

Tinder, Hinge and The League to participate in a campaign providing daters with practical guidance on identifying romance scams and accessing official cyber-safety resources

New Delhi, 21 October 2026: On the occasion of the second edition of the Trust and Safety Festival in India, Match Group, the parent company of Tinder, Hinge and The League, today announced a partnership with the Indian Cybercrime Coordination Centre (I4C), under the Ministry of Home Affairs, to launch a romance scam awareness campaign in India. The campaign will provide daters with practical guidance to recognise common romance scam tactics, identify potential red flags and access official resources to report cybercrime and seek assistance.

Romance scams can take different forms, with scammers often building trust over time before attempting to obtain money or sensitive information. Through the partnership, Match Group and I4C will provide practical, locally relevant scam education to help daters recognise potential red flags and know where to seek support.

As part of the campaign, Tinder, Hinge and The League will share tips and guidance with users across their respective platforms and channels. Building on existing romance scam messaging and refined in collaboration with I4C to reflect local nuances, the content will cover five key areas for users:

- **Caution about moving conversations off-platform:** Encouraging daters to be cautious when a new connection is quick to move conversations to another platform, particularly if they avoid video calls or meeting in person.
- **Verifying who you are talking to:** Encouraging users to look for verification indicators and consider a video call before meeting to confirm that the person is who they say they are.
- **Rejecting suspicious investment and financial advice:** Raising awareness around new connections offering crypto or investment advice, promising unusually high returns or presenting financial opportunities.
- **Ignoring requests for money:** Highlighting common reasons scammers may give for asking for money, including visa fees, medical expenses, repairs or travel, and reminding users not to send money, gift cards or investments to someone they have only met online.
- **Being mindful of attempts to build trust over time:** Reminding daters that scams may develop over weeks or months, with scammers potentially building a relationship before introducing a financial request, and encouraging users to take their time getting to know a new connection.

“Building safer online dating experiences requires more than what any one platform can do on its own. Romance scams are constantly evolving, and meaningful progress depends on global collaboration between technology platforms, law enforcement and other safety stakeholders. Our partnership with I4C brings that approach to life in India, combining our experience in Trust & Safety with local expertise to help people recognise the signs of a potential scam and make more informed decisions when dating online. It is an important part of our continued commitment to making safety a shared responsibility across the online dating ecosystem,” said **Yoel Roth, Senior Vice President and Head of Trust & Safety, Match Group**

Building a broader culture of safer dating

The I4C partnership complements Match Group's broader Trust & Safety efforts across its brands, which combine user education, product-led measures and collaboration with external safety stakeholders. Across its services, Match Group continues to invest in tools and initiatives designed to support authenticity, prevent harmful interactions and give users greater control over their dating experiences.

In India, our platforms combine profile authenticity, harmful-interaction prevention, user controls and offline safety. Tinder's safety ecosystem includes **Face Check™ and Photo Verification**, which add layers of profile authenticity, as well as tools

such as “**Are You Sure?**” and “**Does This Bother You?**” that help address potentially harmful interactions. Users can also **Block, Report and Unmatch** when they encounter unwanted interactions, while **Share My Date** allows users to share their date plans and location information with trusted contacts.

Hinge recently announced an updated experience for its daters in India, which puts trust, privacy and respect at the front. Some new users will join Hinge through a **waitlist** after creating their profile, encouraging everyone who joins to show up with intention. While waiting to begin matching and liking, users can add photos, answer Prompts that share who they are and what they are looking for and verify their profile. Other key features include **Face Check** to confirm real people, a **Block List** at onboarding to avoid unwanted connections, and **Screenshot Protection** to safeguard user privacy.

These efforts also extend to safety education and awareness in India including Tinder's **Dating Safety Guide**, developed with the **Centre for Social Research**, which provides guidance on recognising red flags and navigating dating safely online and offline in different regional languages. **School of Swipe™** offers practical guidance for navigating modern dating, while the **Let's Talk Consent** online course, developed with Yuva and Pink Legal, supports greater awareness and understanding around consent and respectful dating.

"Trust must be accompanied by caution online. Scammers create false identities on Dating apps/ matrimonial websites to exploit emotions, win your trust and trigger urgent money transfers. I4C, MHA advises citizens to stay alert, verify their identities properly, do not overshare personal information, and protect financial credentials. If fallen victim, report incidents promptly via National Cybercrime Helpline no. 1930 or cybercrime.gov.in," **Nishant Kumar, Director, I4C**.

The campaign launches alongside Match Group's participation in the Trust & Safety India (TASI) Festival in Delhi, bringing the partnership into focus as part of Match Group's continued engagement with safety stakeholders in India.

For reporting and further information

Users can report cybercrime through the National Cyber Crime Reporting Portal at cybercrime.gov.in or by calling the 1930 Cyber Crime Helpline. Additional cyber-safety information is available through I4C's awareness resources and @CyberDostI4C on Instagram.

About Match Group

Match Group is leading the next chapter of human connection. Our global portfolio of brands — including Tinder, Hinge, Azar, Match, Pairs, BLK, Upward, OurTime, The League, HER, and more — spark meaningful real-world connections across cultures, communities, and every stage of life. Learn more at www.mtch.com.

About I4C

Indian Cybercrime Coordination Centre (I4C) is an initiative of the Ministry of Home Affairs, Government of India, established to deal with cybercrime in the country in a coordinated and comprehensive manner. Since its rollout, I4C has worked towards enhancing the nation's collective capability to tackle cybercrimes and strengthen coordination among Law Enforcement Agencies and other stakeholders. Its official social media handle, @CyberDostI4C, is an initiative in this direction. Citizens should follow @CyberDostI4C for regular alerts and cyber safety awareness. Learn more at <https://i4c.mha.gov.in>.

<https://in.tinderpressroom.com/2026-10-21-Match-Group-and-its-brands-Tinder-Hinge-and-The-League-along-with-I4C-Partner-Against-Romance-Scams-in-India>