0	
Total	**12,118**	

Due to data availability issues specific to 1 month of data, content removal data for Match.com in June 2025 is a proxy value calculated by using the monthly average of content removals.

Appendix C: User Reports

All Match Group Signatories (Tinder, Hinge, Plenty of Fish, OkCupid, Match.com)	
Category of Report	Total Reports Received
Abuse and Harassment	34,296
Allegations of Off-Platform Misconduct	48,685
Illegal and Regulated Activities	19,386
Non-Trust and Safety Terms of Service Violations	33,728
Other (no specific policy attribution)	6,916
Sensitive Content	97,980
Spam, Inauthentic, and Ineligible Accounts	439,401
Violence and Hate	18,863
Total	**699,255**

Tinder	
Category of Report	Total Reports Received
Abuse and Harassment	18,090
Allegations of Off-Platform Misconduct	13,647
Illegal and Regulated Activities	0
Non-Trust and Safety Terms of Service Violations	26,894
Other (no specific policy attribution)	4
Sensitive Content	61,328
Spam, Inauthentic, and Ineligible Accounts	196,024
Violence and Hate	12,884
Total	**328,871**

Match Group

Hinge

Category of Report	Total Reports Received
Abuse and Harassment	8,977
Allegations of Off-Platform Misconduct	34,596
Illegal and Regulated Activities	18,487
Non-Trust and Safety Terms of Service Violations	5,472
Other (no specific policy attribution)	4
Sensitive Content	36,398
Spam, Inauthentic, and Ineligible Accounts	162,763
Violence and Hate	5,979
Total	**272,676**

Plenty of Fish

Category of Report	Total Reports Received
Abuse and Harassment	6,937
Allegations of Off-Platform Misconduct	351
Illegal and Regulated Activities	899
Non-Trust and Safety Terms of Service Violations	0
Other (no specific policy attribution)	6,294
Sensitive Content	0
Spam, Inauthentic, and Ineligible Accounts	75,862
Violence and Hate	0
Total	**90,343**

OkCupid

Category of Report	Total Reports Received
Abuse and Harassment	284
Allegations of Off-Platform Misconduct	91
Illegal and Regulated Activities	0
Non-Trust and Safety Terms of Service Violations	1,323
Other (no specific policy attribution)	614
Sensitive Content	237
Spam, Inauthentic, and Ineligible Accounts	4,173
Violence and Hate	0
Total	**6,722**

Match.com

Category of Report	Total Reports Received
Abuse and Harassment	8
Allegations of Off-Platform Misconduct	0
Illegal and Regulated Activities	0
Non-Trust and Safety Terms of Service Violations	39
Other (no specific policy attribution)	0
Sensitive Content	17
Spam, Inauthentic, and Ineligible Accounts	579
Violence and Hate	0
Total	**643**

Match Group

Appendix D: Legal Orders

All Match Group Signatories (Tinder, Hinge, Plenty of Fish, OkCupid, Match.com)	
Category of Government Order	Total Orders Received
Abuse and Harassment	9
Allegations of Off-Platform Misconduct	40
Illegal and Regulated Activities	3
Non-Trust and Safety Terms of Service Violations	2
Other (no specific policy attribution)	0
Sensitive Content	0
Spam, Inauthentic, and Ineligible Accounts	17
Violence and Hate	0
Total	**71**

Tinder	
Category of Government Order	Total Orders Received
Abuse and Harassment	7
Allegations of Off-Platform Misconduct	19
Illegal and Regulated Activities	2
Non-Trust and Safety Terms of Service Violations	0
Other (no specific policy attribution)	0
Sensitive Content	0
Spam, Inauthentic, and Ineligible Accounts	10
Violence and Hate	0
Total	**38**

Hinge

Category of Government Order	Total Orders Received
Abuse and Harassment	1
Allegations of Off-Platform Misconduct	13
Illegal and Regulated Activities	1
Non-Trust and Safety Terms of Service Violations	1
Other (no specific policy attribution)	0
Sensitive Content	0
Spam, Inauthentic, and Ineligible Accounts	3
Violence and Hate	0
Total	**19**

Plenty of Fish

Category of Government Order	Total Orders Received
Abuse and Harassment	1
Allegations of Off-Platform Misconduct	8
Illegal and Regulated Activities	0
Non-Trust and Safety Terms of Service Violations	1
Other (no specific policy attribution)	0
Sensitive Content	0
Spam, Inauthentic, and Ineligible Accounts	4
Violence and Hate	0
Total	**14**

OkCupid

OkCupid did not receive any inquiry from law enforcement during the reporting period.

Match.com

Match.com did not receive any inquiry from law enforcement during the reporting period.

Appendix E: Policy Definitions

Policy Category	Example Subcategories	Definition
Abuse and Harassment	• Non Consensual Sharing of Private Information • Harassment • Abusive Behaviour	Abuse and Harassment includes on-platform behaviour, actions, or content that may cause emotional or psychological harm through the use of intimidation, humiliation, or non-consensual acts. This includes persistent and unwanted interactions that threaten someone's safety or well-being.
Allegations of Off-Platform Misconduct	• Allegations of Abuse and Harassment • Allegations of Physical Harm • Allegations of Sexual Exploitation • Allegations of Financial Harm • Third Party Allegations of Off-Platform harm	Allegations of Off-Platform Misconduct includes reports alleging harmful behaviours or actions that occurred outside the platform and indicate a potential risk to the safety, well-being, or integrity of the user.
Illegal and Regulated Activities	• Child Sexual Exploitation and Enticement • Commercial Sex and Solicitation • Copyright and Trademark Infringement • Illegal Use and Regulated Goods	Illegal and Regulated Activities includes behaviours, actions, or content that violate laws or regulations or are subject to specific heightened legal controls on distribution, sale, or promotion. We also strictly prohibit any content, behaviour, or actions that involve the sexual abuse or exploitation of minors, including attempts to groom or entice minors into sexual activities (on- or off-line).
Non-Trust and Safety Terms of Service	• Ineligible Image or Profile • Content	In certain cases, specific Match Group platforms may restrict particular behaviours under their terms of service, even if such behaviours do not represent a safety or authenticity risk.

Policy Category	Example Subcategories	Definition
Sensitive Content	• Adult Nudity, Pornography, and Sexualised Content • Graphic Content • Controlled Substance Use • Suicide, Suicidal Ideation, and Self-Harm	Sensitive Content includes content related to adult nudity, pornography, sexualised content, violence and gore, substance use, and behaviours associated with suicide, suicidal ideation, self-harm, and disordered eating.
Spam, Inauthentic, and Ineligible Accounts	• Attempted Financial Exploitation • Ban Evasion • False Reporting • Impersonation • Spam and Inauthentic Accounts • Suspected Underage Users • Convicted Violent Offenders	Spam, Inauthentic, and Ineligible Accounts includes profiles that engage in inauthentic activities, evade bans, impersonate others, or are otherwise ineligible for account creation due to age or legal status.
Violence and Hate	• Hateful and Discriminatory Behaviour • Threats and Wishes of Harm • Terrorism, Violence, Extremism, and Hate Groups	Violence and Hate includes on-platform content or behaviour that incites, promotes, or glorifies bodily harm or hatred against individuals or groups. Violence refers to any form of physical harm, including threats, intimidation, and coercion, regardless of motivation or perceived intent. Hate involves behaviour or content that demeans, marginalises, or incites violence against individuals or groups based on an actual or perceived association with a protected characteristic or class.