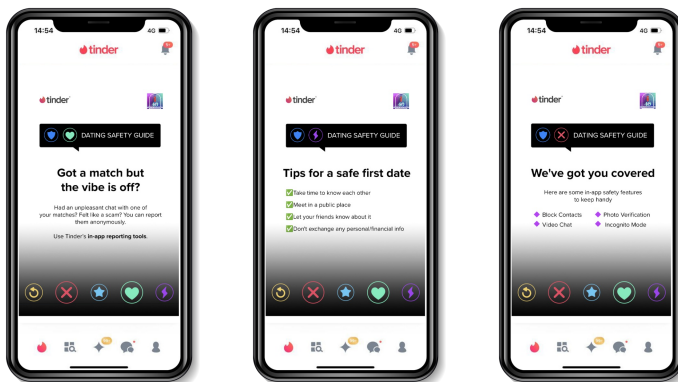# Tinder Partners with Centre for Social Research to Launch a New In-App Safety Campaign to Promote a Dating Safety Guide for India

**98%\* of young daters in India said that safety features on dating apps are important for their overall dating experience.**

India, September 17, 2023 - [Tinder](#), the world's most popular app for meeting new people, today announced the launch of a first-of-its-kind [Dating Safety Guide](#) for online daters in India, in partnership with [Centre for Social Research](#) (CSR), India, a leading non-profit organisation. Tinder has worked closely with CSR India to leverage the NGO's insights, research and expert work at the intersection of technology and violence against women to inform its safety efforts for this guide as a part of its continuous education and awareness initiatives around online dating safety in the country.



The Dating Safety Guide will be available for everyone and can be found [here](#) and



on CSR India's website. The guide will also be promoted in the Tinder app in September and October for users in India via a Swipe Card (see image above) which will direct Tinder users in India to the online dating Safety resource, and will also be sent as part of email communication and newsletter by CSR India to their broader beneficiary network.

98%\* of young Indian daters surveyed said that safety features on dating apps are important. Moreover, 56%\* of young daters said that features that help promote good behaviour on dating apps are useful. Notably, 65%\*\* of young daters in India said a verified profile makes a match more attractive, making photo verification one of the most valued safety features.

The Tinder Dating Safety Guide for India aims to educate daters in India on the do's and don'ts of dating safety by reminding users of its [Community Guidelines](#), detailing how to use its in-app safety features and, outlining the recently enhanced reporting process and understanding important topics like embracing an inclusive community, sexual health and consent. Complementing Tinder's [Safety Centre](#) that equips users with essential resources and guidelines, the guide will aim to educate users on how to make the most of their dating experience, while also staying alert, both online and offline.

"This comprehensive guide is designed to empower individuals to use dating apps like Tinder safely. It serves as a reminder for daters to exercise thoughtfulness, act responsibly, and treat others with respect. Our

collaboration with Tinder underscores our joint mission to promote online safety and digital well-being and we are pleased to be partnering with them to support their safety efforts in fostering a safe dating experience for the youth in India," says Dr. Ranjana Kumari, Director, Centre for Social Research, India.

"Safety is at the core of everything we do at Tinder. We're constantly investing in ways to keep users safe while they're using Tinder – including a robust suite of safety features and in-app education. This initiative aims to create greater awareness of the safety tools and resources available on Tinder, and we hope this dating safety guide will serve as a useful go-to resource for users. Working with CSR India, we're able to continue our mission of supporting those entering online dating to form healthy relationships from the start. " says Aahana Dhar, Director of Communications, Tinder India.

Tinder continues to invest in safety and has built innovative, best-in-class features, such as its updated AI functionalities including [Are You Sure?](#) and [Does This Bother You?](#). Other safety features include [Block Contacts](#) and [Photo Verification](#). Tinder also recently announced changes to its existing [Community Guidelines](#), outlining the good behaviours that lead to the best possible experience for everyone on the app. Tinder encourages users to report and block any suspicious accounts, or users who misbehave. Users can report any profile regardless of whether they've matched with them or not, and whether someone has unmatched with them. To report someone, the user needs to go to their profile, scroll down and tap [Report](#). Last year, Tinder announced it had updated [its reporting process](#) to ensure users could more easily report someone they've unmatched from.


Read more about Tinder's safety features in India [here](#).

*A study of 1000 18-25 year old singles in India between April - June 2022 conducted by OnePoll on behalf of Tinder.

**A study of 1000 18-25 year old dating singles across Delhi, Mumbai, Bangalore, Kolkata, Chandigarh, Chennai, Kochi, Jaipur, Hyderabad, Guwahati between April - May 2023 conducted by OnePoll on behalf of Tinder.


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About Tinder

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times.  The app is available in 190 countries and 45+ languages.  More than half of all users are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

About CSR India

Centre for Social Research (CSR). India a non-profit organisation based in New Delhi, India, is dedicated to creating a violence-free, gender-just society through social research, capacity building and advocacy. It operates at the local, national and regional levels to mobilize students, conduct specialized training, resource building and dissemination as well as growing and maintaining a mentorship program.

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