Bumble

Safety Handbook

2026



About Bumble Inc.

Bumble Inc. is the parent company of **Bumble, BFF, and Badoo.** Founded in 2014 by CEO Whitney Wolfe Herd, Bumble introduced a new approach to dating by putting women at the center—rooted in the belief that when women feel secure, respected, and in control, better connections follow.

Today, Bumble Inc. supports people across every stage of connection—from dating on Bumble to building friendships and community through BFF. Badoo, founded in 2006, focuses on helping people date more authentically and form connections that truly matter.

We believe when people feel respected and confident, they show up as their best selves and that's how more meaningful, real-world connections are made.

Our core values

At Bumble, we hold members using our apps accountable for their actions and strive to provide our community with an experience free from hate, aggression, or bullying. This is not limited to behavior that occurs on our platform, and can include any reports from a member about abuse or harassment that occurred in person with someone they met on our platform.

Respect
We lead with compassion, integrity, and kindness, creating a space where every voice is heard and valued.

Excellence
We hold ourselves accountable, raise the bar, and take action with urgency and purpose to deliver outstanding results.

Curiosity
We challenge assumptions, embrace new ideas, and listen intently to our members—using data and insights to drive innovation.

Courage
We take bold risks, learn from failure, and create an environment where everyone feels empowered to do the same. We lead with love, not fear.

Joy
We bring energy, optimism, and creativity to everything we do—lifting each other up and making space for fun and inspiration.

Our Trust & Safety Team

Our dedicated Trust & Safety team helps ensure that Bumble members can have a safe experience with our products.

We focus on preventing unsafe incidents from occurring, and providing trauma-informed, empathetic responses to members in the unfortunate circumstance that something happens.

We're responsible for developing policies and standards that promote responsible, safe, inclusive, and respectful behavior across all Bumble Inc. apps.

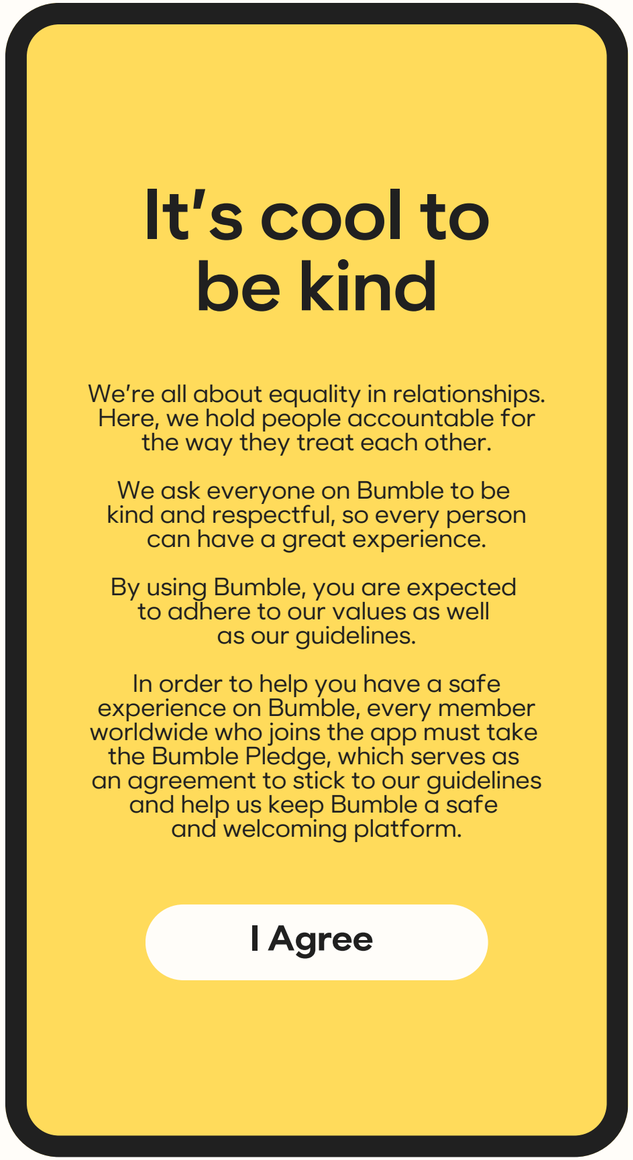
You can reach our Trust & Safety team **here**.



Bumble Pledge

We anchor our commitment to safety in thoughtful strategies that draw on multi-disciplinary expertise and that are responsive to women's experiences. We prohibit a wide range of violent and offensive conduct, from stalking and physical harassment, to misogynistic abuse, cyberflashing, unsolicited sexual content, and body shaming.

In order to help ensure you have a safe experience on Bumble, every member worldwide who joins the app must take the **Bumble Pledge**, which serves as an agreement to adhere to our guidelines and help keep Bumble a safe and welcoming platform.



Things That Can Get You Kicked Off Bumble

We want Bumble to be a safe, respectful, and welcoming place for everyone. You may be removed from Bumble for:

- Harassment, bullying, hate speech, or abusive behavior.
- Unwanted sexual content, sexual harassment, or sharing explicit imagery.
- Violent, threatening, or dangerous behavior.
- Scams, spam, impersonation, or other deceptive activity.
- Content that promotes illegal activity or causes harm to others.
- Sharing malicious software, viruses, or other harmful code.
- Content that exploits, endangers, or harms minors.

To learn more, visit our **Community Guidelines**.

Bumble's Safety Features



Block & Report
Report behavior that makes you feel uncomfortable.



Deception Detector™
Using AI to identify and remove spam, scam and fake profiles.



Photo Verification
Know the person you're talking to looks like their photos.



ID Verification
Verify with your government ID to let others know you're real.



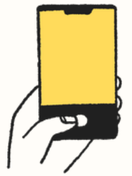
Review Before Send
Reconsider sending a message that might be against our guidelines.



Private Detector™
Blurring lewd images so you can decide if you want to see it.



Unmatch
Remove a match and their ability to view your profile.



Video Chat & Voice Call
Connect over in-app video or voice call without sharing your number.



Share Date
Let trusted contacts know where you are and who you're with.



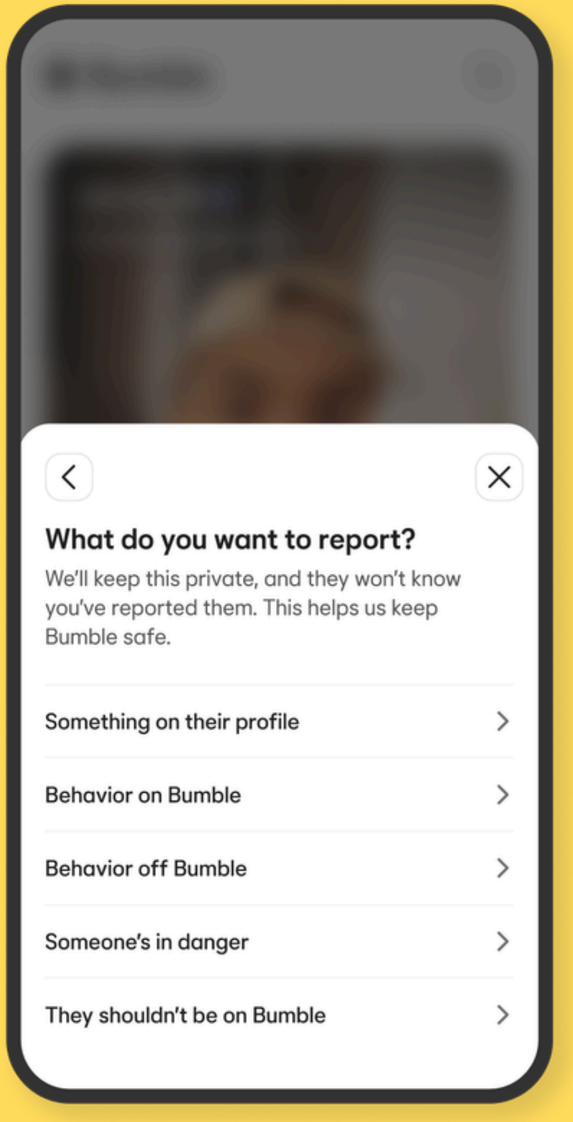
Help Hub
Stay informed on safety features, find resources to help you date with confidence, and track your report.

Block and Report

Concerns about harmful behavior can be raised in-app through the reporting flow, via Help Hub, or via our Help Center. Our **Block and Report** tool makes it easy for members to report behavior that makes them feel uncomfortable or unsafe. Reports are always kept confidential.

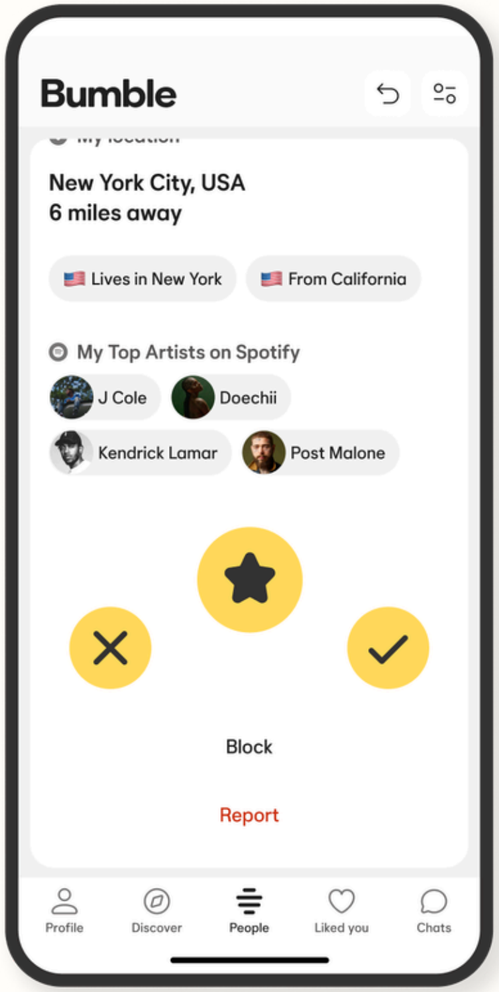
What can I report someone for on Bumble?

- Threats to your safety, health, or wellbeing.
- Derogatory language or hate speech – like sexism, racism, body shaming, fetishization, or discrimination.
- Excessive and harassing messages.
- If you feel the person has a fake profile or is underage.
- Unsolicited or nonconsensual sexual images or content.
- Scams or commercial selling.

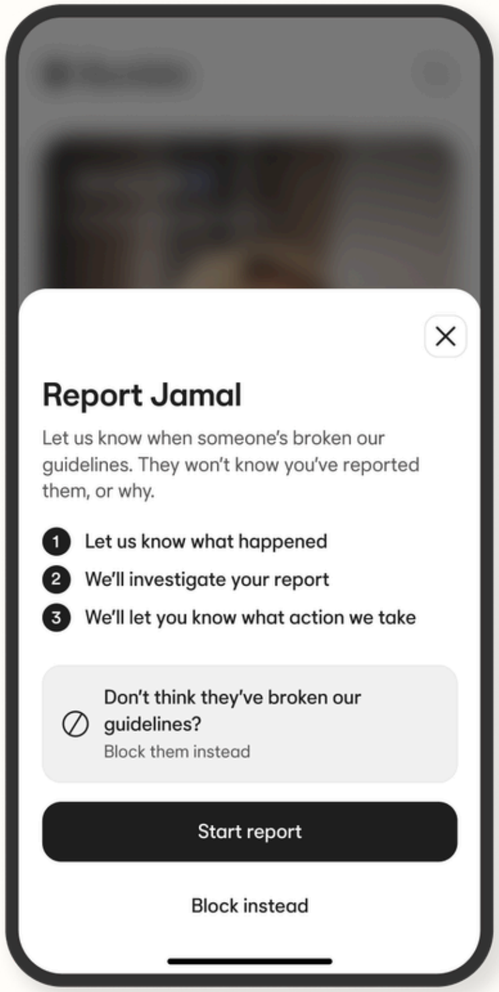


How to

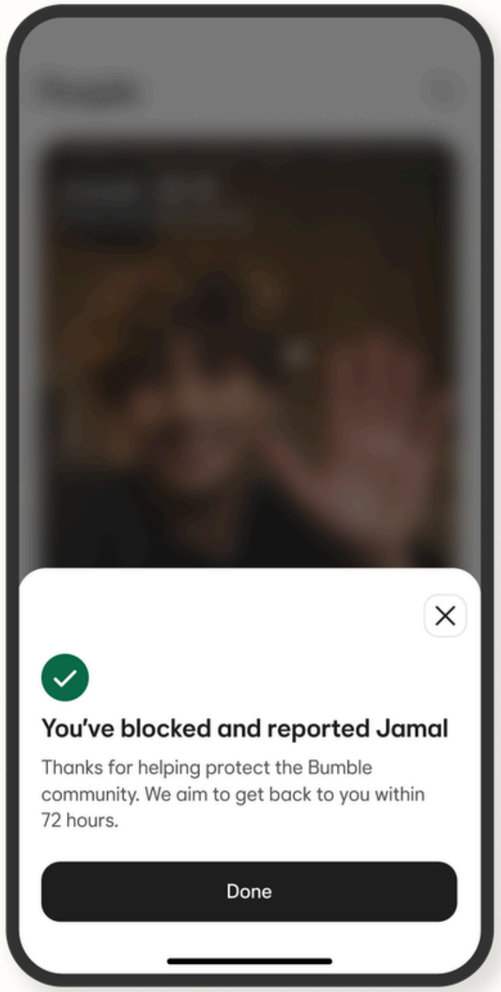
Report a user from their Profile



Scroll to the bottom of their profile and tap the "Report" button.



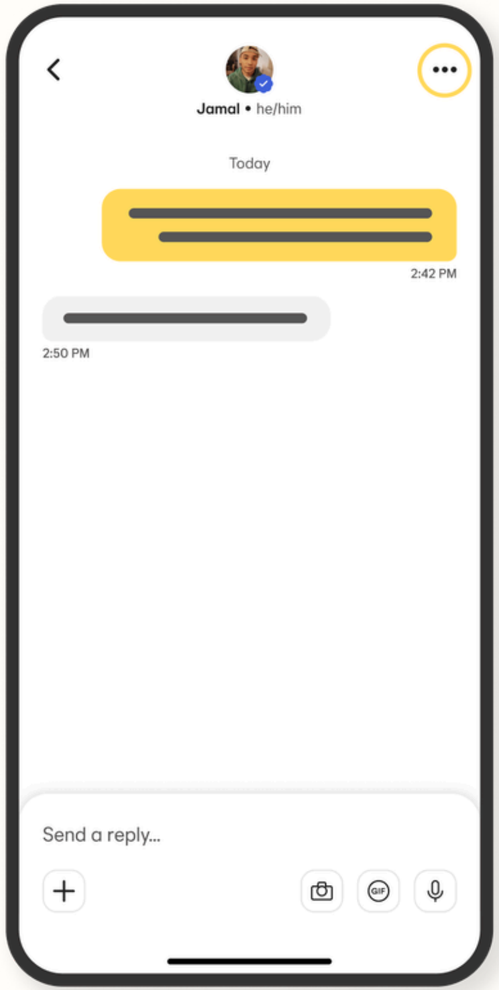
Include any comments for our moderation team.



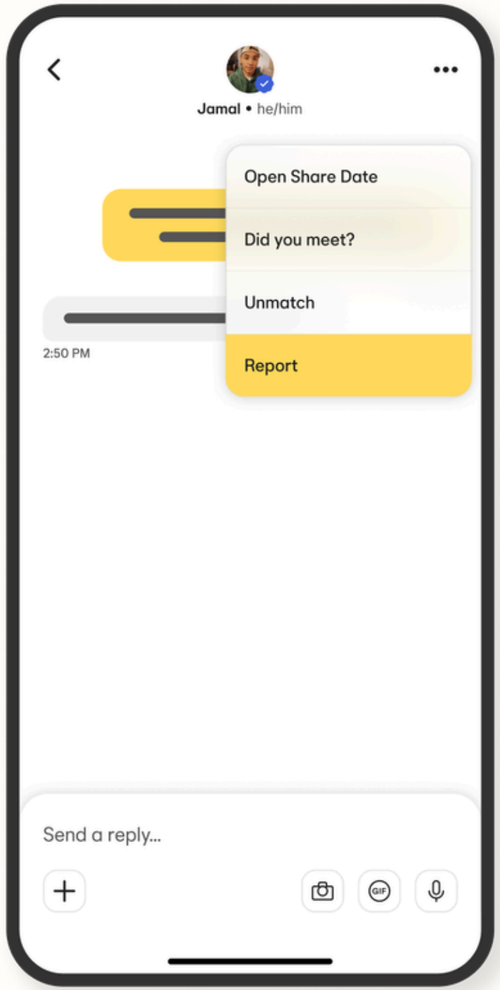
Once submitted your report will be sent to the team!

How to

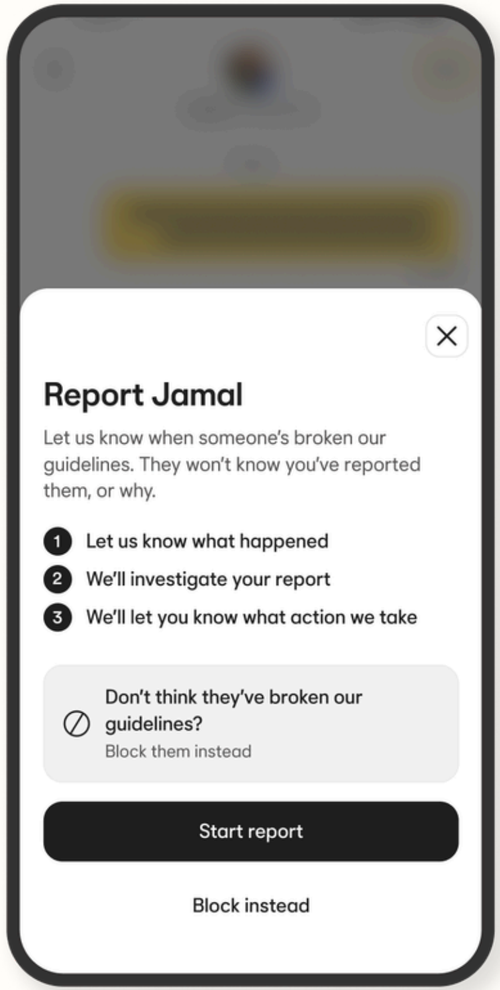
Report a user from the Conversation Menu



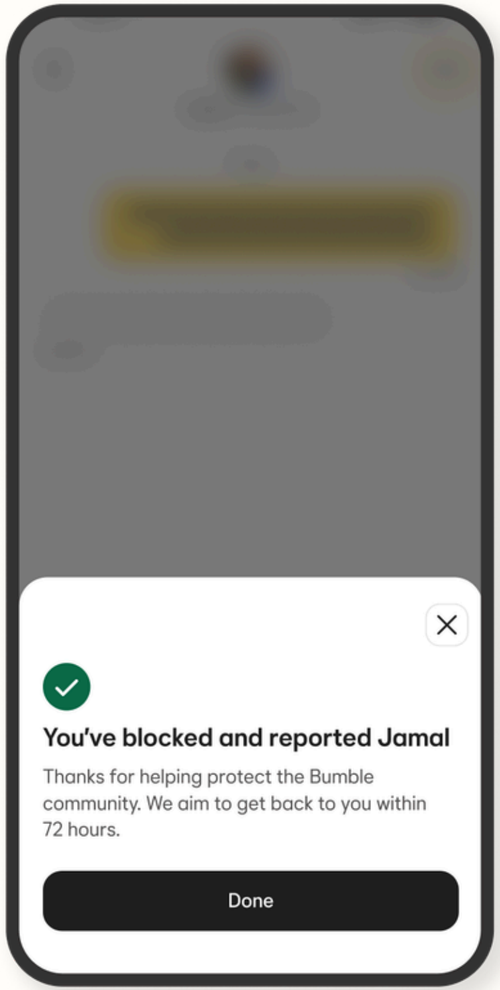
From your conversation, tap on the three dots in the top right-hand corner.



From here, tap “Report”.



Be sure to specify the reason for the report and submit it.



Deception Detector™

In 2023, global research from Bumble Inc. showed that respondents cited fake profiles and the risk of scams as their top concerns when online dating.

To help solve this, we introduced **Deception Detector™**, our safety feature that uses Artificial Intelligence (AI) to help identify spam, scam, and fake profiles aiming to take action on such accounts before our community even sees them.

Within the first two months of the technology's introduction, Bumble saw member **reports of spam, scam, and fake accounts reduced by 45%**.



Photo Verification

We launched **Photo Verification** in 2016, which ensures that the member behind the profile matches the person in their profile photos.

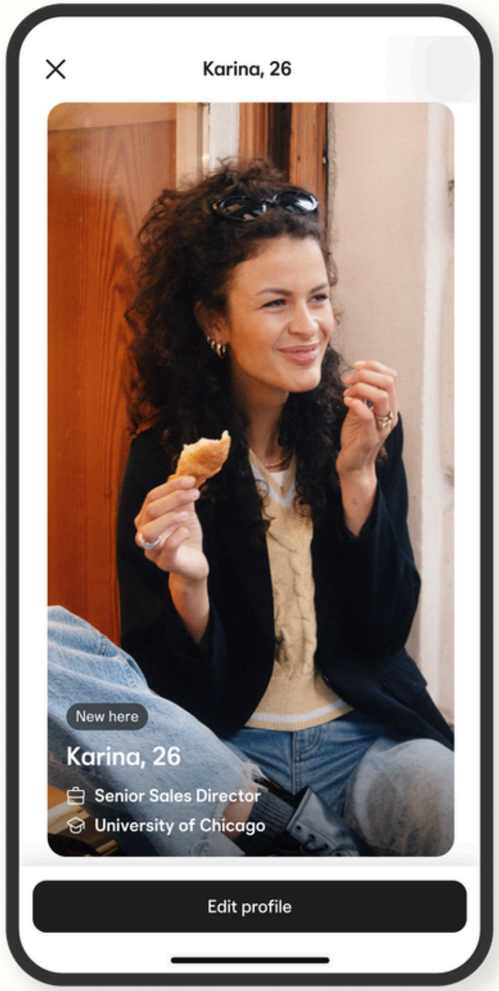
Photo Verification might also be requested by Bumble's Trust & Safety team in the event we detect suspicious activity on the platform.



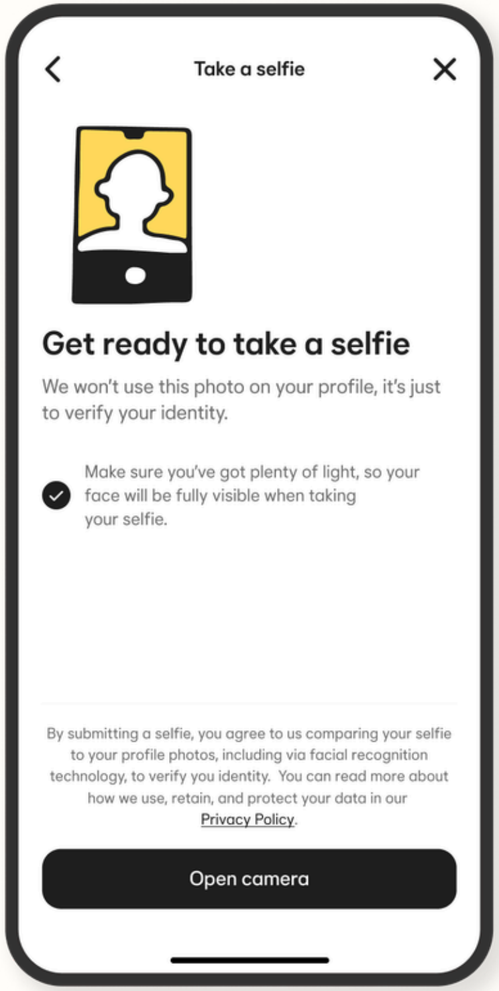
Photo Verification

How to

Verify your Photo



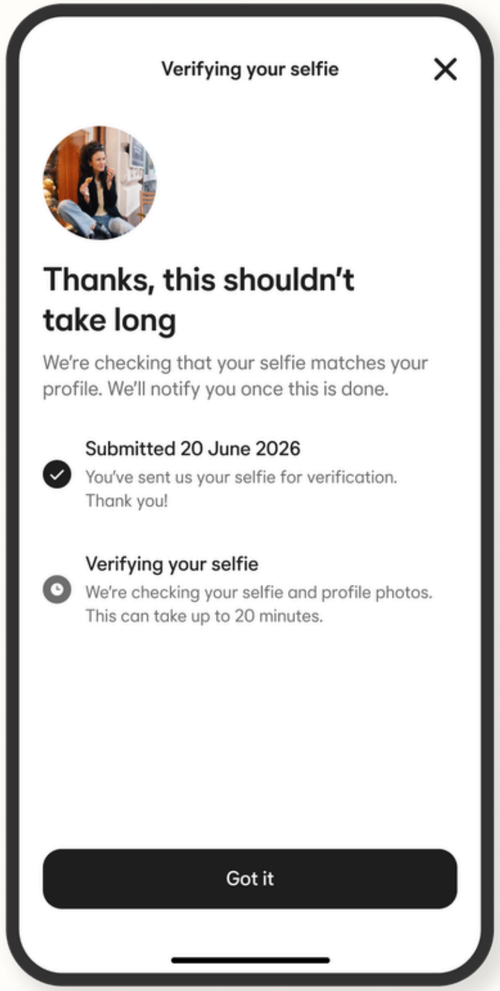
Go into “Edit Profile” and tap “Let’s get verified”.



You’ll be prompted to take a selfie.



We will review it (automated + human), and you’ll receive a confirmation or rejection of your verification.



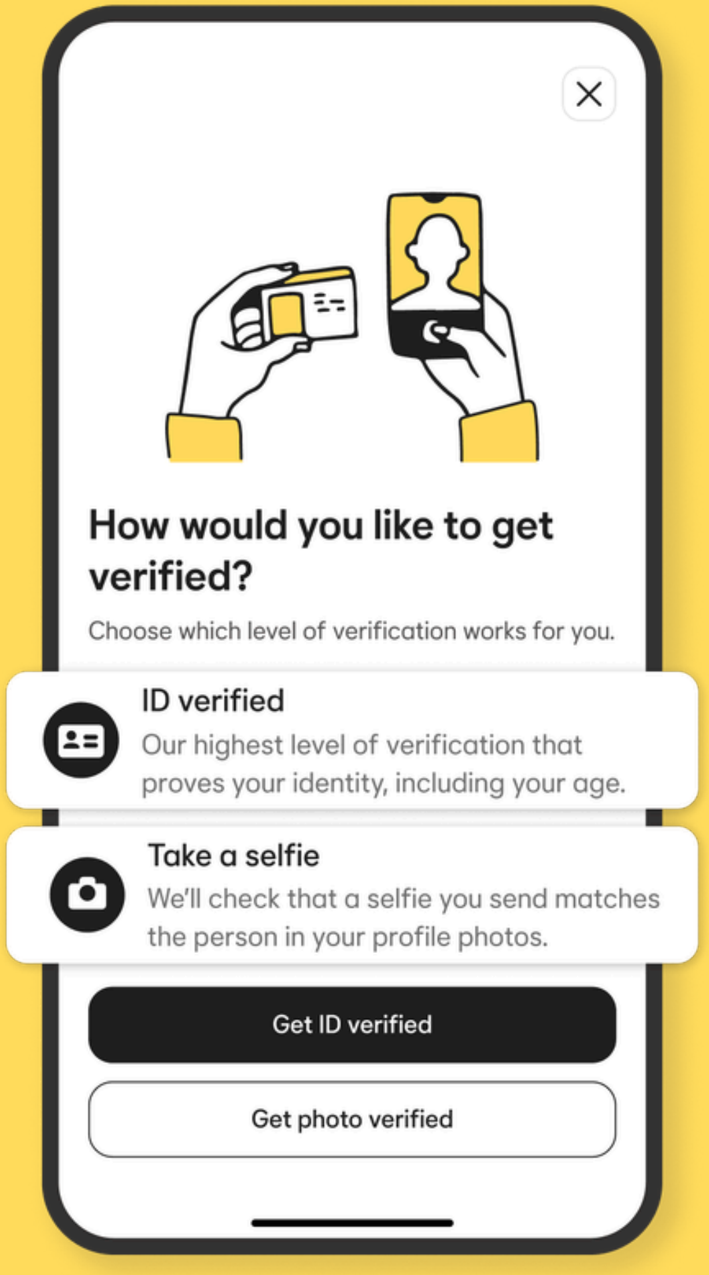
If it’s not accepted, retry the steps. Check for clear lighting, visible face, and a solo photo—up to 3 attempts.

ID Verification

With **ID Verification**, you can upload a government-issued ID and get a badge on your profile. This lets others know you've confirmed your identity.

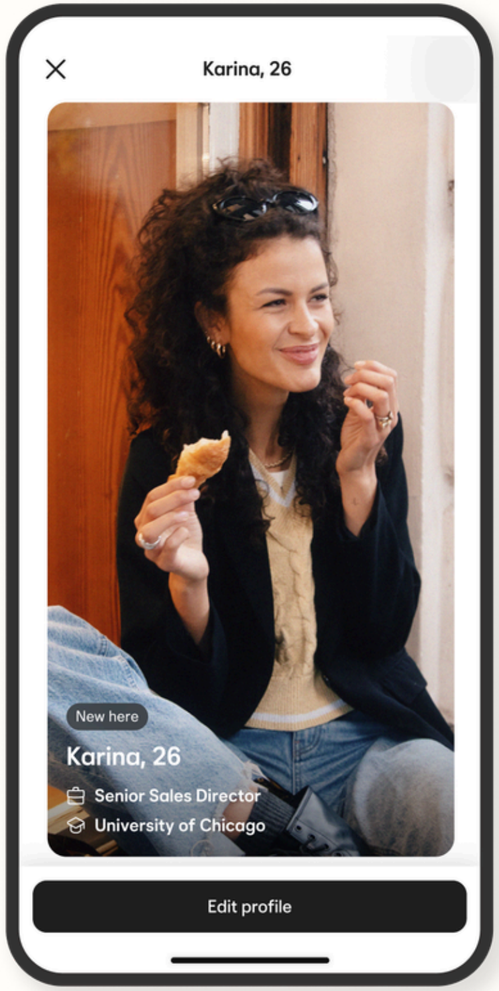
Verification matters because our studies show that **81% of Gen-Z daters** prefer to meet up with people who have verified profiles, and having that verification can lead to more matches. ID Verification is currently available in Australia, Canada, France, Germany, India, Ireland, Mexico, New Zealand, Spain, the UK and the US.

Similar to Photo Verification, our Trust & Safety team might request members to complete ID verification in the event we detect suspicious activity on the platform.

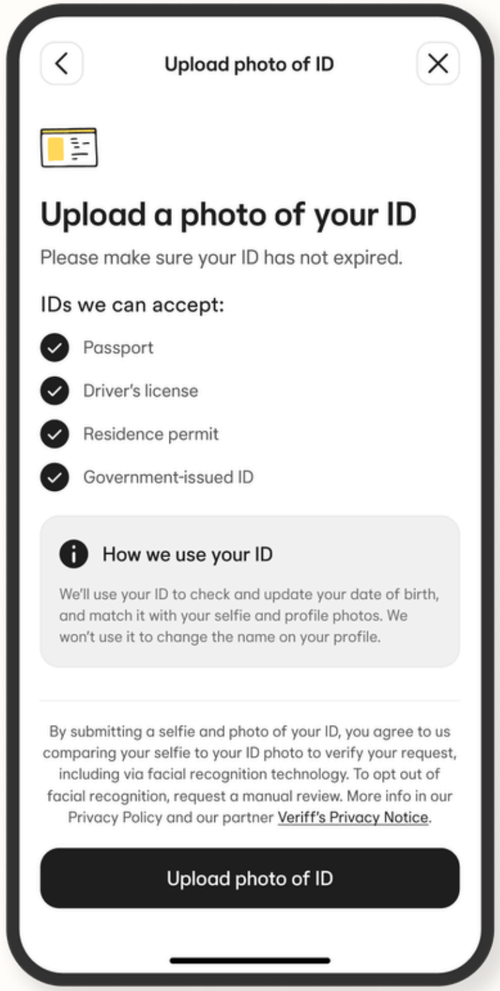


How to

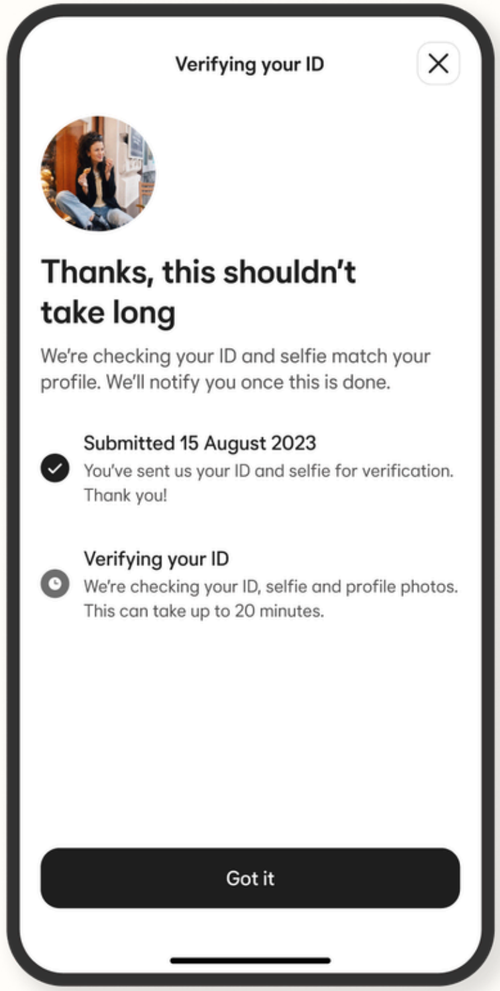
How to verify via ID Verification



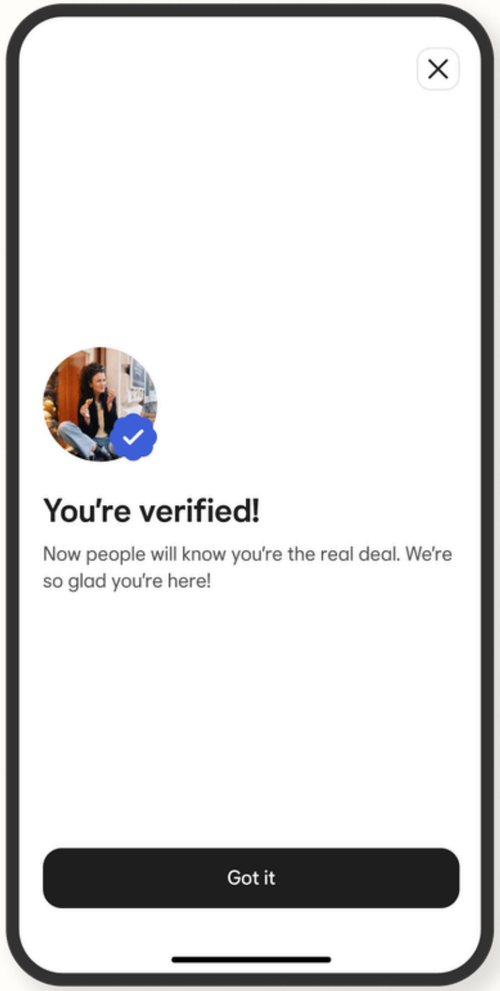
Go into “Edit Profile” and tap “Let’s get verified”.



Follow the prompts and upload a photo of a government-issued ID (like a passport or driver’s license).



In a few minutes you’ll receive a confirmation or rejection of your verification.

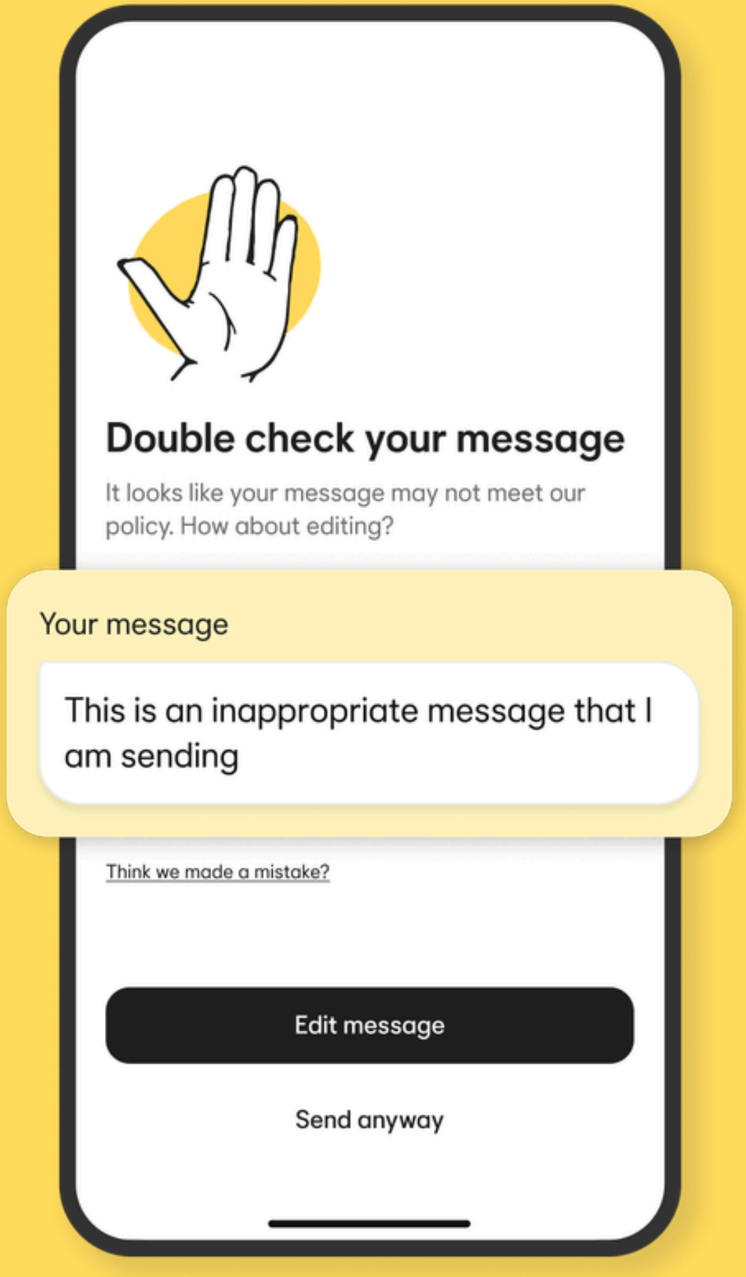


Review Before Send

Our **Review Before Send** feature helps keep interactions positive and kind.

If you're about to send a message that doesn't meet our guidelines, we'll give you a chance to reconsider and edit it.

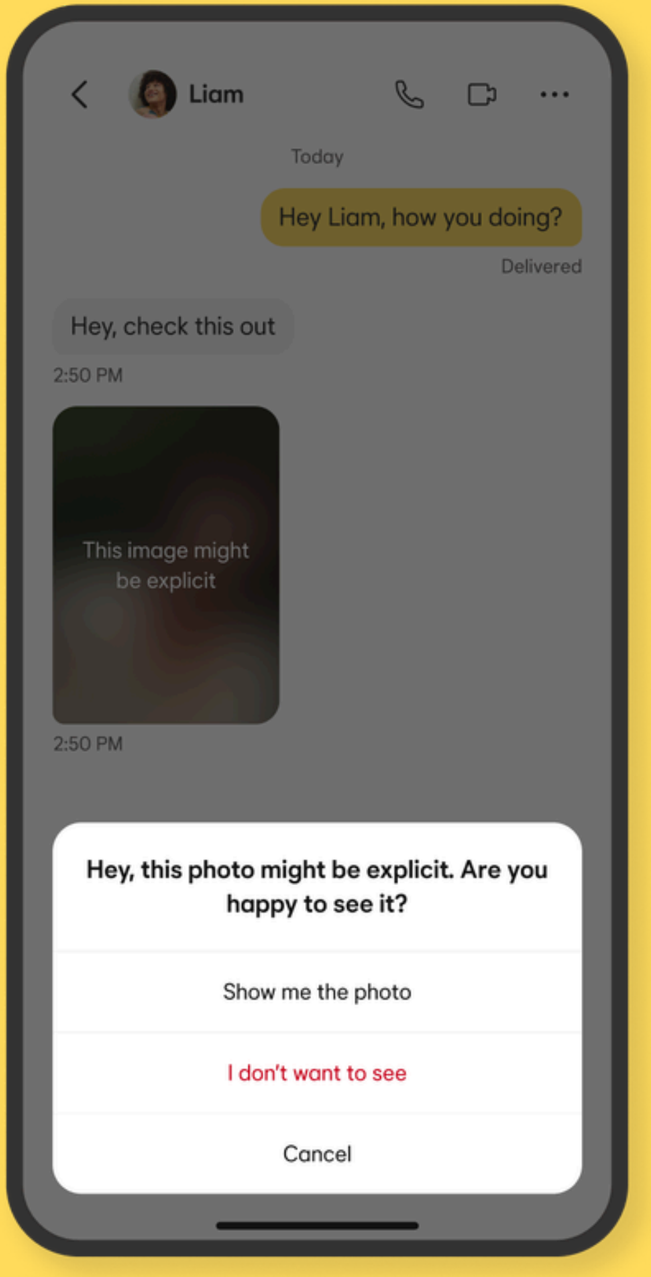
During our tests in 2024, about **40% of people** chose to alter their messages after getting an alert.



Private Detector™

In 2018, a survey of Bumble members found that **1 in 3 women** reported having received unsolicited lewd photos from someone they hadn't yet met in person.

In 2019, Bumble introduced **Private Detector™**, an industry-first feature that uses artificial intelligence (AI) to detect and blur lewd images, giving the recipient agency to decide if they want to view the image, delete it, or report it to our team.

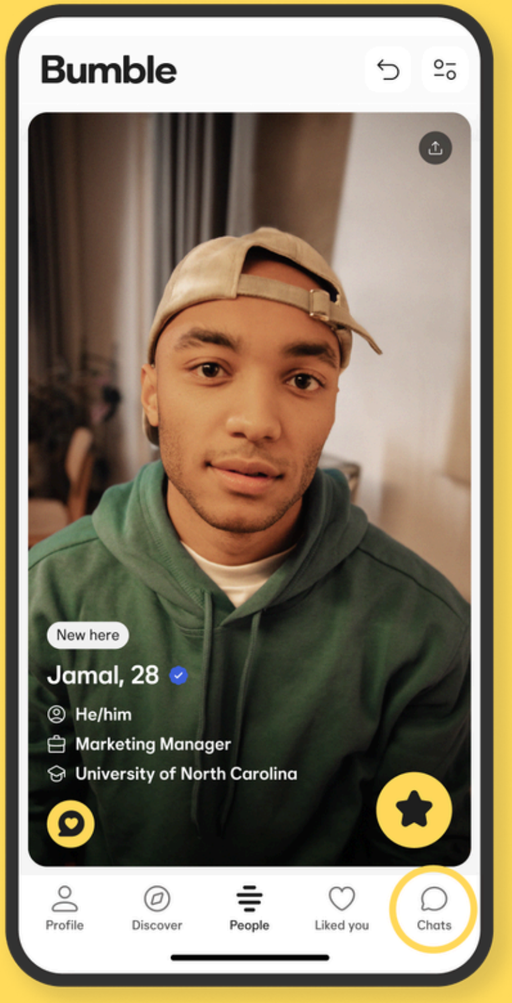


Unmatch

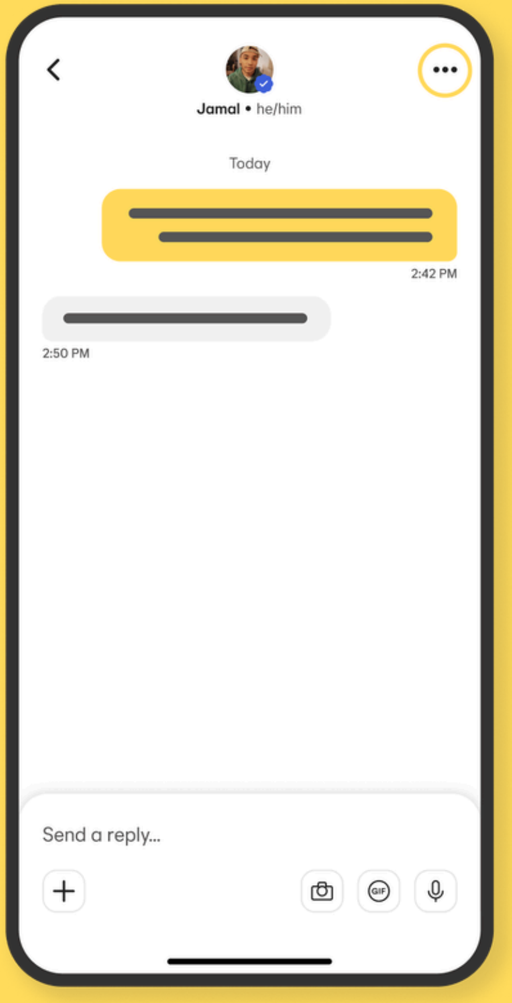
If anyone on Bumble makes you feel uncomfortable or you are no longer interested, you can **Unmatch** them.

After unmatching someone, your conversation will disappear and they won't be able to message you or see your profile. You can still report unsafe behavior after being unmatched – our Safety team will be able to access the conversations.

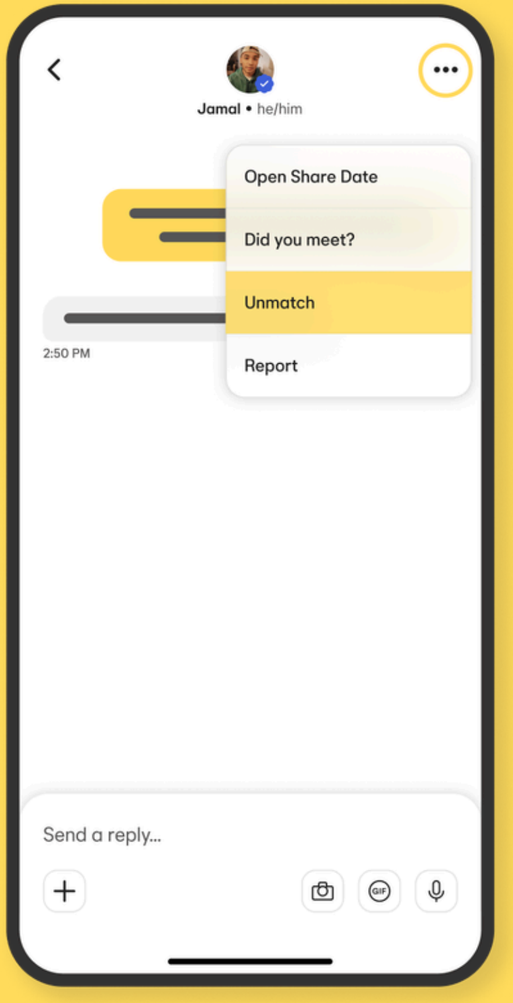
How to
Unmatch with another user



First, open your conversation with them.



Next, tap on the 3 dots in the top right-hand corner.



From here, tap "Unmatch".

Video Chat & Voice Call

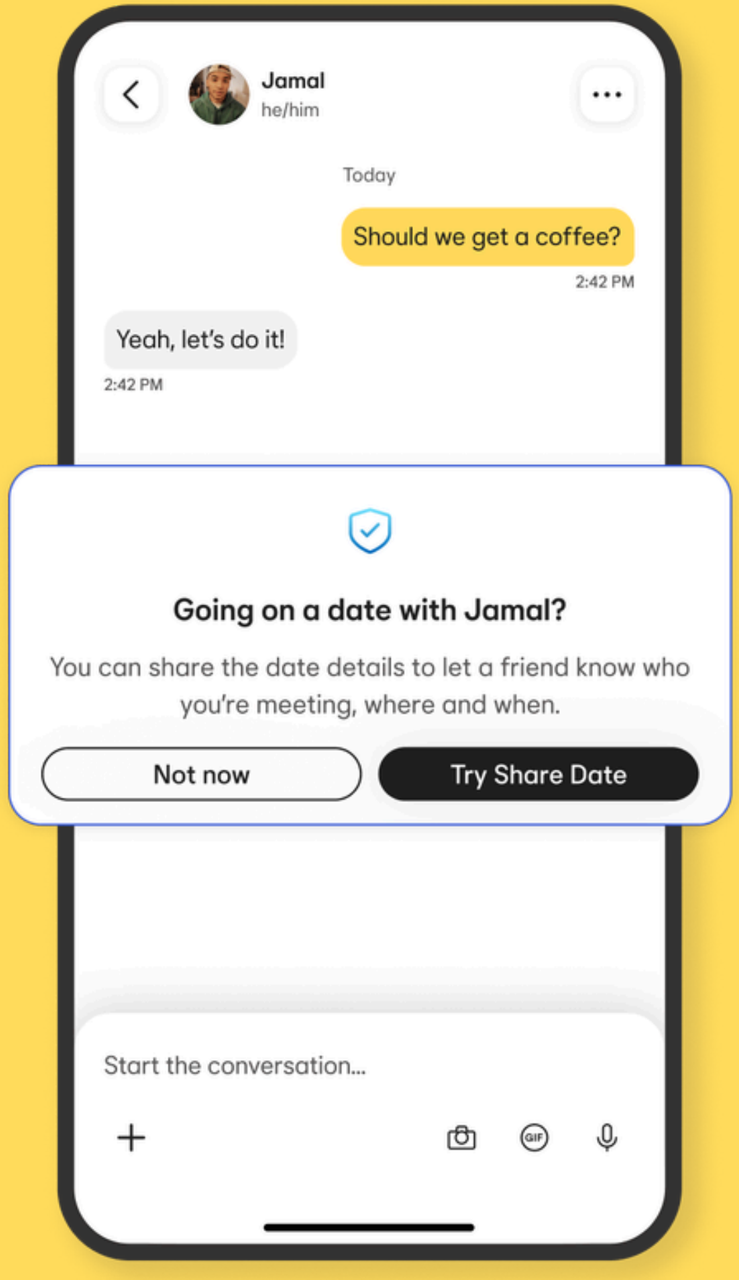
Video Chat and Voice Call launched in 2019 to allow our community to confidently connect with matches – and feel safer before deciding to share any personal information.



Share Date

Share Date lets you send the details of your meetups to trusted contacts, so they know where you are and who you're with.

You can update these details in real-time, right from the Bumble app—useful if your plans change.

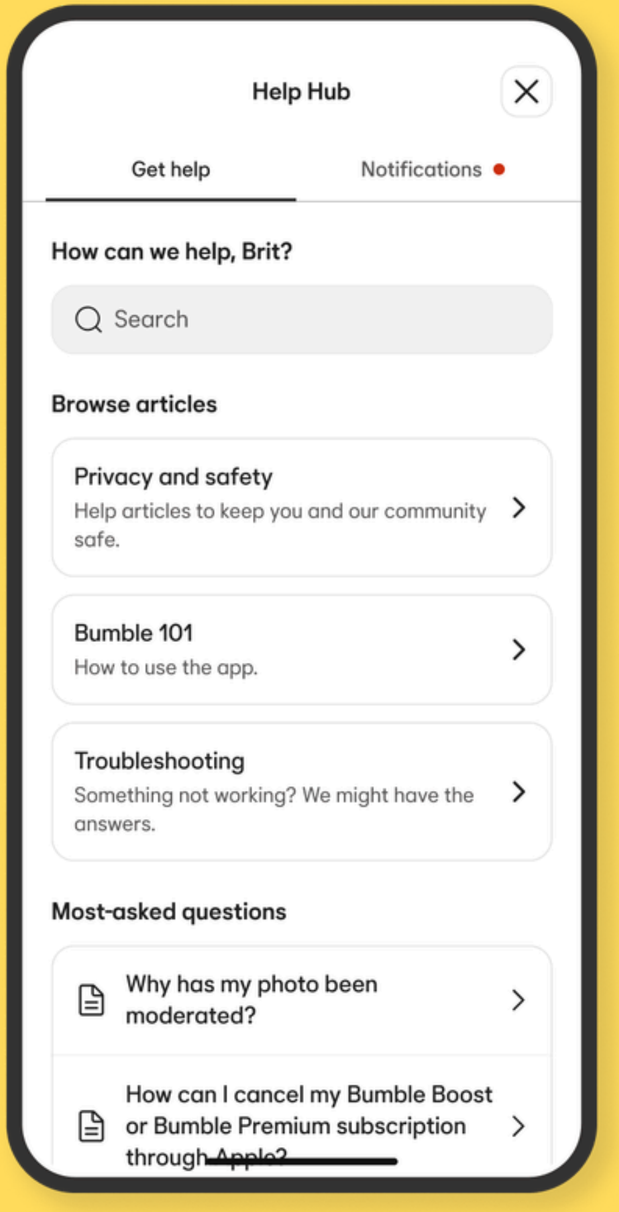


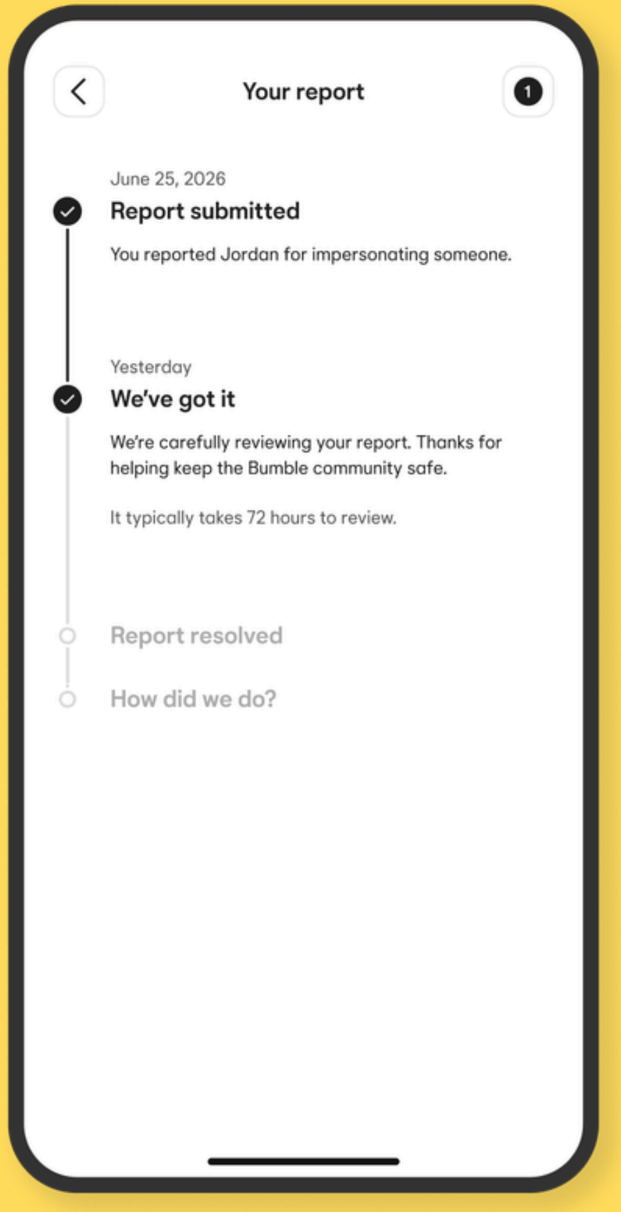
Help Hub

Help Hub is Bumble's dedicated in-app safety and support center, offering transparency, empathy, and continuous support designed with women in mind. Help Hub supports our global community with safe and healthy dating experiences. Here, all of our members can stay informed on Bumble's safety features and find the appropriate tools to date confidently.

It's a dedicated space in-app where you can:

- Seek help and access safety resources without leaving Bumble
- Get real-time updates on any reports you've submitted from start to resolution
- Access support through **Bloom**, our online trauma support program, for serious safety incidents





How We Work with Law Enforcement

We work with **law enforcement partners** globally to report welfare checks, assist in criminal investigations, comply with existing data privacy laws and regulations, and consult on new innovations to keep the digital world safe and secure.

Our **Trust & Safety Critical Response** team provides assistance to law enforcement agencies by:

- **Partnering with Kodex,** an industry leading law enforcement portal to securely receive, process, and transmit legal processes requests
- **Proactively reporting** the most serious safety concerns such as imminent threats to life, suicidal ideation, child exploitation, and other egregious harms

In working with law enforcement, we adhere to and comply with all data and privacy laws and regulations, globally. We don't disclose any of these requests for data or information to our members or the public.



We Have Banned These Things on Bumble

Body Shaming
Bumble does not tolerate unsolicited and derogatory comments made about someone's appearance, body shape, size, or health. This includes language that can be deemed fat-phobic, ableist, racist, colorist, homophobic, or transphobic.

Identity-based Hate
Bumble takes a strong stance against identity-based hate, defined as any content or behavior that promotes hatred and contempt against marginalized or underrepresented groups with protected attributes such as race or ethnicity; national origin or nationality; immigration status; caste; sex, gender, and gender identity or expression; sexual orientation; disability or serious health condition; and religion or belief.

Guns
Online behavior can both mirror and predict how people treat each other in the real world. Gun violence is not in line with our values, nor do images of these weapons belong on Bumble. There are exceptions for members of the military or law enforcement, but only if they are in uniform.

Fetishization
Fetishization is the act of making something or someone the object of sexual desire. People often don't realize this kind of fetishization is often based on, and can perpetuate, racist, sexist, ableist, transphobic, or homophobic stereotypes. Non-consensual fetishization is considered a form of sexual harassment on Bumble.

Sexual Harassment
Bumble considers sexual harassment as any unwanted or unwelcome sexual behaviors between members. This includes, but is not limited to: starting off a conversation with sexual content, sending unwanted sexual advances or comments, sending unsolicited sexual imagery, trying to have virtual sex without consent, and includes any harassment that occurs off of Bumble.

Physical & Sexual Violence
Bumble has a zero-tolerance policy for physical and sexual violence. Any content, threats, or behavior that promotes, glorifies, or facilitates physical or sexual violence against any person is strictly prohibited and will result in removal from our platform. We take all reports of physical and sexual violence seriously and work with law enforcement where appropriate.

First Date Advice for a Fun and Safe Meetup

- Start with an in-app video chat or call.
- Do some online vetting.
- Use Share Date to tell someone you trust where you're going and who you're meeting.
- Find your own transport.
- Take charge when picking the location and plan to meet in a public space.
- Limit your alcohol consumption.
- Consider making it a group hang.
- Know your boundaries, and don't feel pressured to change them.
- Trust your gut.



Recognizing Romance Scams

Romance scams are a form of fraud where criminals deliberately build fake emotional connections to steal money, personal information, or financial details. These are not accidents – they are calculated crimes carried out by organized scammers who use scripted tactics, fake identities, and technology such as AI and deepfakes to deceive people. **Anyone can be targeted.** Tactics to look out for:

- Love-bombing, showing overwhelming affection and affirmation early on to build false trust quickly.
- Applying pressure to move the relationship forward quickly, and using emotional manipulation to make you feel guilty for slowing down or asking questions.
- Harvesting publicly available personal information from social media to craft a convincing, personalized false connection.
- Using stolen photos, false identities, and AI-generated images or voices to appear legitimate.
- Deliberately isolating you from friends and family to prevent others from identifying the deception.

How to Spot a Romance Scam

Bumble's safety features can help you get to know someone with greater confidence. Check whether profiles are verified, look for a photo or ID verification badge, and consider using an in-app video chat or voice call before sharing personal information – scammers will often refuse or make excuses to avoid appearing on camera.

As you get to know a new match, be mindful about sharing personal or financial information.

If someone asks or pressures you for money, gift cards, wire transfers, cryptocurrency, or sensitive personal details, treat this as a red flag—**even if their story feels urgent or convincing. Do not send money or make financial transfers.**

Talking to a trusted friend or family member about a new connection can also help – an outside perspective can surface warning signs that are harder to see when you're in the middle of a situation that a scammer has engineered.

If something doesn't feel right, or seems too good to be true, trust that feeling. You can Unmatch or Block and Report any match on Bumble – reports are always kept confidential.



What to Do If You Need Support

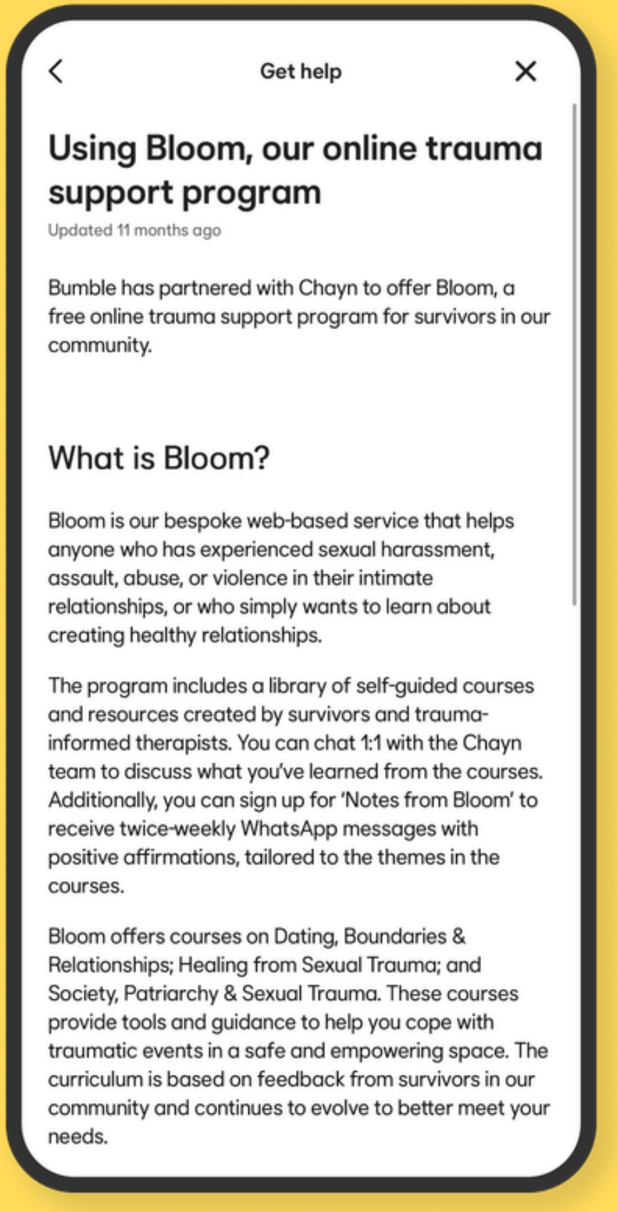
If you believe you've been targeted by a romance scam, please know that this can happen to anyone. Fraudsters are skilled at building trust and creating convincing emotional connections – being targeted is never something to feel ashamed of.

- If you've connected with the person on Bumble, use our Block and Report feature so our team can investigate and help protect you and others in our community.

- If money or personal information has been shared, contact your bank or card provider as soon as possible and report the incident to your local law enforcement agency or national fraud reporting authority.

Experiences like this can have both financial and emotional impacts. Bumble members can access free trauma-informed resources through our **Bloom** program, powered by Chayn. You can also find additional support services and helplines in our in-app Help Hub.

Remember to be kind to yourself. Recovering from a romance scam can take time, and support is available when you need it.



Digital Consent

Consent is when someone gives you an enthusiastic “yes” to a specific intimate or sexual request. In order to get the “heck yes,” you must first ask if the intimate or sexual digital behavior is wanted.

At Bumble, sending any sort of sexual content without consent is not allowed and could result in having your account banned. Consent is crucial, and sending unsolicited lewd imagery or sexual messages, trying to have virtual sex, or even sending sexually suggestive emojis or gifs without the consent of the other person could make them feel uncomfortable, triggered, or violated.

Keep in mind that asking for consent is necessary even if you’ve engaged with this person intimately before. A person’s feelings about engaging intimately can change at any time.

The bottom line: always ask first.

When meeting in person, no matter what has been discussed beforehand, **consent can still be withdrawn at any time.**



Intimate Image Abuse

Creating, sharing, or threatening to share an intimate image of someone without their consent is a form of abuse and a crime in many jurisdictions. We have zero tolerance for it.

Non-consensual intimate imagery (NCII) refers to intimate or sexual images or videos that are created, shared, posted, or threatened to be shared without the consent of the person depicted. This includes real photos or videos, as well as altered or AI-generated content, and content that may have originally been shared consensually but is later distributed without permission.

When someone distributes an intimate image without the subject's agreement, the responsibility for that harm lies entirely with the person who chose to share it – no matter how the image was originally created or shared.

Reporting NCII on Bumble
We have a **dedicated reporting form** that allows both members and non-members to report NCII found on Bumble. You can report content involving yourself, or on behalf of someone you know, with their consent. There is no need to share the intimate image with our team.

Every report is reviewed by our dedicated Trust & Safety team. Where violations are confirmed, we take action swiftly — including removing the reported content — and keep you informed on the status of your report throughout. We treat every report with urgency, care, and respect. Reports are always kept confidential.

How We Proactively Prevent NCII
Alongside our reporting processes, we use perceptual hash-matching technology to proactively detect and remove intimate images that have been reported as non-consensual. This works by creating a unique digital fingerprint of a reported image — not the image itself — which Bumble uses to identify and block its spread.

In addition to proprietary solutions, we participate in **NCMEC's Take It Down program**, specifically for images of people under 18, and we refer adult members to **StopNCII**, operated by the Revenge Porn Helpline. Both are free to use and do not require anyone to upload their image.

In Australia, **report image-based abuse** to the eSafety Commissioner for help getting image or video content removed, and for help getting blackmail or sextortion to stop.

Getting Support for NCII victims
We recognize that experiencing or reporting NCII can be deeply distressing. Through our partnership with Chayn, we offer free trauma-informed support via Bloom — including a **specialized course on image-based abuse and recovery**. Support is available regardless of whether you make a formal report to Bumble.

Safety Partnerships

At Bumble, we believe **everyone deserves to build healthy, respectful connections online.**

We help bring this vision to life by working closely with trusted experts, advocacy organizations, and industry leaders to strengthen member safety across our products and communities.

These collaborations inform our policies, moderation practices, safety features, and wellbeing programs, ensuring our approach evolves alongside emerging risks, technologies, and societal needs.

Together, we help create safer digital spaces where kindness, respect, equity, and consent are at the heart of every connection.

Investigating Solutions to Online Harms and Shifting the Culture

Bumble works with leading research organizations globally to generate evidence that informs our safety strategies, product decisions, and policy positions. These partnerships ensure our approach is grounded in data, behavioral science, and the lived experience of our members.

Movember
The leading, global men's health charity whose research expertise informs our understanding of men's mental health, social connection, and wellbeing – ultimately supporting the development of safer, healthier dating experiences for all members.

The Good Side
A research and strategy partner whose work supports our efforts to understand member experiences, evaluate the impact of our safety initiatives, and develop evidence-based approaches to building a safer, more equitable platform.

Behavioral Insights Team
A global applied research organization that uses behavioral science to improve outcomes for people. We work with BIT to apply behavioral insights to our safety features and member communications, helping us design experiences and interventions that encourage kind, respectful behavior.

Chayn
A global, feminist nonprofit run by survivors and allies that produces trauma-informed, intersectional research and resources on gender-based violence. Chayn's expertise and lived-experience evidence base informs our approach to survivor support, helping us design care pathways and wellbeing programs that are responsive to the needs of people who experience harm on our platform.

Bloom: Online Trauma Support for Survivors

Bloom is Bumble Inc.'s **free, web-based support service** powered by Chayn, a global nonprofit run by survivors and their allies from around the world. Chayn's resources are **trauma-informed, intersectional, multi-lingual and feminist**, and are designed to inform and support the healing of survivors of gender-based violence.

Our bespoke, online trauma support program is for members who report sexual violence, physical abuse, romance fraud, and other forms of technology-facilitated, gendered harm. Bloom is available in English, Spanish, French, German, Portuguese, and Hindi.



Resources You'll Find on Bloom

Courses
Tailored information, tools, and affirming words to help survivors cope with trauma. These courses encourage learning, reflection, and processing of what survivors have been through and how it may have affected them, accessed in the safety of their own home.

1:1 Chat
An accompaniment to the courses to support survivors' healing journey. Members can share their learnings from the courses and a member of the Bloom team will respond within six hours.

Therapy
In more serious cases, survivors are offered six free therapy sessions with a certified therapist. Bloom therapists are based around the world and speak many languages. Where needed, the number of sessions can be extended at the request of the therapist or the survivor.

Notes from Bloom
Notes from Bloom is an opt-in WhatsApp messaging service. Members receive a message from Bloom twice-weekly with affirmational content to support them on their healing journey.

Safety Partnerships

Supporting Survivors to Thrive

National Domestic Violence Hotline
US-based, national organization dedicated to prevention of relationship abuse and supporting people affected by it.

Refuge UK
The UK's largest domestic abuse organization, amplifying our shared voice to tackle technology-facilitated abuse and gender-based violence.

Survivor Hub
An Australian survivor-led initiative harnessing survivor knowledge and lived experiences to support, inform, and empower people impacted by sexual assault.

AWARE
Bumble has partnered with AWARE to create a pathway to report dangerous individuals ensuring that they are removed from our apps to prevent further encounters with our community.

Full Stop Australia
A leading domestic and sexual violence organization providing national services, including counselling and advocacy, with a focus on prevention and technology-facilitated abuse.

Love Said
Fraud center and think tank dedicated to combating romance fraud and online dating deception, and to helping those impacted on their recovery journey.

ThroughLine
A crisis support and wellbeing partner whose dedicated mental health and care pathway expedites support for our members experiencing distress or serious harm.

Safety Partnerships

Combating Online Exploitation and Harms Against Children

Voluntary Principles to Counter Online Child Sexual Exploitation and Abuse
Covering issues ranging from online grooming and livestreaming of child sexual abuse to industry transparency and reporting, the **Voluntary Principles** are designed to be flexible for all companies to implement, and provide a strong message for companies to address the scale and nature of the online child sexual abuse facilitated by their platforms.

National Center for Missing & Exploited Children (NCMEC)
The global nonprofit clearinghouse and reporting center for issues related to prevention and recovery from child victimization. We proactively report child sexual exploitation and abuse, including child sexual abuse material detected on any of our platforms to this authority.

NCMEC Take It Down Program
A free service run by NCMEC that helps remove online sexual images and videos of people under 18, allowing young people to create a hash of an intimate image before or after it is shared, which participating platforms use to detect and prevent its distribution.

Safer, in partnership with **Thorn**
Thorn is a global organization that builds technology to defend children from sexual abuse and exploitation. Through implementing their Safer technology, we are able to identify, remove, and report child sexual abuse material.

Internet Watch Foundation (IWF)
A leading tech non-profit working globally to eliminate child sexual abuse images and videos from the internet. The IWF hash service is used in combination with Safer to strengthen our protection of children.

Lucy Faithfull Foundation
A child protection charity that works to prevent child sexual abuse by working with people who pose a risk and diverting them from causing harm. Their expertise helps us respond to grooming behavior, including their operation of the **Stop It Now Helpline**.

Tech Coalition
An alliance of global technology companies working together to combat child sexual exploitation and abuse online. We collaborate with the Tech Coalition to advance our shared mission and contribute to industry-wide standards.

Google Child Safety Toolkit
An industry initiative bringing together technology companies, experts, and child safety organizations to advance protections for children and young people online. Bumble leverages shared best practices, research, and resources to strengthen our approach to child safety, support age-appropriate experiences, and enhance protections across our platforms.

Kodex Global
A secure platform that supports trusted communication and information-sharing between Bumble and verified law enforcement and government agencies, and to operate our cyber tip line for NGOs.

Safety Partnerships

Upholding Industry Safety Standards

Trust & Safety Professional Association (TSPA)
The premier association for trust and safety practitioners worldwide, supporting professional development of our Trust & Safety teams and keeping us connected with a global community of experts working to make online platforms safer and more equitable.

Digital Trust & Safety Partnership (DTSP)
An industry collaboration between leading digital platforms committed to raising trust and safety standards across the sector. Our participation reflects our commitment to sharing best practices, aligning on common standards, and working collectively to make online platforms safer for everyone.

Charter of Commitment for the Prevention of Violence and Protection of LGBT+ Individuals
A multi-stakeholder initiative led by the French Government that brings together digital platforms to strengthen protections for LGBTQ+ individuals online and offline. By signing the Charter, Bumble joined industry peers in committing to collaborative action to help combat violence and discrimination targeting LGBTQ+ communities.

Tech Against Terrorism
A global organization disrupting terrorist exploitation of the internet, and helping us identify and remove violent extremist content and activity online.

Zevo Health
A workplace mental health and wellbeing partner providing dedicated support for our Trust & Safety and Customer Experience teams. Zevo's programs — including peer group sessions, leadership development, and specialist wellbeing support — help us sustain the resilience and care of the people on the frontline of keeping Bumble safe.

Your Safety, Backed by Law

Around the world, governments and regulators are introducing stronger protections for people who use online platforms, and we believe you should know what those protections mean for you.

This section outlines the additional **rights and safeguards** available to Bumble members in Australia, the European Union, the United Kingdom, and the United States. These frameworks strengthen accountability across the industry and help ensure platforms like Bumble meet clear standards for addressing harmful content, responding to reports, protecting children, and tackling image-based abuse.

We include this because transparency is part of how we build trust. **Understanding your rights is part of feeling safe.**



Australia

If you're using Bumble in Australia, you benefit from additional online safety protections under the Australian Online Safety Act, the RES standards and the Voluntary Online Safety Code for Dating Services.

The Australian Online Safety Act
Using Bumble in Australia, you benefit from additional protections under the Online Safety Act 2021. Bumble is subject to and follows the Codes and Standards under the Act, including:

- The Unlawful Material Relevant Electronic Services (RES) Standard, which requires platforms to prevent, detect, and remove harmful and illegal content, such as child sexual abuse material, pro-violent extremist content, depictions of crime and violence, and drug-related material.
- The Age-Restricted Material RES Code, which helps protect Australian children from accessing or being exposed to age-restricted material, like online pornography and other high impact content classified as inappropriate for children.

The Voluntary Online Safety Code for Dating Services
Bumble was a founding signatory of the Voluntary Dating Code (VDC), helping develop the framework alongside other dating platforms, the Australian Government, and safety advocates. The Code sets clear expectations for how participating dating services help keep their online communities safe.

What this means for Australians

- Action against people who violate our policies, including removal from the platform where appropriate.
- Clear ways to get help, with reporting options that are easy to access and use.
- Safety resources and support to help you date confidently and understand available support options.
- Transparency about our efforts, including public reporting on our safety work and moderation practices.
- Collaboration with law enforcement where there is an imminent threat to someone's safety.

An independent Compliance Committee oversees participating services and publishes information about how platforms are meeting their commitments.

If you have a concern

If you ever feel your concerns have not been adequately addressed, you can contact the eSafety Commissioner at **esafety.gov.au** or the Voluntary Dating Code Oversight Body at **australianonlinedatingcode.com.au**.

European Union

If you're using Bumble in the European Union, you benefit from additional protections under the Digital Services Act (DSA). The DSA establishes common standards across the EU to help make online platforms safer, more transparent, and more accountable.

What this means for EU members

As part of these requirements, Bumble takes steps to:

- Provide clear ways to report illegal content and receive information about actions taken in response to reports.
- Provide information about moderation decisions when content or accounts are restricted or removed for violating our policies.
- Offer avenues for review and appeal if you believe a moderation decision has been made in error.
- Increase transparency about how we enforce our policies and respond to reports across our platform.
- Help prevent illegal content and activity through safety measures, policies, and collaboration with trusted partners and authorities.

If you have a concern

If you believe an online platform is not meeting its obligations under the Digital Services Act, you may contact the relevant Digital Services Coordinator or competent authority in your EU Member State.

United Kingdom

If you're using Bumble in the United Kingdom, you benefit from additional protections under the UK's Online Safety Act. The legislation sets clear expectations for how platforms help prevent harm, respond to safety concerns, and create safer online experiences.

What this means for UK members

As part of these requirements, Bumble takes steps to:

- Identify and address harmful content and behavior to help reduce the risk of members encountering illegal content.
- Protect children and young people through measures designed to prevent access to harmful content and experiences.
- Provide clear ways to get help, with reporting and support tools that are easy to access and use.
- Help prevent cyberflashing and intimate image abuse through safety features and technologies designed to detect, blur, and remove harmful content.
- Report child sexual abuse material to appropriate authorities when identified.
- Be transparent about our safety efforts through public reporting and ongoing accountability measures.

If you have a concern

If you have concerns about how Bumble is meeting its obligations under the OSA, we're here to listen. You can submit a complaint using our Reporting Form by selecting "Non-compliance with the UK Online Safety Act" and sharing any information that may help us review your concern.

This reporting option is available only to members in the UK and is intended for concerns about Bumble's compliance with the Online Safety Act. If you're looking to appeal a decision relating to your account, content, or a report, please use the appropriate support channel instead.

United States

If you're using Bumble in the United States, you benefit from additional protections under the TAKE IT DOWN Act, a federal law designed to combat non-consensual intimate imagery (NCII), including realistic AI-generated content.

What this means for you

The law strengthens protections for people whose intimate images have been shared, or threatened to be shared, without their consent.

This includes:

- Protection against non-consensual intimate imagery, including certain AI-generated images and videos.
- The ability to request removal of intimate images shared without your consent.
- Recognition that consent to create or share an image with one person is not consent for wider distribution.
- Support for authorized representatives, such as parents or guardians, to submit requests in certain circumstances.

Reporting NCII on Bumble

If you discover non-consensual intimate imagery on Bumble, you can report it using our **dedicated NCII reporting form**. The form is available to both members and non-members, and you will never be asked to upload the intimate image itself.

Every report is reviewed by our dedicated Safety team, and where violations are confirmed, we take action quickly and keep you informed throughout the process.

If you are under 18, or were under 18 when the image was created, you can also access **NCMEC's Take It Down program**, which helps participating platforms detect and prevent the spread of intimate images online.

If you have a concern

For additional information about your rights under the TAKE IT DOWN Act, you can visit **ftc.gov**.

Bumble

Thank you!