

Tinder Launches New Safety Feature In India to Fight Bots and Boost Authenticity

Dating Bots and Fake Profiles? Not Anymore. Tinder's Face Check™ Has Arrived

New Delhi (October 8, 2025) — Tinder has officially launched Face Check™ in India- an industry-first solution designed to eliminate fake profiles and increase trust. As scammers get harder to spot, Face Check™ is part of Tinder's broader efforts to cut out bots and scammers, and to help ensure authentic connections in India.

"Face Check™ is arriving in India at a time when online authenticity has never been more important," says **Yoel Roth, Senior Vice President of Trust & Safety at Match Group**. "Safety features like Face Check™ add an important new tool to our arsenal against fake profiles, bots, and fraud so that people can focus on building meaningful connections."

Face Check™ requires new users to complete a mandatory video selfie, adding an extra layer of confidence that you're matching with a real human, not a bot.

In response to user feedback, this helps improve the quality of profiles on Tinder and offer an added layer of confidence that profiles are tied to real people. Face Check™ works through a quick video selfie that helps confirm you're live and legit, not a bot or impersonator. It compares your selfie to your profile photos to help prevent people from using someone else's pics. If your photos match, you'll automatically get a Photo Verified badge - making it easier for others to trust that you are who you say you are. It's all about making Tinder a more authentic, secure place to connect.

According to Tinder's Modern Dating Report¹, authenticity and safety are top of mind for young daters in India. Over one in three say profile verification is among the most appealing features when evaluating potential matches on a dating app. By being proactive, Indian daters are creating spaces where safety and comfort come first: half (50%) choose to meet in public places, 42% share their plans with friends or family, 40% avoid revealing personal information, and 37% video call before meeting in person.

Face Check™ has started to roll-out to new users in India.

In the last few years, Tinder has released more than 20 safety features and tools for users in India including [Warnings](#), [Are You Sure](#) and [Does This Bother You](#), [Reporting enhancements](#) and [ID Verification](#), setting new standards for the online dating industry.

¹ Tinder Modern Dating Report 2024