MatchGroup

2026

DSA Safe Dating Report

At Match Group, our mission is to spark meaningful connections for every single person worldwide.

That mission carries a clear responsibility: to make online dating the safest way to meet someone, from the moment you create a profile to when you decide to meet a match in person.

This is our second annual transparency report under the European Union's Digital Services Act, covering January 1 through December 31, 2025. Here are a few of the key highlights that stand out about this year to me:

First, our EU user base continues to grow. We now have approximately 18 million monthly average users across twelve platforms in the region. The breadth of our portfolio — Tinder®, Hinge®, Azar®, Meetic®, OkCupid®, Plenty of Fish®, BLK®, Chispa®, Upward®, Salams®, Yuzu® and The League® — is itself part of our safety strategy. When we innovate and find something that works well for one brand, we bring those lessons to the rest of our portfolio. Safety improvements don't stay siloed, and this helps us move faster and more effectively to ensure trustworthy experiences for our members.

We've also continued to improve how we report on our work. Last year, our teams did foundational work to harmonize policies across a diverse portfolio and align them with DSA-defined categories. Based on feedback from our stakeholders across Europe, we've continued to make improvements in this year's report: Cleaner data, better attribution, and a more accurate account of how we moderate at scale.

We're also continuing to raise the bar on deploying technology and human review to proactively protect our users. In 2025, the majority of our actions were proactive — that is, we enforced our rules without the need for a user report, oftentimes taking action on bad actors during or shortly after account creation, before they could reach anyone. That work doesn't usually generate headlines, but it's a key part of our strategy. This report provides key data and insights into our progress in this space.

Our platforms are designed to do something most digital services are not: bring people together in person. That's our purpose, and it's what makes our approach to trust and safety distinct. While the vast majority of dates that begin on our apps are positive experiences, we know that off-platform harm can occur — and we take any report of it seriously. Our response to off-platform misconduct is trauma-informed: we prioritize the person reporting, act quickly, and work closely with law enforcement to provide information consistent with applicable law and our policies. And this work happens in close coordination with our global network of partners. In 2025, we expanded the Match Group Advisory Council to include three organizations bringing critical new areas of expertise: The Global Anti-Scam Alliance, Access Now, and Disability:In. Nearly 16 years ago, I began my career studying safety and privacy on the earliest generation of dating apps. The underlying problems haven't disappeared — they've changed shape. What has also changed is our capacity to address them, and our obligation to be transparent about how we're doing. Our CEO, Spencer Rascoff, has spoken candidly about the [essential role transparency plays in building trust](). This report is part of our ongoing efforts to help our community, and the public, understand our efforts to promote safe dating, and hold us accountable to our progress.

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Yoel Roth
Head of Trust & Safety, Match Group

Introduction

Match Group[1] is on a mission to spark meaningful connections for people around the world. As leaders in the online dating category, we innovate and champion industry best practices that are designed to help make online dating safe and inclusive for everyone. Match Group offers a portfolio of brands that operate a diverse array of leading online dating and social connection platforms that collectively have millions of users who are seeking various types of human connections. Our largest brands in the European Union (EU) include Tinder®, Hinge® and Meetic®.

tinder Hinge meetic Plenty of Fish

okcupid THE league BLK Chispa

upward yuzu Salams azar
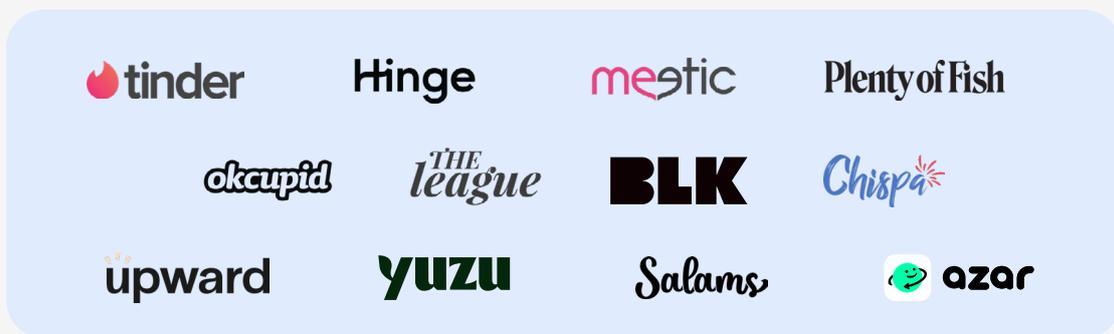
Context for this report

In this report, we are reporting data about content moderation, appeals, legal process orders, and other aspects of our trust and safety efforts in the European Union for the period of January 1, 2025 to December 31, 2025. More than 99.89% of average monthly users across our platforms in the EU use our apps without a serious violation of our policies, on- or off-platform. We believe that any report of harm is one too many, and we remain deeply committed to ensuring the safety and well-being of our users.

Over the past year, and in close conversation with regulators and stakeholders across Europe, we have continued to refine our transparency reporting processes. Building on the foundational work undertaken for our inaugural report — during which we harmonized policies across our diverse portfolio of brands and aligned them with DSA-defined categories — this second edition reflects a more mature and streamlined approach to reporting.

As we noted last year, certain DSA categories do not perfectly align with the content and behavior found on online dating and social connection platforms. Categories that focus on negative effects on civic discourse or elections, self-harm, consumer information infringements, and unsafe or prohibited products are not typically relevant to platforms like ours, which lack the viral or public content and marketplace functions characteristic of social media. We have maintained our best-effort approach to reconciling these categories with our platforms, and we continue to engage constructively with the European Commission, Digital Services Coordinators and fellow industry stakeholders to ensure the framework reflects the specificities of different types of online services.

1 Match Group, Inc., through its portfolio of companies ("Match Group" or "we") includes Hinge®, Tinder®, Meetic® (including all Meetic brands, such as Disons Demain®, Lexa®, and Even®), Plenty of Fish®, OkCupid®, The League®, BLK®, Chispa®, Upward®, Yuzu®, Salams® and Azar® in the European Union ("EU").

The portfolio nature of our business

Match Group's commitment to safety and respect is shared across all our brands, and the portfolio nature of our business remains an important consideration for this report. It enables us to continuously learn from our various brands and share relevant information and best practices to improve our overall trust and safety approach. For example, when we ban an account in response to a severe issue on one brand, we proactively remove that account across all brands in our portfolio.

The diversity of our portfolio is a key part of our safety strategy: While many safety systems and practices are shared across Match Group, our brands each employ unique approaches tailored to their app's specific features and demographics. For example, we often pilot new safety features on individual brands — such as our "Are You Sure?" prompt, which uses AI to flag potentially harmful language before a message is sent — and once we've validated their effectiveness, we work to roll them out more broadly across the portfolio.

Addressing off-platform conduct

Match Group's platforms are different from most of the other platforms subject to the DSA because our apps are focused on bringing people together online and, ultimately, face to face. Consequently, our approach to moderation is designed to help protect users both online and in their real-life interactions. In this report, we include data on illegal content, reports, and actions we take to keep our apps safe and authentic, including actions we take as a result of user reports about conduct that occurs off our platforms. For example, if someone tells us that they received harassing messages from another person on a messaging platform outside of our apps, we would consider those off-platform actions as part of our efforts to help keep our users safe.

We recognize that some connections made using online dating platforms can potentially lead to harm in the real world. Gender-based violence and any form of sexual or physical violence are abhorrent and not tolerated on or off our platforms. We believe that even one instance is too many, and it is our goal not only to prevent these instances on our platforms, but also to increase awareness of what needs to be done to combat this issue at a societal level.

If a user reports that they've experienced some form of harm when they met outside of our apps, we take immediate steps to support the reporter and enable law enforcement investigations.

Unlike reports about online behavior or content, we can rarely verify reports of off-platform misconduct because we do not have the information to do so. We take these reports seriously and take action on the account in question even when we cannot confirm the accuracy of the report with 100% certainty. We also provide users who have submitted reports with access to crisis resources and survivor support.

Our approach to responding to law enforcement centers on providing verified, actionable data in a timely fashion. Through Kodex, our dedicated law enforcement portal, we prioritize sharing information that reflects our industry-leading safety practices and meaningful user protections. As part of our transparency efforts, we disclose reports referred to law enforcement as a way to provide clear and reliable data that users and other stakeholders can trust. We continuously evaluate and enhance our safety initiatives to ensure that we are not only meeting but exceeding the highest standards in protecting our users.

Fewer than 0.1% of our users were reported for off-platform misconduct during the period covered in this report. Due to the serious nature of these reports and our victim-centric approach, this remains an area where we are actively investing, coordinating across our platforms, and working with external partners to improve how we handle such reports.

Our Commitment to Safety

Match Group's online dating platforms bring together people looking for meaningful human connections. Through the enforcement of our policies, we strive to uphold high standards of safety, authenticity, and respect for everyone.

Guiding principles

Our overarching commitment to safety gives people the tools and confidence they need to safely and authentically form real and respectful connections. Four pillars guide our approach and policies:

Safety by Design

We believe trust and safety is about developing services that are resilient by design to misuse, and which help mitigate safety issues before they happen. This means identifying risks early in the design phase — ensuring that all new features are built with user safety in mind. Regular assessments and reviews further ensure that we are continuously addressing safety risks across all services.

User Control

We help ensure that our users can have the interactions they want, when they want them, and have clear and easy ways of dealing with unwanted content and conduct.

Authenticity and Trust

We foster genuine connections between real people. We give users effective tools to demonstrate that the people they meet are who they say they are.

Inclusivity

We build platforms for people of all identities, backgrounds, and orientations. We work to ensure our platforms are a welcoming place for our global users.

Safety policies

In line with the guiding principles that support our commitment to safety, we focus our work on several key trust and safety domains:

- **Keeping bad actors off our platforms.** We invest heavily in technology and operations to proactively protect our apps. This includes our efforts to keep people with potentially dangerous offline conduct off our services.

- **Enforcing child safety protections.** Child safety is an ecosystem-wide priority for all platforms. We work diligently to play our part in keeping ineligible users, including people under the age of 18, off our platforms using a combination of technology and human review. We've built comprehensive tools to ensure our platforms prevent the distribution and support proper reporting of any child sexual abuse material (CSAM).

- **Addressing hate speech.** Hate speech has no place on our platforms. In addition to using a combination of automated and human review to identify prohibited conduct, we encourage users to report unwanted or unsafe content they encounter using our in-app features so that we can take action. We continuously adapt our policies and moderator training materials to account for changing cultural contexts and local nuance.

- **Prohibiting prostitution, sex trafficking, and solicitation.** Promoting or advocating for commercial sexual services, human trafficking, or other non-consensual sexual acts is strictly prohibited across all Match Group platforms.

- **Blocking fraud and scams.** Match Group has a dedicated team and sophisticated technology that detects and prevents spam, scams, and fraud using a variety of tools, including through the use of advanced AI. Match Group's brands educate users to never send money to someone they met on our platforms, and to report any individual who asks that they do. These steps are designed to stop scams in their tracks and help protect the next potential victim.

Safety features

When we create new features, we design for safety and authenticity from day one. Our teams employ safety by design practices to conduct detailed assessments of potential risks, extensively test new features before they launch, examine possible unwanted outcomes in a controlled environment, and work with technology teams to deploy the right safeguards. This approach allows us to continuously learn and iterate in real time.

We also build and deploy features specifically tailored to helping people on dating apps match safely. For example, Match Group developed Share My Date, an in real life safety feature that our brands are incorporating and customizing. Share My Date allows users to share details of an upcoming date through a web link with friends and family to make dating safer and more fun.

Our Commitment to Safety

At Tinder, we developed Traveler Alert, an in-app safety notification that alerts users when they use the app in an area where LGBTQIA+ conduct or identification may be criminalized or otherwise unsafe. Once the alert is activated, users can make a more informed choice about whether to have their profile remain hidden while in that location or opt in to making their profile public so that they can connect with new people.

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

Traveler Alert

Selfie Verification
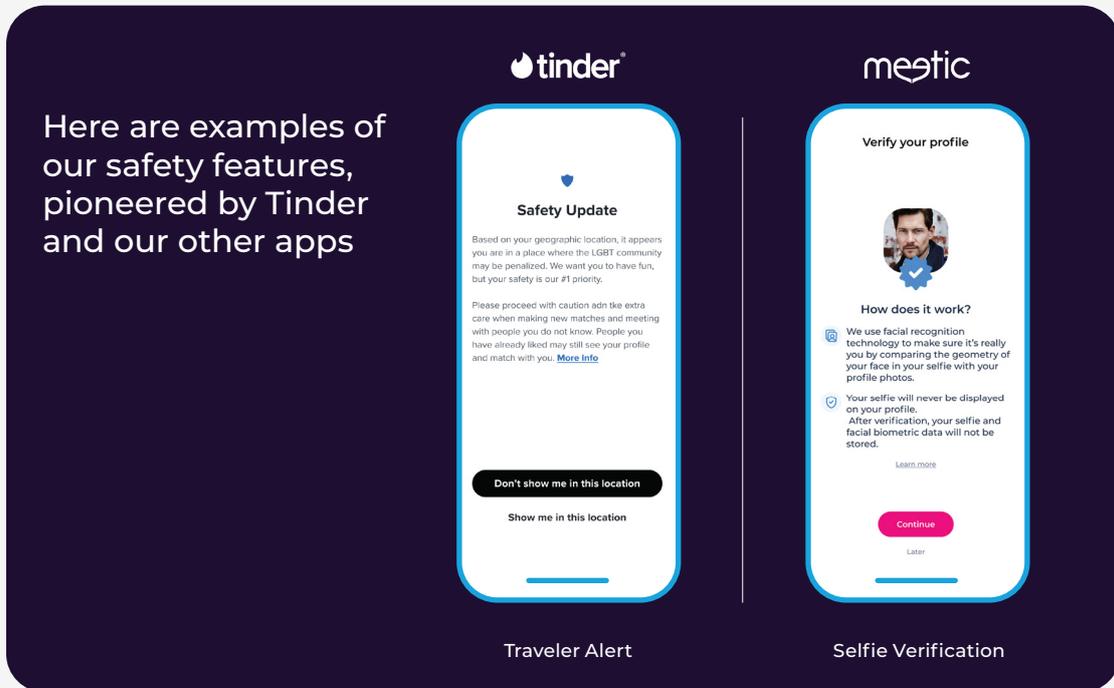
Another important part of our commitment to safety is educating our users. Each of our brands offers safety information and tips to empower users to make smart and safe choices while interacting on our platforms.
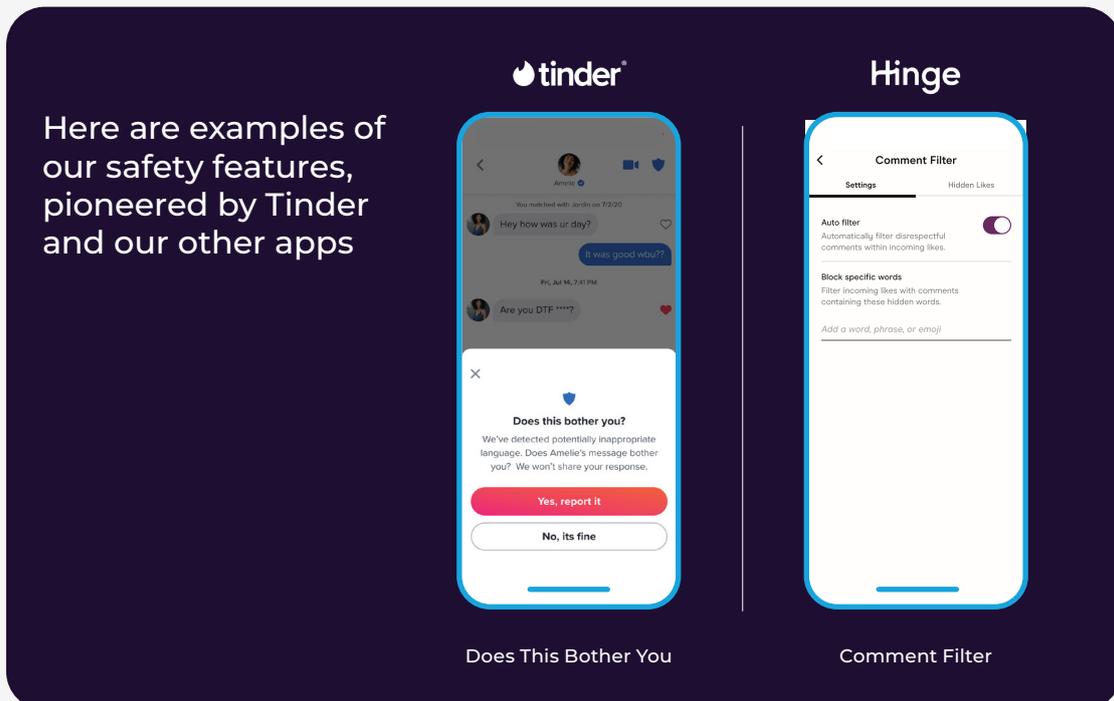
As an example, we have deployed our Are You Sure (AYS) prompts on Hinge and several of our Emerging & Evergreen brands, after originally introducing the feature on Tinder in 2021. AYS is a real-time system designed to help users engage in mutually respectful conversations. It uses AI to detect harmful language and proactively intervenes to warn the sender their message may be potentially unsafe or unwanted, asking them to pause and reconsider before sending it. We trained Are You Sure's AI model on past user reports, and it will continue to evolve and improve over time. We prompt users approximately 70 times per minute on Tinder and Hinge to reconsider sending a message that our systems detect as potentially abusive or harmful. One in ten times someone receives an Are You Sure prompt on Tinder and Hinge, they change their behavior and edit or delete a potentially abusive or harmful message before it is sent.

Proactively checking in with users about potential safety issues is a critical part of our trust and safety toolkit. For example, Does This Bother You is an in-app prompt designed to enhance user safety and improve reporting on Tinder. This feature appears when users are exposed to potentially uncomfortable or harmful content. By asking users directly whether the content bothers them, we are able to seamlessly direct them into our reporting flow, to ensure potentially harmful content is promptly reviewed by our moderation team. In 2025, we showed users more than 56 million Does This Bother You prompts to encourage reporting. The streamlined integration of this prompt helps lower the barriers to reporting — making it easier for users to take action when they encounter problematic content, increasing the likelihood of early intervention, and enabling a more user-friendly experience in addressing potentially harmful behavior. We launched this feature on Hinge in Spring 2025.

Our Commitment to Safety

Hinge's Comment Filter provides users with the ability to proactively filter language they don't want to see. If the content of a Like with Comment includes a word, phrase, or emoji that the receiving user has added to their personalized filter list, it is moved to a separate message category where users can choose to review it or delete without opening. In its newest iteration, Comment Filter also offers an AI-powered auto filter option for users who prefer not to create a custom list, but still want to avoid language that could potentially be offensive. Users can use either function or both simultaneously. Additionally, Hinge's Match Note feature lets daters privately share key details about themselves with matches before starting a conversation, allowing them to be up front and clear about compatibility, and creating another opportunity to help avoid a potentially negative interaction before it starts.

On Hinge, we also follow up with users after they connect via the We Met in-app survey. This feature asks each person privately if they went on a date and if their match was the type of person they'd like to see again. If a user indicates that they do not want to meet their match again, they are given the option to make a report.

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

Does This Bother You | Comment Filter

Working with partners

Partnering with safety experts, NGOs, and law enforcement around the world allows us to stay on top of emerging safety issues and developments, helps inform our continued investments in technology, and guides our ongoing policy enhancements. Our worldwide partnerships are an important part of the work we do — not only supporting our approach to content moderation but also making sure we reach our users offline.

In the EU, we partner with a wide range of organizations, such as the Fondation des Femmes (Women Foundation), Consentis (Consent), Fédération Nationale Solidarité Femmes (National Women's Solidarity Federation), Fédération France Victimes, and Hally in France; Lambda and LFSH in Germany; Centrum Seksueel Geweld (Center for Sexual Violence) and Blijf Groep in the Netherlands; and Fundación ASPACIA (ASPACIA Foundation), Amnistía Internacional (Amnesty International), Somos Estupendas, ANCEME, and AADAS in Spain.

We also participate in global coalitions that advance online safety. In 2025, Match Group joined the Christchurch Call, reinforcing our commitment to combating harmful content online alongside governments and technology companies. We have also supported the founding of ROOST, a nonprofit global community effort led by Google, OpenAI, and Discord among other leading companies and institutions, to build scalable and resilient safety infrastructure for the AI era. ROOST's tools focus on child safety, foundation model-powered content safeguards, and core safety infrastructure.

Our Commitment to Safety

We conduct regular safety campaigns with our partners on the ground in the EU. In 2025, we carried out over a dozen user education campaigns with NGOs focused on trust and safety — spanning gender-based violence prevention, scam awareness, and LGBTQ+ inclusion — across the European Union.

• For example, on World Romance Scam Prevention Day (October 3), Tinder, Meetic, DisonsDemain, and Hinge partnered with the Fédération France Victimes and Cybermalveillance.gouv.fr to launch a national awareness campaign on romance scams in France.

• In 2023 and 2024, we launched Healthy Dating Guides in partnership with NO MORE across eight European countries — Germany, Spain, Sweden, Norway, Denmark, Italy, France, and the Netherlands — in their native languages on Tinder, Hinge, and Meetic. The guides provide actionable steps and considerations for every stage of the dating journey. Users clicked on the guides more than two million times across Tinder, Hinge, Meetic, and OurTime (part of the Meetic family of brands) in the first days of the campaign and there have been nearly 750,000 views of the guides on NO MORE's website to date.

• Tinder also launched an in-app campaign promoting information about how to access sexual assault resources and support in partnership with Centrum Seksueel Geweld in the Netherlands. Tinder partnered with Somos Estupendas on a campaign promoting tips for healthy and safe dating in Spain in order to create authentic human connections and prioritize mental health and well-being.

• Since 2023, we have conducted annual in-person trust and safety roundtables across Europe, bringing together more than 20 organizations committed to fighting sexual abuse and online violence. In 2023 and 2024, roundtables took place in the UK, Spain, the Netherlands, and Germany. In 2025, we continued this practice with roundtables in the UK and Spain, deepening our engagement with local experts and civil society.

• We also work with regional safety experts to inform our education work locally. For example, in France, Match Group partnered with Fédération Nationale Solidarité Femmes to provide a resource document, released to the public alongside the Healthy Dating Guides, on how to recognize violence and respond to victims.

• In 2023, Match Group launched our first global romance scam campaign across our portfolio, in partnership with the International Association of Financial Crimes Investigators and victim advocates, to regularly educate users on how to spot, prevent, and report romance scams across Tinder, Hinge, Match, OkCupid, Plenty of Fish, OurTime, and Meetic. Since launch, users in more than 15 countries have seen these warnings and tips on how to protect themselves against online scams.

We don't do this alone. Match Group partners with leading safety experts, nonprofits, and advocates to improve protection for our users. From policy advisors to technology innovators, our network of experts helps us lead the industry in trust and safety.

Our Approach to Content Moderation

Match Group is proud to be an industry leader in online safety, and we make significant investments in our trust and safety work. Match Group and each of its brands have teams dedicated to trust and safety, with content moderators and other colleagues across the EU. We also partner with external service providers to carry out content moderation.

Human moderation, assisted by machine learning and automation

Human moderators review content and accounts that have been flagged by automated systems or by user reports, and act on those reports according to our policies and guidelines. We train moderators on our global standards while integrating local cultural insights, ensuring consistent enforcement of our terms of service worldwide. We regularly hold education sessions on new or developing trends and topics. We also regularly hold learning sessions across Match Group to help educate and provide resources on safety and accessibility topics such as intersectionality and cultural literacy, sexual assault and harassment, inclusivity for marginalized groups, romance scams, and domestic violence prevention.

Our human and automated moderation efforts are closely linked. Like many other platforms, we augment the efforts of our human content moderators with digital tools — building on technological capabilities to analyze large amounts of data at speed and scale, while directing human efforts toward nuanced reports.

Our detection features flag messages with spam or potentially inappropriate language in real time and, in some cases, encourage the user to edit the message before it's sent. A majority of our spam enforcements are automated, and most are based on ML/AI or behavioral heuristics. These features help improve user behavior and educate users on how to appropriately interact with others. We also use the data and insights gained through the use of these tools to make moderation improvements in real time and apply lessons learned across our portfolio of brands, where relevant.

Support for content moderators

We are aware that content moderation can expose moderators to potentially difficult experiences, which is why we invest in and prioritize their well-being, offering them a range of wellness and resiliency programs. The following initiatives are examples of our commitment to supporting the mental and emotional well-being of both our in-house teams and contract moderators:

- Our Tinder and Hinge teams have partnered with Zevo Health, a counseling service for content moderators that provides group sessions and one-to-one support.

- Hinge holds regular "Deep Dives" for complex user cases so that decisions do not rest solely on individual moderators, promoting collaboration and reducing emotional burden.

- Our Business Process Outsourcing partners that support Match Group's internal teams have onsite therapists available for use at any time, providing immediate access to mental health resources.

Central and brand-specific policy

We aim to align our policy and enforcement efforts across Match Group — but, in certain instances, there may be minor content moderation policy differences between our brands. For example, certain content on one platform may be permitted, whereas it may result in a ban on another. These differences reflect our efforts to balance detecting and proactively removing bad actors, hate speech, fraud, and other types of content while also ensuring that each brand can address the specific risks and behaviors of its unique user base. For the purposes of this report, every brand has made a best effort to map its own policies to the DSA categories. Moving forward, we will further standardize our policies where it makes sense, while continuing to ensure that each brand can tailor its approach as needed.

Conclusion

The work described in this report is ongoing — we are continuously investing in and enhancing the safety of our platforms for our global users. In line with this commitment, we are planning to advance the following actions and initiatives in the coming months, some of which are already in progress at the time of writing.

Match Group Advisory Council

Founded in 2018, the Match Group Advisory Council (MGAC) is a group of globally recognized NGO experts specializing in gender-based violence, human trafficking, scam prevention, and other safety issues. MGAC members are a critical component of our safety-by-design process, convening with us regularly to shape our policies, features, and user education initiatives, and ensuring that our platforms remain safe, inclusive, and innovative.

Tech Against Scam Coalition

Scams are becoming increasingly sophisticated, operating across platforms and industries, and remain one of the most significant safety challenges facing online dating platforms, and combating them requires coordinated action across the technology industry. Match Group is a founding member of the Tech Against Scams Coalition, which brings together leading technology companies to share intelligence, develop common frameworks, and drive collective action against online fraud. Through this coalition, we work alongside other major platforms to disrupt scam networks that operate across services, improve detection methods, and raise public awareness of evolving scam tactics. As scammers become more sophisticated — increasingly leveraging AI and cross-platform strategies — we believe this kind of industry-wide collaboration is essential to staying ahead of the threat and protecting users wherever they connect online.

Partnership with ThroughLine to provide accessible and globally inclusive crisis support

Match Group partners with ThroughLine, the world's largest verified network of crisis hotlines and helplines, to provide users with access to localized, high-quality support when they need it most. ThroughLine's database spans over 130 countries and covers 23 issue areas, including gender-based violence, scams, suicide prevention, and mental health support. Users can connect through multiple channels beyond traditional phone hotlines, such as SMS, online chat, and WhatsApp, ensuring accessible and immediate assistance in multiple languages. Integrating this resource across our portfolio reinforces our commitment to user safety and well-being, making support more comprehensive and globally inclusive.

Taken together, these initiatives reflect our commitment to continuous improvement and innovation in keeping our platforms safe, while ensuring that enforcement remains fair and consistent across the Match Group portfolio of brands. Publishing this report and regularly sharing data on our efforts are important parts of this process.

Appendices

Appendix I — Our Safety Data in Detail

The data below reflect aggregate numbers across Match Group's brands in the EU for the period of 1 January 2025 – 31 December 2025.

Appendix I.A — Own-initiative content moderation

We work to keep our platforms safe by proactively identifying violations of our policies, and then removing content and banning accounts.

Content removal

This table provides a breakdown of content removal broken down by the relevant policy. It also shows the number of items that were removed using automated moderation.

Own-initiative content removal (1 January 2025 – 31 December 2025)

TYPE OF POLICY	TOTAL CONTENT REMOVED	CONTENT REMOVED BY AUTOMATION (%)
Abuse and Harassment	1,240	13%
Allegations of Off-Platform Misconduct	23	0%
Illegal and Regulated Activities	8,775	4%
Non-T&S TOS Violations	3,254,318[2]	34%
Other	495,691	16%
Sensitive Content	323,438	9%
Spam, Inauthentic, and Ineligible Accounts	244,414	39%
Violence and Hate	475	5%
TOTAL	**4,328,374**	**30%**

Account bans

Data on banned accounts is complex — the numbers alone do not tell the whole story. We ban an account when we believe that the user has violated our policies, which are designed to prevent harm and create a safe, authentic space for our users to connect.

There are several important contextual points to consider when comparing the number of user reports, violations, and banned accounts. First, a single user may be tagged to multiple reports and violations, resulting in fewer total bans than total reports and violations.

2 A significant share of the volume in this bucket is driven by enforcement at Meetic of mandatory face-photo requirements and closely related profile-quality policies (e.g., images with no humans present, extremely low-quality/blurry images, or other ineligible profile imagery). It also includes removals for profile content that is non-compliant with platform rules, such as text overlays/watermarks containing phone numbers or other contact details, and bios that are gibberish/nonsense or otherwise fail basic content requirements. While most of these actions reflect legitimate non-T&S policy violations (e.g., ineligible image/profile content; attempts to share off-platform contact information/social handles), a subset of the removals may be more appropriately attributable to Spam and Inauthentic Accounts; this reflects categorization limitations during the period and will be addressed through improved mapping going forward.

Second, if a user's accounts are removed from multiple platforms, it will result in multiple bans, but represents only one individual (and potentially only one report). Finally, a portion of banned accounts are users attempting to create new accounts after their previous accounts were banned.

A very significant portion of our content moderation actions — nearly 83% of the total account bans and suspensions during the reporting period — represent our efforts to identify and remove ineligible accounts from our services. Many of these actions are carried out proactively, including by screening for potentially inauthentic or underage users during or shortly after account creation. In addition to moderation at the account creation stage, we check profiles over time and investigate user reports of ineligible users

As an alternative to bans, in some cases and for some brands such as Azar, we also use suspensions, i.e., time-limited access restrictions. We use suspensions for less serious violations of our rules that do not warrant a permanent ban.

This table provides the number of account bans and suspensions for violations of our policies, including the number of accounts actioned using our automated moderation technology.

Own-initiative account bans and suspensions (1 January 2025 – 31 December 2025)

TYPE OF POLICY	TOTAL ACCOUNTS BANNED OR SUSPENDED	ACCOUNTS BANNED OR SUSPENDED DETECTED PROACTIVELY (%)	PERCENTAGE OF ACTIVE USERS OVER THE REPORTING PERIOD[3]
Abuse and Harassment	56,741	50%	0.026%
Allegations of Off-Platform Misconduct	30,287	45%	0.014%
Illegal and Regulated Activities	14,926	63%	0.007%
Non-T&S TOS Violations	136,437	83%	0.062%
Other	49,172	100%	0.023%
Sensitive Content	2,765,930	21%	1.266%
Spam, Inauthentic, and Ineligible Accounts	6,962,890	94%	3.187%
Violence and Hate	8,245	62%	0.004%
Total	**10,024,628**	**73%**	**4.588%**

3 Note: This figure is computed by dividing the monthly average of enforcements in the policy category during the reporting period by the average total monthly active users of our services in the EU.

Account bans / suspensions summary - (1 January 2025 – 31 December 2025)

Total banned / suspended	10,024,628
Accounts banned / suspended detected proactively	7,323,536 (73%)
Accounts banned / suspended automatically	8,282,968 (83%)

Appendix I.B — User reports

Like most online platforms, we receive more reports than actual violations of our policies. We offer users effective and easy-to-use reporting functions, so they can alert us to concerning content and behavior, in addition to our own proactive content moderation efforts. We encourage our users to be vocal and active by providing them with at least two separate reporting mechanisms: in-app and a web-based form. Additionally, some Match Group brands also offer email or live chat services. Each brand provides FAQs in their help centers about how to report.

Across all parts of our business, we take a victim-centric approach and treat seriously what our users report to us, reviewing all valid reports of concerning behavior and taking appropriate action.

We also offer users tools like blocking and unmatching, regardless of whether the content is ultimately found to violate our policies. It is important to note that neither blocking nor unmatching (nor being blocked or unmatched) prevents a user from reporting. We also enable non-users to make a report without creating an account, and we allow users, non-users, and entities to flag content that they allege is illegal.

Due to some limitations in our current tooling, we do not always have complete attribution of an enforcement action to the report from which it originated. For example, in cases where a single account is reported multiple times or by different users, we would attribute our enforcement action to all the submitted reports, even though only one action may have been taken. In some cases, a user will file a report for one reason, but the account or content may end up being actioned for another reason because, upon review, the user's report does not accurately match the policy violation. We are actively exploring ways to improve the quality of our report and enforcement data in future reports.

We received a total of 10,196,219 reports, which corresponds to 12,810,118 unique items of content. 3,081,005 users were responsible for these reports. On average, 1.97% of our monthly active users reported violations of our terms and conditions. Based on these user reports, we took action against 0 items of content for violating local laws and 2,800,644 items of content for violating our policies. Because one user may be responsible for multiple reports and violations, the number of account bans is lower than the number of reports and violations. Also, one user may have accounts across several brands, and our data counts each ban individually, meaning that multiple bans may relate to only one individual.

The median time to action a report under our policies is 2 hours, and the median time to action a report based on local laws is 0 hours.

Number of user reports received - (1 January 2025 – 31 December 2025)

CATEGORY OF REPORT	NUMBER OF USER REPORTS RECEIVED
Abuse and Harassment	1,130,185
Allegations of Off-Platform Misconduct	213,916
Illegal and Regulated Activities	58,583
Non-T&S TOS Violations	554,658
Other	129,618
Sensitive Content	4,464,727
Spam, Inauthentic, and Ineligible Accounts	3,507,447
Violence and Hate	137,085
TOTAL	**10,196,219**

Appendix I.C — Orders from government authorities

Match Group is proud to assist law enforcement in their investigations and help ensure that bad actors are brought to justice, and we work closely with regulators and other government agencies on an ongoing basis in compliance with applicable local laws. We use Kodex — a best-in-class technology platform for communicating with law enforcement — to make this coordination as seamless and swift as possible.

We respond to every valid request and inquiry we receive from law enforcement. However, we are not always able to provide relevant information in response to a request. There are many reasons why this may be the case, such as:

• No account exists or was created using the details provided

• We were unable to locate an account with the information provided in the request (e.g., law enforcement only provided a first name, screenshot, or details that did not yield an account)

• There were no records to produce (e.g., because the relevant account was deleted or did not have the type of content requested)

• Any records found were outside the requested time frame

• Law enforcement did not issue the request correctly

• The records were preserved in accordance with a preservation request but no request for production was ultimately made

Orders to provide information
The following table shows the number of orders Match Group received from EU member states to provide information. Using the Kodex system, we acknowledge receipt of such orders immediately by sending an automatic acknowledgment. The median time to handle such orders across all our brands is 8 hours. Where a country is not listed, we have not been contacted by a law enforcement agency in that jurisdiction.

Appendices

Orders from government authorities in the European Union to provide information (1 January 2025 – 31 December 2025)

MEMBER STATE	ABUSE AND HARASSMENT	ALLEGATION OF OFF-PLATFORM MISCONDUCT	ILLEGAL AND REGULATED ACTIVITIES	SENSITIVE CONTENT	SPAM, INAUTHENTIC, & INELIGIBLE ACCOUNTS	VIOLENCE AND HATE
Austria	0	5	0	0	10	0
Belgium	0	3	1	0	6	0
Bulgaria	0	0	0	0	1	0
Czech Republic	0	1	0	0	4	0
Denmark	0	3	0	0	2	0
Estonia	0	0	0	0	1	0
Finland	2	7	1	0	13	0
France	6	61	24	0	56	13
Germany	8	45	10	1	94	3
Greece	0	1	0	0	2	0
Hungary	1	2	1	0	3	0
Ireland	0	4	0	0	2	0
Italy	0	1	0	0	10	0
Latvia	0	2	0	0	0	0
Lithuania	0	5	0	0	2	0
Malta	0	2	0	0	0	0
Netherlands	0	2	0	0	3	1
Norway	1	2	0	0	2	0
Poland	6	15	3	0	36	4
Portugal	0	1	0	0	8	0
Romania	0	2	0	0	4	0
Slovenia	0	0	0	0	1	0
Spain	8	20	23	0	40	0
Sweden	1	0	0	0	1	0
TOTAL	**33**	**184**	**63**	**1**	**301**	**21**

Category of illegal content

Orders to remove content

During this reporting period, we have not received any orders from law enforcement to remove content.

Appendix I.D — Complaints and disputes

Every user who has had content removed from our platforms or whose account has been banned from one of our brands due to a policy violation has the opportunity to appeal. Appeals are reviewed by a dedicated team of human reviewers who are separate from the content moderation team. This organizational structure ensures we assess every situation objectively and enables members of our team to correct and refine automated content moderation, as needed.

Match Group received 191,929 appeals from users who challenged a decision to remove their content or ban their account(s). We reinstated 61,109 accounts following an appeal. The median time to make a determination on an appeal is 17 hours and 36 minutes.

We inform our users that if they do not agree with an enforcement decision and the resolution of their appeal, they have the right to challenge the decision either in a relevant court or refer the decision to a certified dispute settlement body. During this reporting period, users had submitted 990 reports to a court or certified dispute settlement body.

Appendix II — Policy Definitions

The moderation categories referenced above reflect a Match Group-wide policy taxonomy that aligns community guidelines and standards across each of our brands. Definitions of each policy category are set out below.

POLICY CATEGORY	EXAMPLE SUBCATEGORIES	DEFINITION
Abuse and Harassment	• Non-Consensual Sharing of Private Information • Harassment • Abusive Behavior	Abuse and Harassment includes on-platform behavior, 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	Allegations of Off-Platform Misconduct include reports alleging harmful behaviors or actions that occurred outside the platform that 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 behaviors, 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, behavior, or actions that involve the sexual abuse or exploitation of minors, including attempts to groom or entice minors into sexual activities (on- or offline).

Appendices

POLICY CATEGORY	EXAMPLE SUBCATEGORIES	DEFINITION
Non-T&S TOS Violations	• Ineligible Image or Profile Content	In certain cases, specific Match Group platforms may restrict particular behaviors under their terms of service, even if such behaviors do not represent a safety or authenticity risk.
Other		In limited cases, despite our best efforts, we may not have specific policy attribution for some moderation actions taken.
Sensitive Content	• Adult Nudity, Pornography, and Sexualized Content • Graphic Content • Controlled Substance Use • Suicide, Suicidal Ideation, and Self-Harm	Sensitive Content includes content related to adult nudity, pornography, sexualized content, violence and gore, substance use, and behaviors 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 Behavior • Threats and Wishes of Harm • Terrorism, Violence, Extremism, and Hate Groups	Violence and Hate includes on-platform content or behavior 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 behavior or content that demeans, marginalizes, or incites violence against individuals or groups based on an actual or perceived association with a protected characteristic or class.

Appendix III — Reporting Functions Across Brands

When users encounter content or behavior they believe violates our community guidelines or terms of service, we provide them with easy-to-use reporting options to flag the behavior to us for review. These reporting functions are implemented slightly differently by each of our brands. Additional details about the reporting mechanism used by several of our largest Match Group brands are set out below.

Across Match Group brands, users can report suspected policy violations in-app through standard entry points (e.g., profile, messaging, and match-related surfaces); for Azar specifically, in-app reporting is available during a live match, from a specific direct message, or from the profile of the user being reported. In all cases, reports are submitted by selecting from pre-defined reporting categories aligned to our policy taxonomy and providing free-text details to add context, which may be required for certain report types. Where available, non-users (and users) can also submit reports through off-platform channels, including a web-based reporting form and/or email support, and can provide free-text details (and, where supported, attachments such as screenshots) to add context. Report details are kept confidential to protect the safety and identity of the reporting user, and false or malicious reporting (including discriminatory reports) is prohibited under Match Group's portfolio-level policy and is enforceable across brands.