

Rt Hon Caroline Nokes MP
Chair, Women and Equalities Committee
House of Commons
London SW1A 0AA

10 April 2024

Dear Mrs Nokes,

Re: Tackling non-consensual intimate image abuse

Thank you for your letter to Match Group Chief Executive Officer Bernard Kim regarding StopNCII.org and Match's work to prevent non-consensual intimate image abuse.

Match takes the safety of our users seriously, and we are continuously investing in ways to enhance the trust and safety tools offered across our portfolio of brands. We use a broad range of industry-leading automated and manual moderation and review tools, technologies, and processes to prevent, detect, and remove people who engage in inappropriate behaviour on our apps.

Preventing non-consensual intimate image (NCII) abuse is an important component of this work, and we commend the Women and Equalities committee for recognising the importance of this issue and working with tech companies to take action.

Critically, our leading dating platforms in the UK, including Tinder, Hinge, OkCupid, Plenty of Fish, Match.com, and OurTime, **do not allow** direct or private image sharing between users (e.g. in one-on-one messages); rather, the only images that are shared on the platform are those that are publicly available as profile images. These public images are rigorously moderated before publication to prohibit all nudity and adult content, whether consensual or not. Not allowing private image sharing is an important part of our 'Safety By Design' approach, and **significantly** reduces the risk of non-consensual intimate image abuse as well as other online harms such as cyberflashing. And while one of Match Group's smaller platforms in the UK enables private image sharing between users, unlike many other large platforms, we have decided to moderate all such images to remove any that contain nudity or adult content. Furthermore, nudity detection tools are utilised on two apps where livestreaming or video calling between users is enabled. Thus, while we do not currently partner with StopNCII.org, we have extensive trust and safety measures in place to take action against NCII as part of our broader prohibition on nudity and adult content.

In principle, we are open to utilising NCII hash sets to supplement our existing detection efforts, subject to the availability of resources and the demonstrable effectiveness of the technology in the context of our platforms. However, it is important to note that we expect minimal additional safety benefit relative to our current approach, due to the comprehensiveness of our existing trust and safety measures (including prohibiting *any* sexually explicit imagery across our services in the UK).

Again, because of the inherent design of our platform, we have limited the footprint where such behaviour is likely to occur, and NCII is not something that we see much of on our platforms (and what we do see is caught by our existing anti-nudity tools). Therefore, as Match Group is currently utilising resources to pursue high-impact trust and safety measures to combat a broad range of online harms, we believe that it is likely that continuing investing in those tools and people will be more effective against NCII (as our platforms are currently designed) as well as working to fight against other types of non-consensual image sharing, such as fraud and impersonation.

Match continues to be a vocal supporter of the Online Safety Act. We engaged frequently with Ofcom during the legislative process of the Act and continue to do so through its implementation. Our Trust and Safety experts meet with Ofcom on a regular basis to build their understanding of our systems and approach to safety, and ultimately contribute to the development of Illegal Harms Codes of Practice for services to comply with under the Act.

We are committed to continuing our efforts to create a safe online environment. We would welcome the opportunity to meet with you, and other Committee members who may be interested, to discuss our trust and safety measures in further detail, acknowledging the confidential and technical nature of these systems.

We look forward to contributing positively to the ongoing efforts against non-consensual intimate image abuse.

Kindest regards,

Morgan Cauvin,
Sr Dir & Head of Government Relations & Policy EMEA
Match Group