Tinder Newsroom

Tinder introduces Sexual Orientation

Update bolsters in-app inclusivity, giving users a new way to express sexuality and more control over potential matches



Mumbai, June 4, 2019 – Tinder, the world's most popular app for meeting new people, is rolling out a major update to formally introduce sexual orientation into its signature matching experience. For the first time, users can share more information about their sexual orientation -- which will impact how potential matches are surfaced.

The update is in response to user feedback as well as a study conducted by the app, which found that the majority of LGBTQ+ respondents in India were interested in more options or easier ways to express their sexual orientation on dating platforms. The study also found that 73% of Indian LGBTQ+ adults believe online dating and social media have benefited their community positively over the last 5 years and more than half of the respondents say they have Identified as LGBTQ+ online before formally coming out.

To add more information about sexual orientation on Tinder, users can simply visit Edit Info within the app. After tapping "Orientation," they'll be able to select up to three terms that they feel best describe their sexual orientation. From there, users can also select whether to display their sexual orientation on their profile.

Additionally, the onboarding flow for new users has been updated to include sexual orientation from the very start, and users can select to see users of their same sexual orientation first within their Discovery Preferences.

Taru Kapoor, GM-India, Tinder and Match Group says *"With the launch of More Genders we learnt how personal and wide the spectrum of gender and sexuality is. At Tinder, we recognise the diversity of our user base and want them to feel empowered to express themselves authentically. Tinder has been facilitating connections for the LGBTQ community since inception, and with this feature, we're working towards making orientation expression easier and improving the community's experience. We're honoured to be working with Humsafar Trust again to make sure it is reflective of our user's preferences."*

Mr Ashok Row Kavi, Chair, The Humsafar Trust says *"it's heartening to see Tinder take a huge step forward towards inclusivity by including different orientations. Bringing those in the LGBTQ+ spectrum to the mainstream means including a huge segment of our population that was previously denied this space. We aren't only amidst different genders but also sexual orientations and just because we don't talk about them or make them visible them doesn't mean they are wrong. The Humsafar Trust has been working towards LGBTQ+ rights since the past 25 years and it's a victory when brands like Tinder show such inclusivity."*

Orientation on Tinder will roll out to iOS and Android users in India, the U.S., U.K., Canada, Ireland, Australia and New Zealand throughout June 2019. More information can be found in the company's blog post here

About Tinder

Tinder is the world's leading app for meeting new people. Available in 190 countries and 40+ languages, Tinder was the top-grossing non-gaming app globally in 2018.

About HST:

The Humsafar Trust is the oldest LGBTQ organization in India, working for the health and human rights of the LGBTQ community since 1994.

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