



Transparency Report

Australia's Voluntary
Online Dating Code

August 2026

FOREWORD

Bumble Inc. is pleased to present this transparency report, covering the period 1 July 2025 to 30 June 2026, under the Australian Voluntary Dating Code of Conduct.

Since the Code came into effect in October 2024, Bumble has been proud to stand among its founding signatories. We were and remain closely involved in the industry working group that developed the Code alongside government, law enforcement, and safety advocates, and we remain committed to the transparency and accountability principles at its heart.

As it is the Code's third year, industry participants, such as ourselves, are required to complete a review of the Code. The review will be coordinated by the Code's Oversight body and seek input from the eSafety Commissioner, industry participants and interested stakeholders that possess lived experiences and subject matter expertise. These insights will inform the review and help the industry working group determine whether any changes to the Code are needed, to help ensure it remains fit for purpose as technology-facilitated abuse and online-enabled harms evolve.

Australia remains a key market for us, and we continue to listen closely to feedback from our Australian members. Through this feedback, we learned that our Australian community is asking for more flexibility, less pressure, and more opportunities to create real, meaningful connections.

In response to this feedback, since mid-July of this year, we have introduced the ability for either member of a match to start the conversation within 72 hours of matching. This feature is limited to a single opening message, whereby either party to a match can send one opening message. If the receiving member wishes to engage, a full conversation can begin, and if not, they retain the ability to un-match, block, or report.

We have also created a designated reporting flow for sharing of non-consensual intimate images, available to members and non-members alike, so that anyone affected by this harm can bring it to our attention regardless of whether they hold an account with us. Reports made through this channel are handled by our dedicated Critical Response team with the aim to take down violative content expeditiously. We have made this process available globally, in recognition both of the seriousness of this harm and of the ways it can materialise and spread across services and platforms.



To ensure our members are clearly informed of the protections available to them, we recently launched an in-app campaign to raise awareness of the Code among our Australian members. The campaign reminds members of our features to help them connect with other members with confidence, that Bumble is a signatory to the Code, and directs them to the eSafety Commissioner should they wish to raise a concern with the regulator. It also makes clear that, where a member believes a complaint has not been handled fairly, they may escalate the matter to the Code's Oversight Committee.

We are also following, with interest, the Australian Government's ongoing work on a proposed digital duty of care. While the framework is still under development, we recognise the broader shift toward more systemic and preventative approaches to online safety that it represents. We will continue to engage constructively with government consultations and regulators on the duty of care, as we have throughout the life of the Code.

This report provides an account of our work over the past year, and we remain committed to playing our part in making online dating safer for everyone in Australia and around the world.

Elymae Cedeno
Vice President, Customer Experience & Trust
Bumble Inc.

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INTRODUCTION

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 our 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.

Bumble publishes this report 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. This report includes metrics underlying the safety measures we have implemented across our Bumble dating service, covering the 12 month period of 1 July 2025 to 30 June 2026. This report contains data relating to Australia only and where relevant we highlight any limitations in our reporting.

Over the past 12 months, we have made it easier for all of our members to understand moderation actions and track the status of in-app reports through our newly launched dedicated in-app support space, "Help Hub". This feature is available to our Australian members, enabling them to view the outcome of their safety reports and access customer support and information on our safety and wellbeing resources without leaving the Bumble app. Where relevant, our current sanction screens already show our members whether the action was taken as a result of automated or human moderation and allow them to access further information on how we made our decision. Moving forward our Help Hub will allow our members to review and appeal enforcement actions that result in their ban and / or in the removal of their content from our platform.

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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 by deploying a combination of automated systems, user controls, and dedicated human-led moderation to identify, review, and action content, as necessary. We anchor our commitment to bringing people closer to love, in thoughtful safety strategies, policies, features, and programmes, and rely 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 comprehensive overview of the moderation mechanisms available on our platform. In the following sections we refer to users as "members".

Community Guidelines

Our Community Guidelines ("**Guidelines**") lay out robust guardrails against impermissible content and behaviour both on and off our platform. 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, forms of bullying like body shaming, and they require members to represent themselves authentically on the platform. Our members are expected to uphold these standards on our platform and in person.

Automated tools

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 explicit images shared on Bumble. Members can decide if they would like to view the images blurred by Private Detector. If they are explicit images sent without consent or if the member chooses not to see them, they are able to report the sender through our usual reporting process. 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 and 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 humans-in-the-loop to prioritise a safe and empowered community.
- **Review Before You Send:** Bumble utilises this tool to encourage thoughtful interactions by nudging members to rephrase potentially inappropriate or harmful messages before they send them. This automated tool is trained to detect text that could be perceived as hateful or abusive and issue an in-the-moment nudge to the sender to consider rephrasing the message. Messages assessed as being highly likely to be violative of Bumble's Guidelines are prevented from being sent.
- **Keyword lists, business logic rules, and machine learning models** are used to identify violations of our Guidelines, when appropriate. When relying on our keywords for specific harms we take a wider set of data into account to determine follow up actions.

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 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

In addition to our dedicated Trust & Safety team, we partner with trusted third-party vendors who provide specialized content moderation workforces, 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 our personnel 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 training (e.g., policy refresher trainings and 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 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** feature makes it easy for our members to report any behaviour that makes them feel uncomfortable or unsafe so that we can take appropriate action. This feature is accessible in-app at any point during a member's dating journey. The reporter's identity is kept confidential so that the reported individual doesn't know who reported them, and we encourage our community to use this feature.
- 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 or see the profile of the other member. However, a copy of the conversation is preserved for review by 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.
- **ID Verification** and **Photo Verification** are safety and authenticity features that are powered by both AI and a team of human moderators. At account set-up, members can complete ID or photo verification to earn an authenticity badge on their profile. This badge will clearly state whether a member has ID or Photo verified their profile. Our photo verification process requires you to upload a selfie, we then use a mix of automated and human review to make sure your selfie matches the photos in your profile. To help our members feel more confident when interacting on Bumble, members can request their match to photo verify their profile before being able to interact. If a member doesn't pass our photo verification process or our automated or human moderation systems detect that a profile might be in violation of our Guidelines, we may require ID verification or other actions consistent with our policies.
- Our **Video Chat and Voice Call** feature allows members to connect 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. The member receiving the call has to accept the call before a video or voice chat connection can be established. This provides the members with an opportunity to talk to a match before sharing personal contact details or meeting in person.

- Our **Safety 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 for crisis intervention, suicide prevention, mental health and wellness, and getting help for technology-facilitated abuse.
- Members can '**snooze**' their account at any time if they need a time out from dating without needing 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 'prioritising myself'.

Partnerships

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

We know that domestic and sexual violence is a prevalent societal problem which disproportionately affects women and minority communities. In Australia, 1 in 4 women aged 18 and over has experienced violence from an intimate partner, and these patterns can also extend online, where women face disproportionate rates of sexual coercion and abuse facilitated through technology. We built Bumble around the belief that when you make dating better for women, you make it better for everyone. Safety, and well-being on our platform remains a top priority for us.

As part of this, we remain steadfast in our commitment to trust and safety, and to helping educate our members about both on and off platform safety.

- 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, 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, 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 partnered with the **Behavioural Insights Team (BIT) Australia on Combatting Online Misogyny**, a Minderoo Foundation-funded research project investigating the escalation of technology-facilitated gender-based violence on dating apps. The research aims to develop a user journey map and an online escalation scale that identifies risk of harm indicators, and can be used to inform safer platform design and policy across the sector. As part of this, we shared research findings and safety insights, gave BIT an in-depth walkthrough of our product safety features, reviewed anonymised member dating journeys to help identify leverage points, and advised on the escalation scale's design. The research is nearing completion, with a final report and a launch event with Minderoo and BIT planned in Sydney later this year.
- In October 2025, we partnered with the **Australian Competition and Consumer Commission (ACCC) National Anti-Scam Centre (NASC) Romance Scam Fusion Cell** to inform research on identifying victims and disrupting online romance scams, while also co-designing and piloting an online victim support group. We deployed peer-led support groups as an evidence-based strategy for improving healing, engagement, and trust among individuals who have experienced trauma and victimisation. We are using learnings from this pilot to expand services provided through our Bloom programme in support of our members who have experienced romance fraud. We are also developing and publishing victim-survivor educational resources to prevent re-victimisation.
- In 2026, we partnered with **ThroughLine**, a New Zealand-based verified crisis support network, to strengthen the safety resources available to our members. ThroughLine maintains the world's largest curated database of hotlines and crisis helplines, powering real-time crisis referrals within our Help Hub across 178 countries, with automatic country detection and language support so members receive resources relevant to their location. Unlike automated web-crawling approaches, every resource is assessed against a 9-point verification system and confirmed through routine human phone verification — ensuring each referral is a legitimate, active, free-to-access service with real human contact. This complements Bloom, our dedicated online trauma-support program for survivors of gender-based violence and technology-facilitated abuse.
- In 2023, we partnered with **Full Stop Australia**, one of the country's leading domestic violence and sexual violence non-governmental organisation to deliver specialized training to our content moderation teams on trauma-informed responses to physical and sexual violence, and technology-facilitated abuse.

- 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. We are continuing our investment this year, following the impact of our initial support. Since then, the Survivor Hub has nearly tripled its monthly MeetUps - from 9 across 8 locations to 26 MeetUps a month across 22 locations, now reaching almost every state and territory in Australia. With a team of over 80 volunteers, it supported over 1,500 survivors in 2025.
- 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. Building on our previous work in Movember's Community of Practice research consortium (a collaborative geared towards understanding and co-designing ways to reduce the negative impact of influencer culture and online content on young men), **Bumble is a Learning Network partner in the Young Men and Media Collective (YMMC), convened by Movember and Equimundo**, alongside other partner platforms. Through the YMMC, we're contributing to research, convenings, and a 'test and learn' approach that supports content creators and organisations to develop and test alternative, healthier narratives of masculinity — helping to counter harmful online narratives, such as the idea that success means being 'relentlessly rich and ripped, at all costs,' which research has identified as a key driver of young men into harmful online spaces.
- 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 and content moderation practices. Our Trust & Safety teams have access to TAT's automated tools, Knowledge Sharing Platform, and bespoke capacity building sessions. In January 2026, we achieved the Trustmark Certification, an accreditation awarded to tech companies that share TAT's commitment to disrupting terrorist activity online while respecting human rights. Applicants are assessed on their compliance with TAT standards in three areas of counterterrorist activity: understanding the threat, disrupting terrorist activity, and strengthening the response.

- 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 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 remains committed to working alongside industry peers to tackle these harms and was the first dating app company to join the Coalition.

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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

To report someone from their profile, members can scroll to the bottom of their profile and tap the "Block" or "Report" button. In 2025, we updated the in-app reporting feature and made the distinction between the "Block" and "Report" options clearer. When a member chooses to block another member, the blocked member is removed from their match list and prevented from initiating any future contact. Reporting a member to Bumble would automatically also initiate a block, however, choosing to block 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 customer support virtual agent accessible in our [Help Centre](#). Reports are reviewed and resolved by Bumble's content moderation team, or by our automated system.

Help Hub

Help Hub is Bumble's in-app safety and support centre, giving members a single place to seek help, access safety resources, and initiate support requests without leaving the app. Launched in October 2025 and subsequently rolled out across markets, including Australia, Help Hub seeks to consolidate previously separate contact options and legacy forms into a unified "Get help" experience.

All of our members, including our members in Australia, can access Help Hub directly from their profile screen in the Bumble app via the dedicated Help Hub icon, which opens two main areas: "Get help" and "Notifications".

Through “Get help”, members can search or browse articles on privacy and safety, how Bumble works, and common technical issues, as well as start a support chat with our customer support virtual agent that can resolve many issues in real time or escalate to a human support agent where needed. The content and chat journeys are designed to cover a range of topics relevant to Australian members, including reporting other users, managing account and subscription issues, understanding safety tools such as blocking and reporting other members, and accessing the external support offered through partners such as Bloom where a member has experienced a serious safety incident.

The “Notifications” tab of Help Hub focuses on transparency around member reports and appeals, where available. Within this view, members can track open and closed reports, see when Bumble has received and reviewed their report, and view any updates shared by the Bumble Support team regarding the outcome, including if a reported member has been warned, banned or had content removed. Where available, members can also access in-app appeal options and member support resources, with us displaying the days since last activity on your reports, all presented in plain language.

Taken together, these features are designed to give our members a more transparent experience of how Bumble receives, assesses, and acts on their reports, and to make it easier for them to understand decisions and where available, exercise appeal options from within the app. The Help Hub also makes it easier for our members to provide feedback on the reporting experience which gives us insights into member satisfaction and areas for improvement.

2026 Safety Handbook

This year we updated our [Safety Handbook](#), as part of a broader safety initiative that also saw our standalone Safety Center folded into the new Help Hub — creating a single, more intuitive place for members to find safety information and support. Our Safety Handbook provides clear guidance, tools, and resources—all in one place to support member safety.

Our safety features are highlighted in the guide as well as information on certain harms that are often under-reported. For example, to increase member awareness of tactics used by scammers and fraudsters, we’ve expanded our section on romance scams, including signs to look for, what to do if targeted, and where to access supportive services.

We've expanded our guidance on digital consent, and added a new section on intimate image abuse – explaining what it is and how to have non-consensually shared images removed from our platform. To ensure our members are aware of their rights and protections under the law, we've outlined the rights and safeguards for members based in Australia as well as some other countries. Each section explains the relevant legislation in plain language and signposts to where members can report their concerns, should they have any.

These additions help deepen member trust and understanding of our product, provide clear and easy-to-read information about the safety features and protections available to them, and support accountability to our online community. A digital copy of the Safety Handbook is accessible via our Safety Centre for both members and non-members to access.

Kodex NGO 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 law enforcement, 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.

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BUMBLE'S OWN-INITIATIVE CONTENT MODERATION METRICS

As described in the Content Moderation Overview 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 precision, 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 performance, an indicator of precision 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 precision.

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

Accuracy Rate	Error Rate
99.5%	0.5%

Limited visibility

We limit account visibility in instances where a member is required to verify their profile by Photo or ID. The below table outlines actions that limited visibility during this reporting period of 12 months up to 30 June 2026.

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	916	916
Bullying and Abusive Conduct	274	274
Child Sexual Exploitation and Abuse*	31	31
Commercial and Promotional Activity	297	297
Controlled Goods and Substances	26	25
Identity-Based Hate	3	3
Inauthentic Profiles	18,809	9,485
Misinformation	-	-
Physical and Sexual Violence	46	46
Scams and Theft	7,569	7,564
Sexual Harassment	1,522	1,522
Spam	7,177	7,164
Suicide and Self- Injury Promotion	-	-

Terrorism and Violent Extremism	-	-
Violent or Graphic Content	-	-
Platform Manipulation (ban evasion)	5,226	5,226

***Note:** Data for actions under the Child Sexual Abuse and Exploitation policy excludes data on nonabusive 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 and user sanctions

The table below outlines content removal or account termination actions we took during the reporting period of 12 months up to 30 June 2026.

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 actioned reports by members for offending or illegal content / behaviour****
Adult Nudity and Sexual Activity	1,913	25,945	5,782	898
Bullying and Abusive Conduct	174	86	8	354
Child Sexual Exploitation and Abuse*	233	19	242	2
Commercial and Promotional Activity	173	143	222	142

Controlled Goods and Substances	62	5,357	357	41
Identity-Based Hate	29	158	66	137
Inauthentic Profiles***	2,314	19,584	157,406	10,325
Misinformation	2	4	-	-
Physical and Sexual Violence	581	-	-	1
Scams and Thefts	10,895	8	-	45
Sexual Harassment	1,368	183	-	3,417
Spam	1,514	7,437	2,203	142
Suicide and Self Injury Promotion	1	14	-	-
Terrorism and Violent Extremism	-	-	-	-
Violent or Graphic Content	-	2,663	127	13
Platform Manipulation (ban evasion)	5,948	-	-	-

***Note:** Data for actions under the Child Sexual Abuse and Exploitation policy excludes data on nonabusive 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.

*****Note:** In September 2025 we expanded our inauthentic profiles policy to address inauthentic accounts / spammers who sign up with messaging handles as their name on their profiles.

******Note:** The numbers listed excludes those reports that were rejected for being ambiguous or invalid.

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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.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 the Ways of Contacting Us article on our Help Centre.

We offer the possibility to appeal the actions we take on accounts following reports about alleged illegal 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. Members can appeal decisions on their content or account in-app and both Members and Non-Members can raise appeals via links on our Help Centre and in our Community Guidelines, which are accessible via our app and website. For Community Guidelines violations, sanctioned members can appeal the decision via links provided in-app in our statement of reasons.

Basis for appeals

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

Bumble reviews appeals and notifies members of decisions. The appeals include appeals from reporters of illegal or harmful content (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).

¹ Whilst illegal content reports will allow the reporter and reported party to appeal, for other in-app reports only the party sanctioned 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, safety features and practices to ensure Bumble continues to be a safe place where people can build kind connections.

