Bumble

Transparency Report

Australia's Voluntary
Online Dating Code

August 2025

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INTRODUCTION

Bumble issues this transparency report in accordance with Australia's Voluntary Online Dating Code of Conduct. This report includes metrics underlying the safety measures we implement across our Bumble dating service. Whilst the Code allows for this first report to cover a period of three months (April - June 2025), in order to provide a more comprehensive view, Bumble has opted to include metrics from twelve months covering the period of 1 July 2024 to 30 June 2025. Where relevant we highlight any limitations in our reporting. This report contains data relating to Australia only.

This report is published in accordance with the transparency reporting requirements under section 8.4 of the Australian Voluntary Online Code of Conduct for Dating Services ("**Code**"). We were part of the industry working group that helped to draft the Code and are a signatory to it.

Bumble was founded by Whitney Wolfe Herd in 2014 to empower women to take control of their dating journey. Bumble believes in the power of human connection, and was built on the philosophy that when you make dating better for women, you make it better for everyone. The app is built with a focus to bring people closer to love through healthy and authentic relationships—and the community plays an important part in that. Safety has been a priority for Bumble since its inception, and our platform remains committed to this through continuing to build with safety by design.

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BUMBLE'S OWN-INITIATIVE CONTENT MODERATION OVERVIEW

Bumble sets the standard for online dating, by creating spaces that aim to foster healthy and authentic interactions. We anchor our commitment to bringing people closer to love 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 of Service and Community Guidelines. We are committed to being transparent with our community about the moderation actions we take and set out below a comprehensible overview of the moderation mechanisms available on our platform.

Community Guidelines

Our Community Guidelines lay out robust guardrails for harmful and illegal content and behaviour both on and off our platforms. They are consistently enforced using a combination of preventive and remediative systems. Our members are expected to uphold these standards both on and off our app. Throughout this report we refer to users as "members".

Automated tools

At Bumble, we strive to create healthy and authentic 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:

- **Private Detector**™ is a safety feature assisted by artificial intelligence ('AI'), which automatically identifies and blurs potentially lewd images shared on Bumble. Members can decide if they want to view the images blurred by Private Detector. If they are lewd images sent without consent or if the member chooses not to see them, they are provided with an easy path to reporting the sender. In 2022, we open-sourced this technology to enable other tech companies to prevent members from receiving unwanted explicit content.

- **Deception Detector**™ uses AI 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 human support to prioritise a safe and empowered community.

- **Review Before You Send**: Bumble encourages thoughtful messaging by detecting inappropriate interactions. This automated tool is trained to detect any text that could be perceived as rude, abusive, homophobic, discriminatory against protected attributes or that does not meet Bumble's Guidelines, so when a member is about to send a message within our app that could be harmful or hurtful to the reader, we are able to check-in with the member in real-time through a pop-up message. Review Before You Send, originally intended to cover one off messages that could be sent to non-matched members, such as Compliments or Opening Moves, gives the sender a chance to reconsider and edit their message before they send it. If the content is deemed highly likely to violate our Guidelines, the member will be unable to save their Opening Move or send the Compliment or direct message. In 2024, Bumble tests showed that about 40% of people chose to alter their messages after getting an alert. Bumble believes in fostering a respectful dating environment and has expanded this feature to cover a broader range of messages, reinforcing our commitment to maintaining a safe and positive space for everyone.
- **Keyword lists, business logic rules, and machine learning models** may also be used to identify violations of our Community Guidelines, when appropriate.

Data from our automated content moderation measures can be found in Section 4 below.

Human review

We deploy a mixture of automation and human moderators to review potential violations of our Community 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 is taken. Our human moderators' work includes:

- Reviewing, investigating, and appropriately sanctioning content and profiles flagged by technology or surfaced by member reports.
- Reviewing 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 companies to help with content review, 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 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 recurring refresher training, equipping them with the knowledge necessary to moderate content and behaviour on our platform in accordance with our Community Guidelines. Training is a fundamental aspect of supporting launches of new guidelines, member-facing products and features, and internal tooling changes.

Member controls

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

- Our **Block + 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, and we encourage our community to use this function. This feature is easily accessible within the app, during any point of a member's dating 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's **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.

- **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 a blue authenticity badge on their profile. If they have not already done so, members have the ability to request that their matches photo verify their profiles to help them feel confident when interacting on Bumble. 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 ask for ID verification or take other action consistent with our policies.

- Our **Video Chat and Voice Call** feature allows members to connect with a match in the Bumble 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.

- Our **Safety and Wellbeing Centre** provides tools and resources to help our members date safely, as well as ways to contact Bumble and third-party support providers. Localised providers offering supportive services in Australia are available in the centre to click and connect for crisis intervention and suicide prevention, mental health and wellness, addressing gender-based violence, connecting across the LGBTQ+ community, and getting help for technology-facilitated abuse.

- Members can '**snooze**' their account at any time if they need a time out from dating without any pressure or deleting 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

Bumble maintains a wide range of partnerships with third-party experts which allow us to enhance our ability to address the spectrum of harms perpetrated on the service and support impacted members.

Our partnership with the Tech Coalition informs and enhances our ability to prevent online harms against children, in addition to deploying tooling–from Safer by Thorn and the Internet Watch Foundation–to detect, identify, and report online child sexual abuse material. The Tech Coalition is an alliance of global tech companies who are working together to combat child sexual exploitation and abuse online. Bumble is committed to working alongside industry peers to tackle these harms, becoming the first dating app company to join the Coalition.

We know that domestic and sexual violence is a prevalent problem, and that it is an issue that disparately affects women and minority communities. We were founded with gender equality central to our mission and we'll continue to prioritize women's safety and wellbeing on our platform, and advocate for their empowerment and advancement.

As part of this we remain steadfast in our commitment to trust and safety across our community, continuing to help educate our members on both on and off platform safety.

- In 2021 we announced an industry-first partnership with **Bloom**, run by gender-based violence nonprofit, CHAYN, to provide complimentary online trauma support to members of our global community who experience sexual assault or relationship abuse. If someone within our community reports sexual assault or relationship abuse to our support team, they will receive free access to Bloom for **online trauma support**, including educational courses on dating, boundaries, and relationships, healing from sexual trauma, and recovering from toxic relationships. Bloom also offers 1:1 chat with their support team and sign-ups to receive twice-weekly affirmational messages through WhatsApp. In some cases, members are provided complimentary, confidential therapy to support their healing journey.

- We have partnered with **Full Stop Australia**, one of the country's leading domestic violence and sexual violence NGOs in 2023 to deliver live training to our content moderation teams on understanding physical and sexual violence, technology-facilitated abuse, and trauma-informed response. They developed the e-learning module, *Responding with Compassion*, which supports individuals to form a framework to provide a compassionate and supportive response to survivors and disclosures of trauma throughout the course of their work. This e-learning module has become a foundational training as part of onboarding for all Trust Operations team members.

- Bumble has supported **The Survivor Hub,** an Australian survivor-led initiative harnessing victim-survivor knowledge and lived experiences to support, inform, and empower people impacted by sexual assault. In 2024, we became their first corporate sponsor, providing social impact funds to engage in capacity building and enable the not-for-profit organisation to strengthen, expand, and operationalise their current programming to reach a wider group of sexual violence survivors.

- Our Safety Partnerships team have worked with **Movember** (headquartered in Melbourne), a leading global charity changing the face of men's physical and emotional health. Over the past 18 months we've been partners in Movember's Community of Practice research consortium to understand and co-design ways to reduce the negative impact of influencer culture and online content on young men, and increase young men's exposure to more positive masculine expressions.

- To help prevent, identify, and report terrorist and violent extremist content on our platforms, we have partnered with **Tech Against Terrorism**, a global not-for-profit organisation empowering tech companies to operationalise counterterrorism tooling, policies, content moderation, and enforcement practices. Our Trust & Safety teams have capabilities to identify and report terrorist and violent extremist content, access resources and materials from their Knowledge Sharing Platform, and engage in bespoke capacity building sessions.

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NOTICES AND TAKEDOWNS

Reporting methods

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

In-app

Currently, to report someone from their profile, members can scroll to the bottom of the profile and tap the "Hide & Report"[1] button. 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's content moderation team, or by our automated system.

Kodex NGO cyber tipline

In 2023, Bumble Inc. expanded its partnership with Kodex (a secure data request portal) to host a dedicated referral pathway/cyber tipline for 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.

[1]Our in-app reporting terminology and process is being updated in September 2025 to make it clearer that hiding a member is in effect blocking them, allowing for a clearer distinction between Blocking or Reporting a member. Whilst members Reported for breach of Community Guidelines are automatically blocked, a Blocked member is not reported.

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BUMBLE'S OWN-INITIATIVE CONTENT MODERATION METRICS

As described in the Content Moderation Overview, 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
97.5%	*2.5%*

Limited visibility

We limit account visibility in instances where a member is required to verify by Photo, Phone or ID. The below table outlines actions that limited visibility during the reporting period of 12 months from 1 July 2024.

Community Guidelines violation category	Accounts where Bumble limited visibility (actioned manually by moderators or by automation)	Accounts actioned by automated systems
Adult Nudity and Sexual Activity	*112*	*112*
Bullying and Abusive Conduct	-	-
Child Sexual Exploitation and Abuse	-	-
Commercial and Promotional Activity	*184*	*184*
Controlled Goods and Substances	*27*	*27*
Dangerous Organisations and Individuals	-	-
Identity-Based Hate	-	-
Inauthentic Profiles	*14,997*	*8,129*
Misinformation	-	-
Physical and Sexual Violence	-	-
Scams and Theft	*12,596*	*12,576*
Sexual Harassment	-	-
Spam	*3,833*	*3,833*
Suicide and Self- Injury Promotion	-	-

Violent or Graphic Content	-	-
Platform Manipulation (ban evasion)	*22,992*	*22,951*

Content removal and user sanctions

The table below outlines content removal or account termination actions we took during the reporting period of 12 months from 1 July 2024.

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)	Number of pieces of content removed (actioned by automation)	Number of reports by members for offending or illegal content / behaviour
Adult Nudity and Sexual Activity	*1,913*	*149,519*	*98,965*	*2,220*
Bullying and Abusive Conduct	*56*	*109*	*11*	*1,218*
Child Sexual Exploitation and Abuse*	*171*	*143*	*1*	*5*
Commercial and Promotional Activity	*245*	*444*	*179*	*487*
Controlled Goods and Substances	*46*	*5,471*	*2,674*	*45*

Dangerous Organisations and Individuals	*2*	*2*	-	*2*
Identity-Based Hate	*19*	*318*	*1,128*	*313*
Inauthentic Profiles	*752*	*234,155*	*158,220*	*16,105*
Misinformation	*1*	*7*	-	*6*
Physical and Sexual Violence	*328*	-	-	-
Scams and Thefts	*17,714*	*60*	-	*122*
Sexual Harassment	*755*	*270*	*2*	*5,895*
Spam	*747*	*8,101*	*5,870*	*449*
Suicide and Self Injury Promotion	*2*	*491*	*256*	-
Violent or Graphic Content	-	*4,958*	*5,073*	*41*
Platform Manipulation (ban evasion)	*18,069*	-	-	-

***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.*

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APPEALS RECEIVED THROUGH BUMBLE'S INTERNAL COMPLAINT-HANDLING SYSTEMS

In the following section, we refer to our internal complaints handling systems as "appeals". After Bumble's initial sanctioning decision, the reporter and reported member are notified of the decision and where applicable given the option to appeal.[2]

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 the Contact Us form on our Help Centre page.

We offer the possibility to appeal the actions we take on accounts following 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.

How to appeal

Members and non-members can appeal decisions taken by Bumble 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.

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

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

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.

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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 policies to ensure Bumble continues to be a safe place where people can build kind connections.


Bumble