THE MEET GROUP

TRANSPARENCY REPORT

USER SAFETY AND CONTENT MODERATION

August 2025

meetme   SKOUT   TAGGED   GROWLR

FOREWORD

The Meet Group ("TMG") is a leading provider of social dating applications that also integrates video livestreaming features. At TMG, nothing is more important to us than the safety and wellbeing of our members. We are proud to help millions of people find connection and community on our platforms every day and recognize that true connection can only flourish in a safe and respectful environment.

That is why we are firmly dedicated to maintaining platforms that are secure and welcoming for everyone in our communities. 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 The Meet Group, Inc. (a ParshipMeet US Holding company) to promote user safety, enforce platform policies, and moderate content on the following TMG applications: MeetMe, Skout, Tagged and Growlr (the "TMG Apps"). 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 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 the TMG Apps. Future Transparency Reports will include data for full calendar years.

POLICIES

TMG's Safety Practices page offers detailed information about our safety protocols, moderation tools and policies, and our collaborations with leading organizations dedicated to protecting online communities. Furthermore, the safety and content policies in each TMG App's Terms of Service and the Content and Conduct Policy Page are designed to foster a respectful, safe, and authentic environment for meaningful connection. These guidelines serve to set rules for user engagement and to protect users from harmful behavior and illegal actions online 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 and enjoyable environment for all users, TMG 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

TMG 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.

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 relationships 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

TMG has implemented various technologies to assist in identifying misuse of the platforms and violations of the applicable Terms of Service and Content and Conduct Policy. These tools also support appropriate action, including 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 spam and scam 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.

- **Age estimation:** Programmatic review of user-generated imagery to identify users who may be under the age of 18, which could prompt a biometric face scan and government ID verification.

- **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, TMG's Customer Care team plays an active role in maintaining a safe and respectful environment. The team reviews user-submitted photos to ensure compliance with our policies, evaluates content flagged for potential guideline violations, and investigates 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

TMG 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 Block option in that member's profile, or if needed, users can submit a report by clicking the designated Report button (see detailed information for each app below), which is conveniently located throughout our apps. 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. In addition, we have launched dedicated pages on each TMG App's website with information related to the Code. This resource provides clear guidance on how to report a member for online enabled harm on each app, along with other important safety information.

Reporting Mechanisms

All four applications have similar reporting mechanisms, but there are some differences noted here.

The Report button in the MeetMe, Skout and Growlr apps is clearly displayed at the bottom of each member's profile, allowing users to indicate whether the report concerns unlawful behavior or a violation of guidelines.

The Report button in the Tagged app is in the upper right corner of a member's profile, allowing users to choose the type of issue they want to report. On the Tagged website, the Report Abuse button appears on the left side of a user's profile and offers similar reporting options.

Additionally, while watching a livestream in either MeetMe or Skout, users can report streamers or commenters by tapping the '!' icon at the top of the screen and selecting the appropriate reporting category. In Tagged and Growlr, the process for reporting streamers is the same; however, reporting commenters slightly differs. To report a livestreaming commenter on Tagged or Growlr, users can tap the commenter's display name to open their mini-profile, then tap Report in the upper left corner.

Both users and non-users can also submit reports through our Customer Service email address, which is listed in the Help Centers of each app.

Partnerships and Law Enforcement Engagement

TMG 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. TMG 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.

Some of the organizations that TMG has partnered with include: the Oasis Consortium, End Violence Against Children, the Online Dating Association (ODDA), the Family Online Safety Institute, Internet Dating Excellence Association (IDEA), Family Watchdog, and WeProtect Global Alliance. 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, TMG is committed to cooperating with authorities in connection with investigations involving the use of our services and to generally improve user safety. Our law enforcement-specific email, lawenforcement@themeetgroup.com, is listed in the Help Center of each application. In certain serious cases, such as credible threats to our members or others, we may also proactively 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 incidents – 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 Code webpages and are also provided in response to user reports when they are relevant to specific concerns raised.

Training of content moderation team

At TMG, over half of our workforce is focused solely on member safety and support. Our experienced Trust and Safety and Customer Care team is available 24/7 to promptly address member inquiries and concerns. Each employee undergoes comprehensive training to ensure they are well-prepared for their responsibilities. After completing initial training on a specific task, our management team conducts thorough reviews of completed work and provides coaching as needed. Ongoing performance is continuously monitored through regular reviews, with timely feedback given to maintain consistently high standards across the team.

ACCOUNT TERMINATION AND MODERATION TABLES

Termination of Accounts

The table below provides the total number of TMG Australian accounts that were terminated after being reported by members or detected by automated tools based on specific policies during the Report Period. The data is provided separately for each TMG App. 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 per TMG App [1]			
	MeetMe	Skout	Tagged	Growlr
Child Sexual Abuse Material	4	7	3	6
Sexual Assault	0	0	0	0
Physical Assault	0	0	0	0
Sexual harassment	6	0	3	0
Stalking	0	0	0	0
Threats	0	0	0	0
Spam / Scam	21,164	15,738	17,285 [2]	747
Financial Losses (due to scam)	1	0	0	0
Minor Account	2	0	2	4

1) Due to system constraints, reporting on Australian-only data for user reports was not possible until April 22. This prior limitation is resolved and will not impact future iterations.
2) Due to the recent migration of the Tagged application to Parship Group's servers, Tagged automated detection data is limited to activity from May 22 to June 30, 2025. Future iterations will include a complete data set.

Moderation Actions

The table below outlines the number of tracked instances of content from TMG Australian users that has been moderated during the Report Period, categorized by the type of detection and enforcement mechanism used. These methods include automated detection of images and text that violate our Content and Conduct Policy and Terms of Service, moderator review and removal of flagged content, and user reports of content that may breach our policies.

Detection / Enforcement Mechanism	Number of tracked content moderation actions taken (including removal of content and account restrictions) per TMG App			
	MeetMe	Skout	Tagged	Growlr
User Reports (manual review)	1,001	475	447	75
Automated Detection / Moderator Reviewed & Actioned	3,536	4,174	382 [3]	1,025
Automated Detection & Removal	3,576	3,080	791 [3]	28

3) Due to the recent migration of the Tagged application to Parship Group's servers, Tagged moderation data is limited to activity from May 22 to June 30, 2025. Future iterations will include a complete data set.

ACCURACY AND ERROR RATES OF AUTOMATED DETECTION TOOLS

The table below provides the accuracy rates of our automated detection tools during the Report Period using an F1 score. The F1 score is a way to measure how accurate a system is when it tries to identify something, especially when the data is unbalanced (for example, when there are far more negative cases than positive ones). It combines two important measures: precision (how often the system is correct when it says something is positive) and recall (how well the system finds all the actual positives). The F1 score gives a single number that balances both. If both precision and recall are perfect (score of 1.0), the F1 score will also be perfect. This makes it more reliable than a basic accuracy score in situations where some outcomes are much rarer than others.

	Text Analyzer	Image Analyzer
F1 (accuracy) Score	0.96	0.945

COMMITMENT TO SAFETY

TMG 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.

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GROUP

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