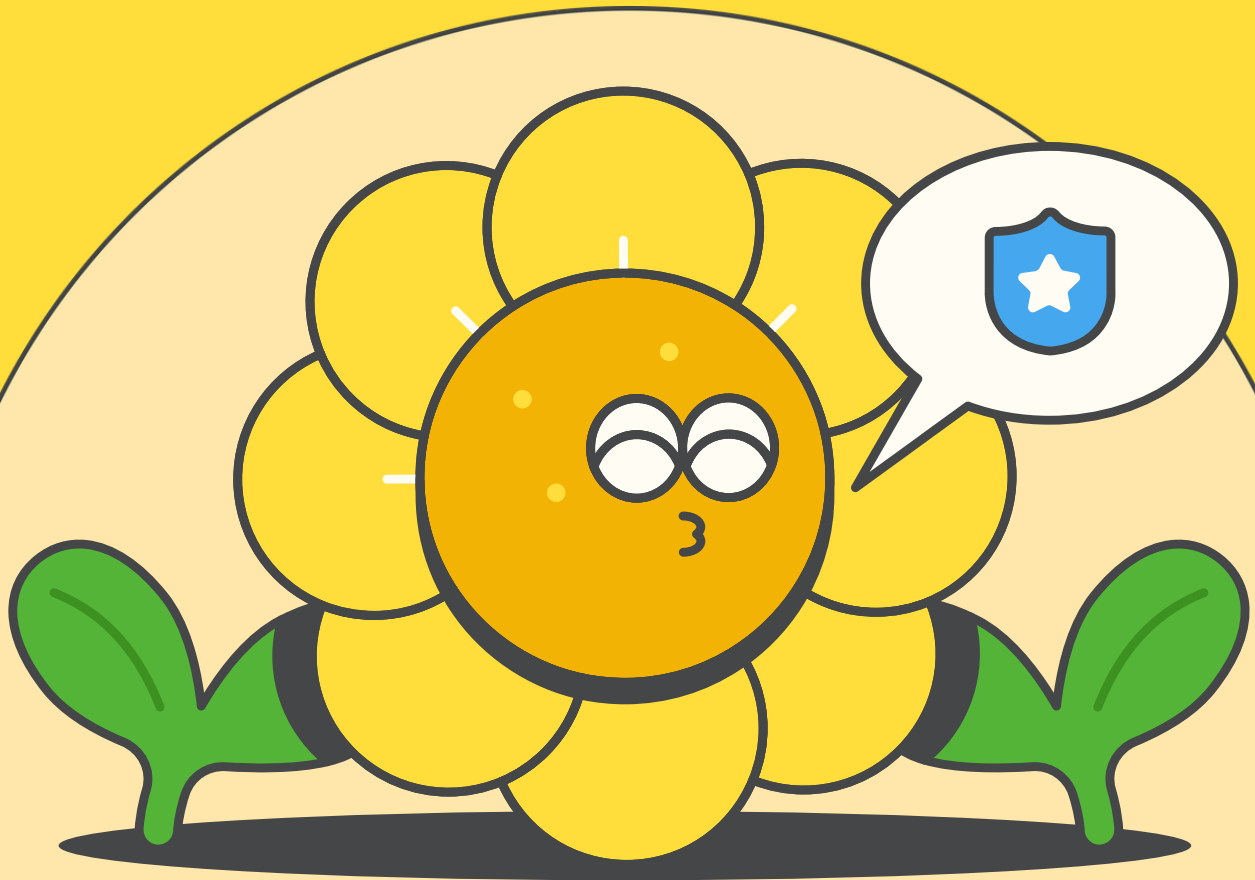


bumble 
for friends



Digital Services Act
**Transparency
Report**

February 2026

1. Introduction

Bumble For Friends is a friendship app where people in all stages of life can intentionally meet people nearby and create meaningful, platonic connections. Our product development process is guided by the goal of fostering interactions rooted in kindness, respect, and safety. Keeping our members safe is always top-of-mind for us, and our apps are built with safety by design from the outset.

This report is published in accordance with the transparency reporting requirements under Articles 15 and 24 of the European Union's Digital Services Act (Regulation (EU) 2022/2065) ('DSA'). This report includes metrics underlying the safety measures we implement at Bumble For Friends and covers metrics from the 1st January to 31st of December 2025, and we have set out the limitations to our reporting in each of the relevant sections. This report contains data relating to the EU Member States. This year we are also making our data available in the specified harmonized reporting format as required by the European Commission's (E.C.) Implementing Regulation (EU) 2024/2835.

In 2025, Bumble For Friends continued strengthening its moderation practices to ensure close alignment with DSA's transparency and compliance requirements for its members. As a result, we have continued to deliver strong moderation outcomes for members based in the EU whilst preserving members' rights and access to an informed, efficient appeals process.

We operationalised an EU specific "illegal content" reporting process, supported by robust workflows for government removal orders and trusted flagger notices, including standardised response templates, internal escalation procedures, and clearly defined processes for handling appeals.

2. Bumble For Friends Own-Initiative Content Moderation Overview

Bumble For Friends is a friendship app that provides easy ways to chat, make local plans, and meet like-minded people in a community focused on kindness and safety. We anchor our vision for meaningful, platonic connections in thoughtful safety strategies, policies, features, and programmes, relying on the expertise of multi-disciplinary, cross-functional teams to implement them. To ensure we foster safe interactions, we take action on content and accounts that violate our [Terms & Conditions](#) and [Community Guidelines](#). We are committed to being transparent with our community about the moderation actions we take and set out below a comprehensive overview of the moderation mechanisms available on our platform.

Community Guidelines

Our Community Guidelines ("Guidelines") lay out robust guardrails for permissible content and behaviour both on and off our platforms. They are consistently enforced using a combination of preventive and remediative systems. These Guidelines prohibit a wide range of illegal and harmful content and conduct, including sexual assault, identity based hate and forms of bullying like body shaming, and require members to represent themselves authentically on the platform. Our members are expected to uphold these standards on our platforms and in person.

In the following sections we refer to users as "members".

Automated tools

At Bumble For Friends, we strive to create kind and equitable connections by deploying a combination of automated systems, member controls, and dedicated human-led moderation to identify, review, and action content, as necessary.

We use technology to identify potentially violating content and behaviour, and take automated actions or enqueue the content or profile for further review by our human moderation teams. This ensures we are able to take additional context into account, as appropriate. Our automated tools and systems include the following:

- **Deception Detector™** uses artificial intelligence to help identify potentially inauthentic accounts aiming to take action before members even see them. The model introduces a fast and reliable machine learning-based approach to assess the authenticity of profiles on our platform. This technology is used in conjunction with dedicated humans-in-the-loop to prioritise a safe and empowering community.
- **Keyword lists, business logic rules, and other machine learning models** may also be used to identify violations of our Community Guidelines, when appropriate.

Moderation data from our automated tools is set out in Section 4 below.

Human review

We deploy a mixture of automation and human moderators to review potential violations of our Guidelines. This ensures that more complex cases are reviewed by humans so that any appropriate context is taken into account and the right enforcement action applied. Our human moderators' work includes:

- Reviewing, investigating, and appropriately sanctioning content and profiles flagged by technology or surfaced by member reports.
- Reviewing member appeals.
- Supporting members who report safety incidents and concerns via our Customer Support channels.
- Supporting the improvement and training of our automated moderation systems.

Content moderation team training and support

We partner with content moderation service providers which allows us to scale globally with coverage across time zones, languages and markets.

We recognise that reviewing content can be challenging work, as teams may need to review difficult and graphic content in order to help keep our members safe. Bumble For Friends has made important investments to create comprehensive wellness and resiliency programmes for teams moderating content. For example, we have programmes that offer psychological support to team members directly involved in content moderation as well as those in people management and support functions. These programmes include confidential, individual digital therapy, learning sessions on mental wellness and prevention of vicarious trauma, and group processing sessions for collective care and peer support.

In addition to our wellness and resiliency programmes, we provide all human-led moderation teams with comprehensive training during onboarding and regular recurring training (whether policy refresher trainings or training following an update to our Guidelines), equipping them with the knowledge necessary to accurately moderate content and behaviour on our platform in accordance with our Guidelines. Training is a fundamental aspect of supporting launches of new guidelines, member-facing products and features and internal tooling changes.

Member controls

Our apps provide a variety of member-facing safety controls, including but not limited to Hide and Report, Unmatch, and Photo Verification, which empower people to take greater control over their interactions.

- Our **Hide and Report** tool has made it easy for our members to report any behaviour to us that makes them feel uncomfortable or unsafe so that we can take appropriate action. Reports are kept confidential so that the reported individual doesn't know who reported them. This feature is easily accessible within the app, during any point of a member's friendship journey.



- We know that a concern of victim-survivors is being unmatched by perpetrators of abuse or harassment after an incident has occurred in order to remove the evidence. Bumble For Friends' **Unmatch** feature has been specifically designed to provide a guardrail against this type of behaviour. Members subject to offending behaviour can report the perpetrator even if the perpetrator has unmatched them. After unmatching with someone, the conversation will disappear and the unmatched member won't be able to message the other member or see their profile. However, a copy of the conversation is preserved for our moderators, should the victim-survivor wish to make a report to our team. Victim-survivors who have concerns about the removal of evidence should know that this is protected against on Bumble For Friends.
- **Photo Verification** is a safety and authenticity feature that's powered by both AI and a team of human moderators. At account set-up, members can complete photo verification to earn an authenticity badge on their profile. To help our members feel more confident when interacting on Bumble For Friends, members matched with someone with an unverified profile, can request their match to photo verify their profile. If a member doesn't pass our photo verification or our team of human moderators have reason to believe a profile might be in violation of our Community Guidelines, we may require ID verification or other action consistent with our policies.
- **Our Video Chat and Voice Call** feature allows members to connect in the Bumble For Friends app without handing out personal information. To start a call, the member first has to match with someone. Once matched, a video icon and phone icon will appear in the top right-hand corner of the conversation screen. This provides the member with an opportunity to talk to a match before meeting.
- Members can '**snooze**' their account at any time if they need a time out from Bumble For Friends without the need to delete their account. Existing matches and chats will remain visible in the app, and members can leave a custom 'away' message such as 'traveling' , 'focused on work' , 'digital detox' or 'prioritizing myself'

Partnerships

With all Bumble Inc. products, we remain steadfast in our commitment to trust and safety across our community, continuing to help educate our members about both on and off platform safety. Whilst Bumble For Friends is a space for people to intentionally grow their friendship circles, supporting our members includes addressing online and offline harms of an interpersonal nature. To inform these efforts, Bumble For Friends maintains a wide range of partnerships with third-party experts which allows us to address the spectrum of harms perpetrated on the service and support impacted members.

- To help identify, and report terrorist and violent extremist content on our platforms, we have partnered with Tech Against Terrorism ('TAT'), a global not-for-profit organisation empowering tech companies to operationalise counterterrorism tooling, policies, content moderation practices. Our Trust & Safety teams have access to TAT's automated tools, Knowledge Sharing Platform, and bespoke capacity building sessions, as needed.
- Preventing online harms against children remains a critical priority across all Bumble Inc. platforms. We deploy automated detection services from Thorn and the Internet Watch Foundation to detect, identify, and report online child sexual abuse material.
- Additionally, our continued partnership with the Tech Coalition informs and enhances our ability to further prevent online harms against children. The Tech Coalition is an alliance of global tech companies who are working together to combat child sexual exploitation and abuse online. Bumble For Friends, as part of Bumble Inc., remains committed to working alongside industry peers to tackle these harms.

Domestic and sexual violence are prevalent societal problems that disproportionately affect women and minority communities. Bumble Inc. was founded with gender equality central to our mission, and we continue to prioritize member safety and wellbeing on our platforms. There may be instances of technology facilitated abuse where interpersonal harm occurs on Bumble For Friends, or where the experience of intimate partner violence is discussed on Bumble For Friends as a means of seeking support, validation, and guidance.



We take these matters very seriously, and given our safety ethos, we believe in helping to educate our members about these harms.

- To help us do this, we continue to invest in and grow our industry-first partnership with Bloom, run by CHAYN, a global charity of survivors of gender-based violence and their allies. Bloom provides free, online, self-guided educational courses on dating and relationships, including communicating about boundaries; rebuilding ourselves after image-based abuse; identifying victim-blaming myths and the impact of patriarchy; healing from sexual trauma; and recovering from toxic relationships. Support specialists at Chayn offer 1:1 online chat to discuss the courses, and members can sign-up for Notes from Bloom, which are twice-weekly affirmational messages received through WhatsApp. When members of our global community report sexual assault or relationship abuse to our support team while using our apps, they will receive access to Bloom, and in some cases, access to complimentary, confidential therapy to support their healing journey.

3. Notices & Takedowns

Reporting methods

Members have a number of ways in which they can report other members or specific content to Bumble For Friends.

In-app

To report someone from their profile, members can scroll to the bottom of the profile and tap the "Hide and Report" button. This provides the options to either 'Hide' or 'Hide and Report' the profile. When a member chooses to 'Hide and report' another member, the blocked member is removed from their match list and prevented from initiating any future contact. Reporting a member to Bumble For Friends automatically also initiates a block, however, choosing just to hide a member will not automatically result in them being reported to us. To report a member from the Conversations menu, members can tap on the three dots in the top right-hand corner. To report specific messages, members can press the message and select "report".

Help Centre

Anyone (i.e. logged-in members, logged-out members or non-members) can submit reports or inquiries via our [Help Centre](#). Reports are reviewed and resolved by Bumble For Friends's content moderation team, or by our automated system.

Kodex cyber tipline

Since 2023, Bumble Inc. has maintained its [partnership with Kodex](#) (a secure data request portal) to host a dedicated referral pathway/cyber tipline for non-governmental organisations (NGOs), charitable organisations, and advocates working with victim-survivors of physical violence, sexual violence, or technology-facilitated abuse. This allows them to report dangerous individuals who may be attempting to use Bumble For Friends.

Reports based on local law

Bumble For Friends has a broad spectrum of Community Guidelines that prohibit a wide range of content and behaviours that also violate the law. In accordance with the DSA, Bumble For Friends has set up an illegal content reporting flow, to enable members based in the EU to submit reports when they believe content may be illegal.

Under the illegal content reporting flow, members are asked to select a category of illegal content to report. Reporters are also asked to provide additional information, such as the country in question, and a clear explanation as to why they think the reported content violates the law. If the report is materially unsubstantiated, it may be rejected. The reporter will be notified of this decision and provided with an opportunity to re-submit their report with more information. This helps us properly and effectively consider and respond to each report.

The table below outlines reports we have received via our EU illegal reporting flow under the Digital Services Act, and any actions we have taken as a result of those reports.

Category of reported illegal content	Total Number of illegal content reports*	Number of notices resulting in account termination under our Community Guidelines	Number of notices resulting in account termination due to alleged illegality	Number of notices resulting in removal of content under our Community Guidelines	Number of notices resulting in removal of content due to alleged illegality
Child Sexual Exploitation or Abuse	-	-	-	-	-
Fraud	2	-	-	1	-
Harassment	2	1	-	-	-

Category of reported illegal content	Total Number of illegal content reports*	Number of notices resulting in account termination under our Community Guidelines	Number of notices resulting in account termination due to alleged illegality	Number of notices resulting in removal of content under our Community Guidelines	Number of notices resulting in removal of content due to alleged illegality
Hate Speech	-	-	-	-	-
Illegal Goods or Services	3	1	-	-	-
Physical or Sexual Violence	-	-	-	-	-
Terrorism and Violent Extremism	-	-	-	-	-
Other Illegal Content	3	1	-	1	-

***Note:** A large portion of reports received don't relate to illegal content or mis-report content as illegal content.

Reports processed by automated means

All reports of illegal content under the DSA are processed by human review.

Median time needed for taking action

The median time needed to take action on reported illegal content is 7 hours and 37 minutes.

Reports submitted by trusted flaggers

We did not receive any trusted flagger reports in the reporting period. Information will be contained in our next report where relevant.

4. Bumble For Friends Own-Initiative Content Moderation Metrics

As described in the Content Moderation Overview (Section 2 above), we work proactively, including through the use of automated tools, to identify content or behaviour that might be harmful and violate our Community Guidelines, so we can take swift and appropriate action.

Indicators of accuracy, error rates, safeguards for automated tools

We are always striving to improve the precision rates of our automated tools but recognise that sometimes we may make a mistake. If our members believe we have made an error, they have a path to appeal our decisions.

While various types of automation necessitate different and overlapping techniques for assessing accuracy, an indicator of accuracy across all automation techniques is the automation overturn rate: the percentage of accounts actioned using automated means that are later reversed. While not all reversals are errors and not all errors are reversed, the metric still is a directionally approximate indicator of accuracy.

For this reporting period, the approximate accuracy rate for our automated moderation technologies and the corresponding error rate are outlined below.

Accuracy rate	Error rate
98.40%	1.60%

Limited visibility

The below table outlines actions that limited visibility during this reporting period of 12 months from 1 January 2025.

Community Guidelines violation category	Accounts where Bumble For Friends limited visibility (actioned manually by moderators or by automation)	Accounts actioned by automated systems**
Adult Nudity and Sexual Activity	852	852
Bullying and Abusive Conduct	171	171
Child Sexual Exploitation and Abuse*	84	84
Commercial and Promotional Activity	164	164
Controlled Goods and Substances	8	8
Identity-Based Hate	9	9
Inauthentic Profiles	6,053	4,487
Misinformation	-	-
Physical and Sexual Violence	40	40
Platform Manipulation (ban evasion)	1	1
Scams, Fraud and Theft	4,034	3,948
Sexual Harassment	808	808

Community Guidelines violation category	Accounts where Bumble For Friends limited visibility (actioned manually by moderators or by automation)	Accounts actioned by automated systems**
Spam	21,186	21,062
Suicide and Self- Injury Promotion	-	-
Terrorism and Violent Extremism	1	1
Violent or Graphic Content	-	-
Other	3,267	3,266

***Note:** Data for actions under the Child Sexual Abuse and Exploitation policy excludes data on non-abusive imagery of under-clothed or unaccompanied children posted by adults.

****Note:** The highest number of accounts limited in visibility were detected and actioned by our automated systems.

Content removal

The table below outlines content removal or account termination actions we took during this reporting period of 12 months starting from 1 January 2025.

Community Guidelines violation category	Number of accounts terminated (actioned manually by moderators or by automation)	Number of pieces of content removed (actioned manually by moderators or by automation)	Number of Accounts and/or pieces of content actioned by automated systems**
Adult Nudity and Sexual Activity	399	3,395	2,678
Bullying and Abusive Conduct	19	4	21

Community Guidelines violation category	Number of accounts terminated (actioned manually by moderators or by automation)	Number of pieces of content removed (actioned manually by moderators or by automation)	Number of Accounts and/or pieces of content actioned by automated systems**
Child Sexual Exploitation and Abuse*	422	13	372
Commercial and Promotional Activity	89	138	63
Controlled Goods and Substances	9	1,918	947
Identity-Based Hate	7	43	12
Inauthentic Profiles	837	27,905	24,360
Misinformation	-	2	1
Physical and Sexual Violence	122	-	122
Platform Manipulation (ban evasion)	2	-	2
Scams, Fraud and Theft	815	-	794
Sexual Harassment	237	70	227
Spam	663	2,637	2,255
Suicide and Self Injury Promotion	-	-	-
Terrorism and Violent Extremism	-	-	-

Community Guidelines violation category	Number of accounts terminated (actioned manually by moderators or by automation)	Number of pieces of content removed (actioned manually by moderators or by automation)	Number of Accounts and/or pieces of content actioned by automated systems**
Violent or Graphic Content	-	411	265
Other	168	57,594	49,244

***Note:** Content removed under the Child Sexual Abuse and Exploitation policy includes non-abusive imagery of under-clothed or unaccompanied children posted by adults.

****Note:** The highest number of account terminations and/or content removals were detected and actioned by our automated systems

5. Appeals Received through Bumble For Friends Internal Complaint-Handling Systems

In the following section, we refer to our internal complaints handling systems as “appeals”. After Bumble For Friends’ initial sanctioning decision, the reporter and reported member are notified of the decision and where applicable, given the option to appeal.¹

As outlined above, members can report content and conduct that may violate our Community Guidelines using our in-app reporting features, and anyone can report incidents to us via our Help Centre page. Members also have the option to report content as illegal content in line with Article 16 of the DSA.

We offer the possibility to appeal the actions we take on reports about alleged illegal content or content that violates our Community Guidelines. Likewise, if the reported content or conduct is deemed not to violate our Community Guidelines or is deemed not illegal, the reporter can request a review of that decision.

¹ Whilst illegal content reports will allow the reporter and reported party to appeal, for other in-app reports, only the party reported will get the option to appeal.

How to appeal

Members and non-members can appeal decisions taken by Bumble For Friends. Members can appeal decisions on their content or account via links on our Help Centre and in our Community Guidelines, which are accessible via our app and website. For illegal content and Community Guidelines violations, members can appeal the decision via links provided in a statement of reasons they receive. Non-members can appeal our decisions in response to their reports against specific content.

Basis for appeals

When appealing a decision, in many cases, members and non-members can include a written explanation to set out the basis of their appeal, which may accordingly, vary across instances of appeal.

Bumble For Friends reviews appeals and notifies members of decisions. The appeals include appeals from reporters (i.e., when a report is rejected) and appeals from reported parties (i.e. when a reported party's account or content is actioned).

The table below reports the number of appeals received during the reporting period, the number of appeals granted (i.e. where Bumble For Friends reversed its initial decision), and the median time from appeal to decision on appeal. Certain appeals may be initiated, but not resolved within the reporting period; those appeals are excluded from the median time calculation.

Number of appeals	Number of appeals granted (i.e. resulting in accounts reinstated or content restored)	Median time
691	170	49 minutes

Account bans

We may terminate (permanently ban) accounts for violations of our Community Guidelines, including where:

- The member does not meet the minimum age at the time of use, or other requirements as indicated in our Terms of Service.
- The account impersonates another person or entity in a deceptive manner.
- A member has been found to commit a severe violation on their account (such as promoting or threatening violence).
- An account has been previously warned and reaches the strike threshold under a policy.

For this reporting period, Bumble For Friends did not impose bans on accounts for the frequent provision of manifestly illegal content. Bumble For Friends did not suspend the processing of illegal content reports or complaints due to individuals frequently submitting manifestly unfounded notices or manifestly unfounded complaints.

Out-of-court settlement body disputes

Under the DSA, EU members who wish to challenge certain content moderation decisions on Bumble For Friends may refer their case to a certified out-of-court dispute settlement body, in addition to using Bumble For Friends' internal complaints and appeal mechanisms. Out-of-court dispute settlement is treated as one element within a broader redress framework: members may first appeal decisions directly to Bumble For Friends via in-app and Help Centre links, receive an outcome and, if they remain dissatisfied, choose to submit the dispute to an Article 21 DSA out-of-court body.

During the current reporting period we did not receive any disputes from out-of-court dispute settlement bodies in relation to Bumble For Friends, and this is reflected accordingly in our DSA transparency reporting and narrative disclosures.

6. Orders Received from Member States' Authorities

Government requests to remove content

We may receive requests from government authorities or law enforcement in the European Union to act against illegal content. Bumble For Friends did not receive any requests under this section.

Government requests to provide account information

We may receive information requests from government authorities or law enforcement in the European Union for member information. Bumble For Friends did not receive any requests under this section.

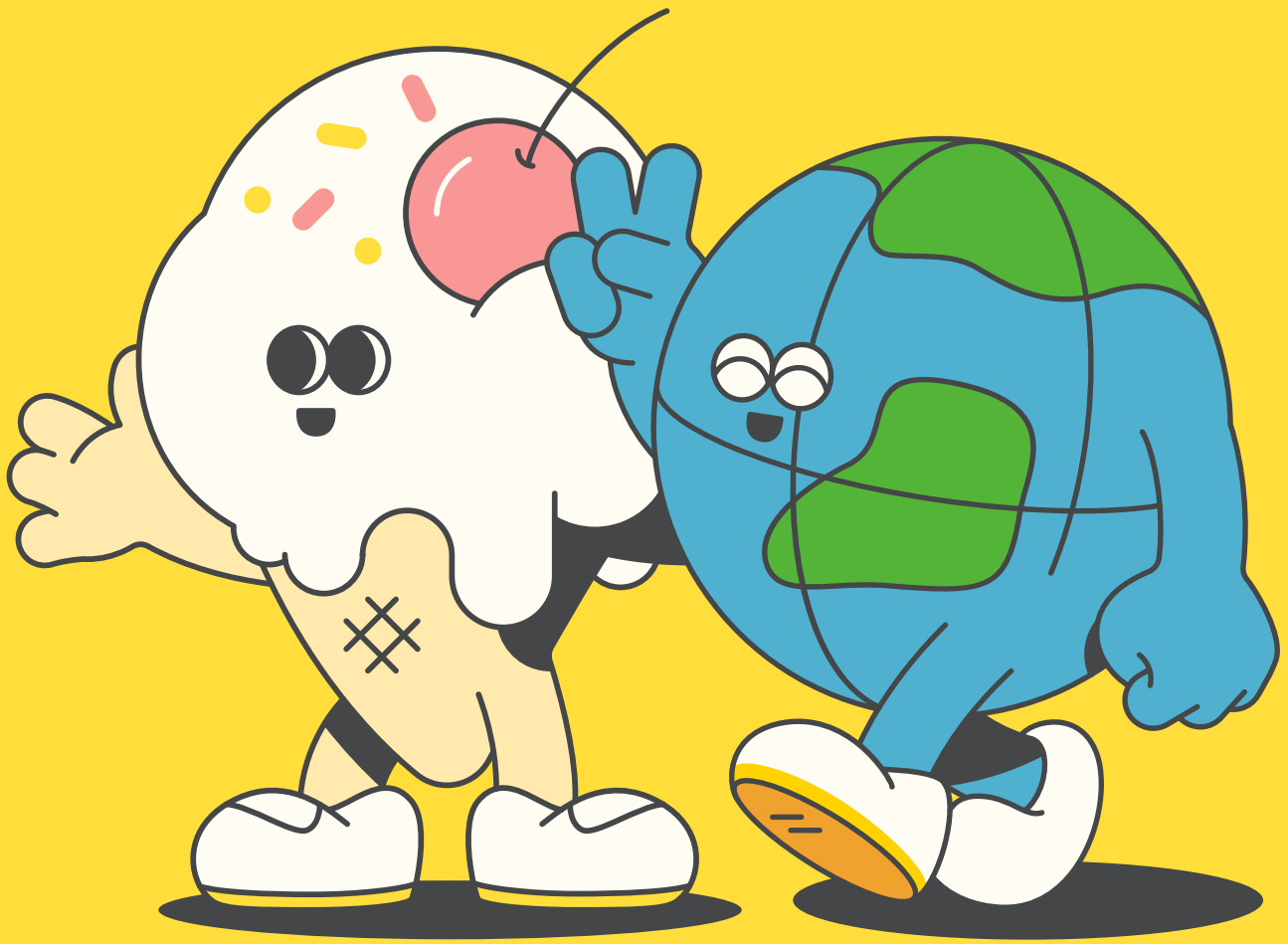
Where such requests are received we have a dedicated Critical Response Team to handle such requests from relevant authorities and law enforcement teams from across member states. Each request is evaluated on a case-by-case basis and in accordance with our law enforcement guidelines and applicable privacy laws. Our policies and procedures govern how we handle and respond to such requests, and we only disclose member data where a request is received via our secure portal (Kodex) and based on a valid legal process.

7. Average Monthly Active Recipients for Each Member State

Every six months, Bumble For Friends publishes information on the average monthly active recipients in the EU, as required by Article 24(2) of the DSA. The average number of monthly active recipients on Bumble For Friends in the European Union for the period of July 2025 to December 2025 was well below 45 million.

8. Conclusion

Our top priority is keeping our members safe. We continue to invest heavily in measures that take action against content and conduct that violates our Community Guidelines and in technologies that prevent bad actors from causing harm on our app. Additionally, we are committed to continually reviewing our Community Guidelines, reporting capabilities, and moderation processes to ensure Bumble For Friends continues to be a place of kindness and safety where people in all stages of life can intentionally create meaningful, platonic connections.



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