

August 29, 2025

Australian Code for Online Dating Services: 2025 Transparency Report



Introduction

At Grindr, the safety and well-being of our community are paramount. We're continually evaluating and enhancing our approach to help create a secure space where users can connect openly and respectfully.

Today, we're proud to share our first Code Report under the *Australian Voluntary Code for Online Dating Services*. This report highlights the steps we've taken to enhance safety and security for Grindr users in Australia. Our goal is to provide meaningful transparency into our policies, operations, and data to show how we address user reports and proactively detect and remove policy violations.

Commitment to Platform Moderation, Safety, and User Well-Being

Grindr's platform policies prioritize safety, inclusivity, and a sex-positive approach that aligns with the values of the LGBTQ+ community and our Community Guidelines. We embrace sexual expression and body positivity, allowing users to share content that celebrates their identities and desires while maintaining policies to support interactions that remain consensual and respectful. Through continuous investment in safety, privacy, and community support, we remain dedicated to fostering a secure and empowering space for LGBTQ+ individuals worldwide.

To protect users, Grindr employs a robust content moderation system combining AI-powered detection and human review. Our moderation approach includes proactive detection of policy violations and proportionate actions against non-compliant content and profiles [[read more here](#)].

We also maintain publicly accessible safety resources to promote user awareness and risk reduction. These include general [Safety tips](#) and a concise [Quick safety tips](#) checklist; guidance on [scam awareness](#) and [account security](#); recommendations for [establishing trust](#) and [meeting up safely](#); and an indexed [Safety & Privacy](#) center which is available in-app. Reporting tools are accessible wherever users interact — on profiles, in chats, and on shared media — allowing reports to be submitted in a few clicks and routed directly to Trust & Safety for 24/7 review.

Beyond moderation, Grindr works to build a culture of security and resilience for LGBTQ+ users globally. Grindr for Equality's [Holistic Security Guide](#) offers practical strategies for protecting digital and physical safety, particularly for individuals in regions where LGBTQ+ identities are criminalized or stigmatized.

Our Safety & Privacy Center serves as a centralized resource within the app, equipping users with practical tools and insights to navigate Grindr safely. From understanding how moderation decisions are made to learning best practices for protecting personal data, this center further supports our community's well-being. For additional safety guidance, users can visit our [Getting in the Safety Zone](#) page.

Safety by Design remains a core product principle. In June 2024, we introduced advanced AI and machine learning solutions to combat a surge of spam attacks, reducing abuse and improving user experience. We continue to adapt our defenses against increasingly sophisticated AI-generated spam, enhancing detection models and moderation safeguards to prevent automated abuse.

In March 2025, we enhanced our enforcement framework by introducing more granular policy actions, such as applying suspensions in medium-risk cases rather than defaulting to bans. We also began sharing ban reasons directly with users to increase transparency, provide education and make the appeals process simpler by adding an easily accessible in-app appeal button. At the same time, we invested in upgraded moderation tools, providing our Trust & Safety team with more efficient systems to respond quickly and effectively to reports.

Earlier in the year, we updated our [Community Guidelines](#) to reinforce the importance of consent, authenticity, and respect among users, supported by in-app messaging and blog posts to ensure widespread awareness [[read more here](#)]. Alongside, we also revised our Privacy Policy to enhance transparency around how user data is handled, introducing clearer communication on AI-driven moderation and empowering users with more control over their privacy settings [[read more here](#)].

Through continuous investment in safety, privacy, and community support, we remain dedicated to fostering a secure and empowering space for LGBTQ+ individuals worldwide.

Safety Initiatives & Grindr for Equality

[Grindr for Equality](#) is Grindr's global social impact initiative focused on advancing health and human rights for LGBTQ+ communities worldwide. Through its work, G4E empowers LGBTQ+ people with tools to improve their well-being and supports advocates creating safer, more equitable societies.

Grindr for Equality's work in Australia spans health, safety, and social justice, using the platform to connect LGBTQ+ people with life-saving resources and education opportunities. Grindr is continuing to support community health and safety across Australia, using its platform to connect users with critical resources while advocating for LGBTQ+ rights. A central focus has been on HIV prevention, including nationwide promotion of free, discreet HIV self-testing kits available in multiple languages to reach diverse communities in partnership with the National Association of People Living with HIV Australia [[read more here](#)].

In Australia, Grindr for Equality has partnered with 10 nonprofit organizations to deliver campaigns advancing LGBTQ+ health, safety, and empowerment, reaching nearly 2 million users with more than 20 targeted messages over the past year. These efforts have been especially effective in driving HIV prevention: within 24 hours of launching the HIV self-testing program with the National Association of People with HIV Australia (NAPWHA), hundreds of users ordered HIV self-test kits. The strong demand prompted the federal government to invest

in 2024 to expand national access, highlighting Grindr's role in advancing Australia's HIV prevention goals. Key focus areas have included:

1. **Mpox Vaccination** – Promoted targeted vaccination drives, expanded eligibility, and access during key moments like Mardi Gras and World Pride.
2. **HIV Self-Testing** – Rolled out free, discreetly mailed self-test kits nationwide with multilingual campaigns to reach diverse communities.
3. **PrEP & DoxyPEP** – Raised awareness of multiple HIV prevention options including PrEP (a medication used to prevent HIV) and introduced DoxyPEP for STI prevention in a sex-positive, choice-driven way.
4. **STI & Sexual Health Education** – Delivered timely information on testing, U=U, and prevention of infections like syphilis, framed around empowerment and regular care.
5. **Community Empowerment** – Supported survivor resources and encouraged civic participation on broader equality issues.

Beyond health, Grindr has worked to keep users safe by sharing alerts from New South Wales (NSW) Police and AIDS Council of NSW (ACON) about assaults linked to dating app meetups, promoting harm reduction strategies, and supporting community forums with police and advocates in response to targeted violence.

Structure of our Transparency Report

The sections below are organized via the topics outlined by the *Australian Voluntary Code for Online Dating Services*. Subsequently, **please note that, unless otherwise specified, all data within this report are reflective of Australia only**. Throughout the report, we provide an in-depth look at how we enforce our platform policies, presenting key metrics and insights into our moderation practices. This includes an analysis of the types of violations most commonly reported. We also delve into the operational procedures that underpin our enforcement efforts, from the automated systems and human moderators who monitor activity on our platform to the impact of user reports.

By sharing these details, we aim to offer transparency into our processes and to demonstrate our unwavering dedication to user safety. We believe that informed users make for a safer community, and this report is part of our ongoing work towards clarity and accountability.

Thank you for taking the time to read our report.

Overview & Trend Analysis

Given that this is our first Transparency Report under the Australian Voluntary Code for Online Dating Services, we are unable to provide metrics comparisons over time. However, there are a number of key callouts regarding our Trust & Safety metrics that are worth discussing.

Across both reactive moderation (user-submitted reports) and proactive moderation (machine learning models and other automated detection tools), Spam emerged as the largest category of violations, accounting for 81.3% of all account bans. The second-largest category, Sexual Solicitation, was significantly lower at 10.6% of bans, underscoring the disproportionate volume of spam-related activity compared to other policy areas.

The threat landscape is constantly evolving, with bad actors increasingly leveraging AI-driven techniques and other sophisticated methods to generate spam and exploit users. To stay ahead, we continuously monitor these trends and adapt our defenses, investing in both automated detection and human review to safeguard the platform.

As we continue to publish these reports annually, we will share both enhancements to our moderation practices and emerging trends in the data over time.

Reports to be published

This section outlines requests and actions taken in relation to Australian end-users under the Online Safety Act transparency reporting requirements. For the reporting period of 1 April 2025 to 30 June 2025 (transition period), Grindr has captured data for relevant requests and detailed findings below.

Australian end-users whose accounts have been banned

For the reporting period of 1 April 2025 to 30 June 2025, Grindr banned 94,604 Australian users for violations of our Community Guidelines. Enforcement is carried out through a combination of automated systems and human moderators, ensuring both scale and contextual judgment in addressing policy breaches.

This section provides a breakdown of enforced accounts by policy category. The majority were related to Spam, with 76,875 accounts removed. Sexual Solicitation followed with 10,045 accounts bans. These figures reflect our strong enforcement focus on combating illegal activity and protecting the integrity of the platform.

Type of Alleged Illegal Content	Total Accounts Enforced
Spam	76,875
Sexual Solicitation	10,045
Underage or Child Endangerment	3,664
Safety & Privacy	1,489
Illegal Drug Related Content	1,218
Harassment or Bullying	1,270
Impersonation	39
Serious Offline Incident	4
Total	94,604

Australian end-users whose content has been moderated

This section covers both our proactive, own-initiative moderation—where we actively detect and address potential policy violations—and our reactive moderation in response to notices submitted by users or regulatory authorities.

During the reporting period, we moderated 225,528 cases across various policy categories, underscoring our efforts to maintain a safe and respectful platform. Photo Moderation (where we review all Profile photos before going live) and Spam were the most enforced categories, with

136,819 and 68,672 cases actioned, respectively. Like many other platforms, Grindr faces ongoing spam attacks, but our teams work continuously to mitigate these before they impact users.

When potentially violating behavior is detected that presents less severe risks of harm, particularly in categories such as Spam or Harassment and Bullying, we may first issue warnings to users to allow them to rectify their behavior before stricter action is taken.

By combining user notices with automated detection systems, we apply a balanced approach of reactive and proactive moderation to safeguard our community. Note that the total number of accounts banned may exceed the number of unique individuals, as some users operate multiple accounts.

Total Pieces of Content Enforced	Total Pieces of Content Enforced Processed Solely By Automated Means	Total Pieces of Content Enforced By Human Review
225,528	108,8017	116,727

Information about content moderation engaged

All Grindr moderators receive comprehensive onboarding through training programs and bootcamps that cover platform policies, enforcement tools, and standard operating procedures (SOPs). Their training is reinforced through regular refresher sessions informed by quality assurance reviews, emerging trends, and evolving policy guidance, ensuring moderators apply rules consistently and accurately [[read more here](#)].

To maintain community safety, Grindr applies a combination of proactive and reactive measures. Automated detection systems identify potential violations at scale, while moderators conduct active reviews. These efforts may impact the availability, visibility, or accessibility of content that violates our Community Guidelines. Enforcement actions range from issuing warnings and removing content to limiting visibility or, when necessary, disabling accounts.

Users can easily report or block others at multiple points across the app, including the profile grid, profile view, chat messages, and features like Right Now. This flexibility ensures members can flag concerns whenever and wherever they occur. Alongside reporting, users also have the option to hide or block profiles, giving them more control over their in-app experience [[read more here](#)].

Use of Automated Technology for Moderation

Grindr leverages a combination of internal systems and third-party tools to detect and enforce against potential content violations. These systems form the foundation of our Content Moderation strategy, enabling both scalable enforcement and more detailed reporting capacity for future transparency reports, including accuracy and error rate metrics.

As we continue enhancing our moderation systems, we have prioritized the most prevalent harm types, such as Spam and Sexual Solicitation, to reduce their impact on users. Over time, we aim to expand coverage and include accuracy metrics across all harm types, providing greater transparency into enforcement outcomes and overall system performance.

Terminology

Accounts	An account on Grindr represents a unique profile created by a user to access and interact with our platform
Pieces of Content	Pieces of content refers to any user-generated material shared on Grindr, including profile photos, profile bios, and chat messages exchanged between users.
Harassment or Bullying	Repetitive or targeted behavior that is intended to intimidate, humiliate, or harm another user. This includes unwanted messages, threats, and any other conduct that would make someone reasonably feel unsafe or unwelcome on the platform.
Hate Speech or Discrimination	An expression that promotes or condones hatred, violence, or discrimination against individuals or groups based on race, ethnicity, religion, gender, sexual orientation, disability, or any other characteristic protected by law.
Illegal Activity	An activity that violates applicable laws while using the platform. Examples include drug-related offenses, human trafficking, sex solicitation, child endangerment or other illegal acts.
Impersonation	The act of pretending to be another person, whether a public figure or any other individual. This includes using photos, names, or personal information that does not belong to you.
Nudity	Content in a user's Grindr profile that is sexually explicit or pornographic in nature, including images, videos, or descriptions that are inappropriate for the general Grindr community.
Spam	Activity or content that misuses the platform or disrupts authentic user-to-user interactions. This includes without limitation repetitive, irrelevant, or excessive communications that overwhelm users; automated or bot-driven behaviors such as mass messaging or bulk profile creation; and messages or accounts primarily designed to promote products, services, or external platforms..
Underage Activity	Any content, communication, or behavior that endangers or exploits minors.
Solicitation of Drugs	Any content, communication, or behavior that indicates that a user is engaging in or inquiring to purchase, sell, or exchange drugs of any kind.

Detection (Detected)	A method of identifying potentially violative content, either through user reporting or automation.
Enforcement (Enforced)	An action taken against a piece of content or an account (e.g., removal of a profile image or banning an account). Note that content includes photos and chats. Reported content violations may be actioned by human agents or automation.
Notices	Notices are formal communications, typically from users, government authorities, or other stakeholders, regarding illegal content, violations, or other issues on the platform. These notices can trigger various actions by Grindr, such as content review, takedowns, or further investigation. Within our report, we're considering user reports as the equivalent of a notice submitted to Grindr.