



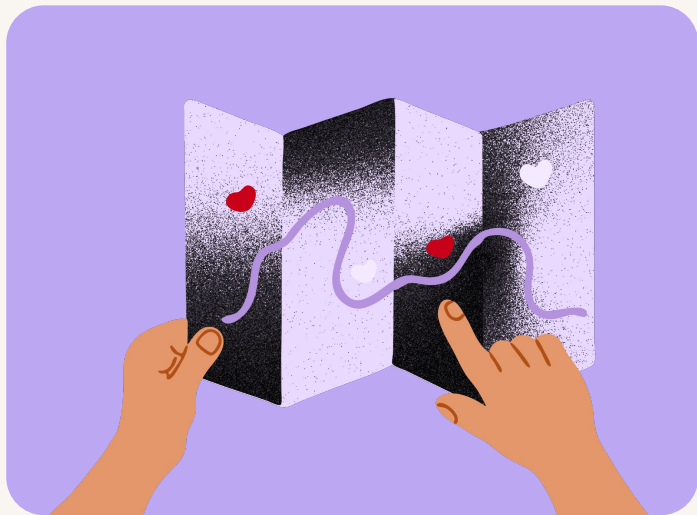
Badoo

Safety Handbook

About Safety at Badoo

Your safety, first, second, and always.

Badoo is committed to ensuring its global community has access to tools which can help them have a safe and secure experience throughout their dating journey.



We understand online dating can sometimes be challenging, but our focus is always supporting and encouraging kind connections no matter what you are looking for.

Through our dedicated Safety Centre, innovative tools, and comprehensive dating guides, we help you stay in control so you can keep your dating wellbeing healthy, positive and enjoyable.

“Our commitment to the emotional and physical safety of our members is rooted in the fact that social connections are crucial for a healthy, happy life and we want to help our members achieve that. Dating is not always straightforward or easy and it takes great vulnerability to send a message to an unknown person on our safety support team. Through our work on Member Safety, we know there is a person at the end of all our decisions and product improvements who deserves to be treated kindly, with respect and compassion. Every one of our safety features, tools and resources are a reflection of that.”

- Kenya Fairley, Head of Safety Support

Our core values of

Kindness

Respect

Inclusivity

are at the center of all the work that we do.

We hold people accountable for their actions on Badoo 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 includes any reports from a member about abuse or harassment that occurred in person with someone they met on our platform. We also ban perpetrators for behavior that is reported to us that occurred on other apps.

Our Trust & Safety Team

Our dedicated Member Safety Team ensures that Badoo members can have a safe experience with our product.

We're focused on preventing unsafe incidents from occurring, and providing a trauma-informed, empathetic response 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 of Bumble Inc.'s apps.

You can reach our Safety Team [here](#).



Badoo's Safety Features

Private detector



Our safety tool Private Detector uses A.I. to detect the sending of nude, unsolicited images on Badoo in real time. It will blur the image, giving members the choice to open and view this content, delete it, or report it to Badoo.

Rude message



Rude Message Detector is trained to detect any text that could be perceived as rude, abusive, homophobic or discriminatory and prompts the receiver to report it. It's been fine-tuned through a number of messages and recognises 100 languages.

Photo verification



Badoo members can take a selfie mirroring a specific gesture to prove they are real. This gesture is compared with the dater's profile photos to clarify that it's the same person. If it's decided there isn't a match, photos are removed.

Block & report



If someone makes a Badoo member feel uncomfortable or unsafe, members can use our block and report feature at any time. The other person won't be able to message them again, and reports are anonymous – so they won't know who flagged their account.

Unmatch



Badoo's unmatch feature is accessible in the chat section of the app and can be used at any time. Unmatching someone means that the member will not see the other person's profile in their connections list and they won't be able to message them anymore.

Selfie request



The Selfie Request mechanism allows female Badoo-ers to easily request selfies from the person they're chatting to, if that person is male and not already photo verified. It's designed to limit the chances of being catfished or misled by the use of old images.

Hide & invisible mode



On Badoo, you can 'hide' your account at any time if you need some time out. Premium users can also choose 'invisible' mode – which allows you to hide when you're online and browse profiles privately.

If you're a female Badoo-er, you can also control your experience to limit the amount of incoming activity and receive messages only after you've liked someone.

Video chat & call in-app



Badoo features an in-app call and video function which reduces the need to share personal details like phone numbers or email addresses before members are ready and comfortable. Calling within the app also gives members a chance to verify their match's identity.

Screenshot block



Screenshot Block uses technology to protect our app users from negative behaviours like having their privacy invaded, or their images and conversations shared without consent.

On Android, the software will stop anyone from being able to screenshot in our in-app chat or save images and recordings. iOS users will see a warning message to encourage them to reconsider their actions. The feature doesn't impact how you can report inappropriate behaviour on Badoo.

Safety centre

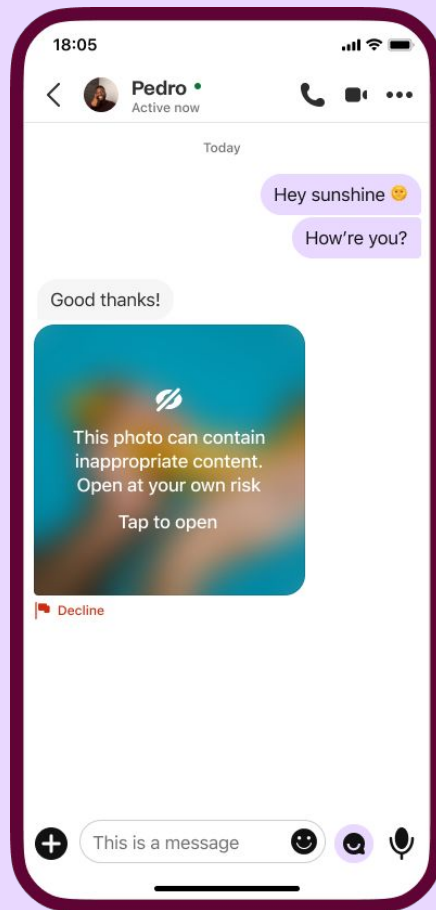


Our hub for in-depth guides, useful tools and essential helplines to help members date with confidence and ease. Safety Centre can be accessed in-app or on a web browser using [this link](#).



Private Detector

In 2019, Badoo introduced **Private Detector**, which is 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.





Rude Message Detector

Rude Message Detector is trained to detect any text that could be perceived as rude, abusive, homophobic or discriminatory. It's been fine-tuned through a number of messages and recognises 100 languages.

How it works: When a member receives a message within our app that could be harmful or hurtful to the reader, we're able to check in with the member in real-time through a pop-up message. We give them the control to dismiss the message if they're comfortable with the language used. If they aren't, we encourage the receiver to report the conversation and signpost how they can do this.

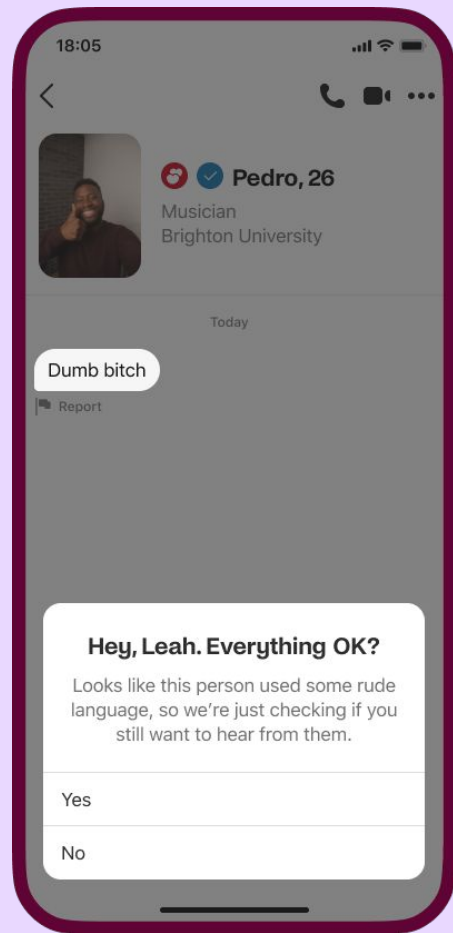




Photo Verification

Photo Verification helps keep Badoo safe and makes it easier for members to build real, honest connections.

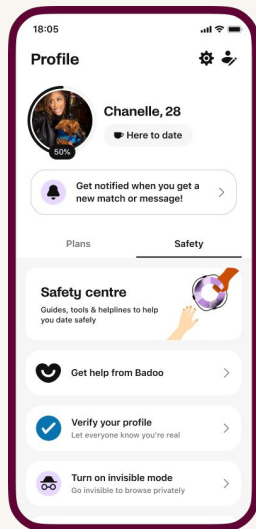
Badoo members can take a selfie mirroring a specific gesture to prove they are real. A moderator will then compare this gesture with the dater's profile photos to clarify that it's the same person. If it's decided there isn't a match, photos are removed.

Members will receive a blue tick on their profile to let everyone know they're photo verified, so our community can be sure they're connecting with real people. Members can also filter by verified profiles if they wish.

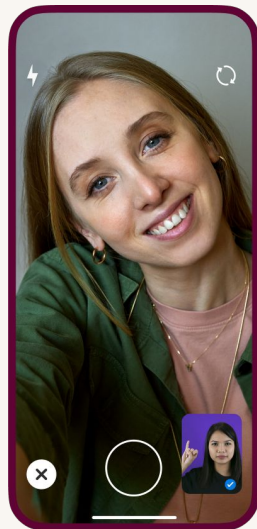
Badoo also has an anti-spam team to proactively detect and flag fake profiles within the app. This team may auto-block or request photo verification when they run across suspicious profiles.



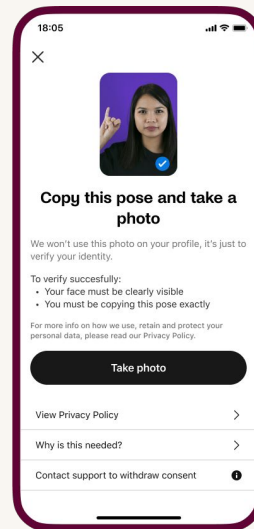
How to **verify** your photo



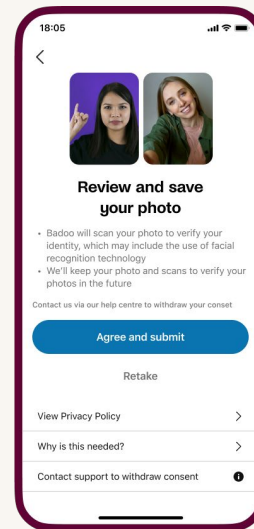
- 1** Go to the profile tab and tap “Safety”. Then tap “Verify Your Profile”.



- 2** Tap “Take Photo” and match the pose in the example. Make sure your face is clear and visible.



- 3** All photos are reviewed (they won't be uploaded to your profile, so don't worry about looking your best).



- 4** In a few minutes you'll receive a confirmation or rejection of your verification.

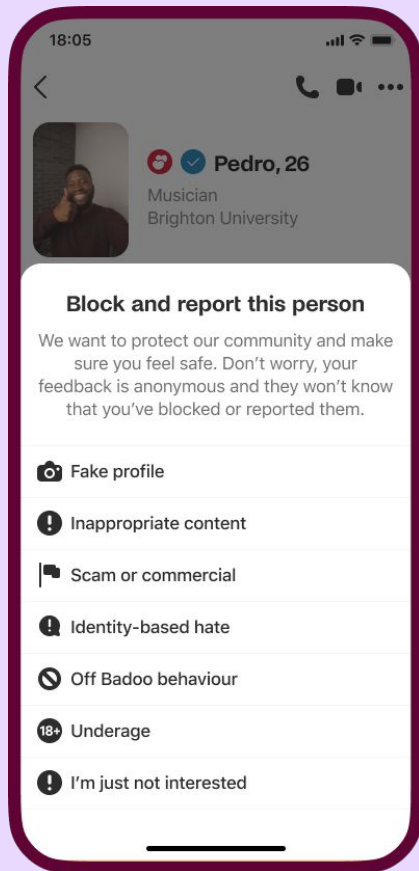


Block and Report

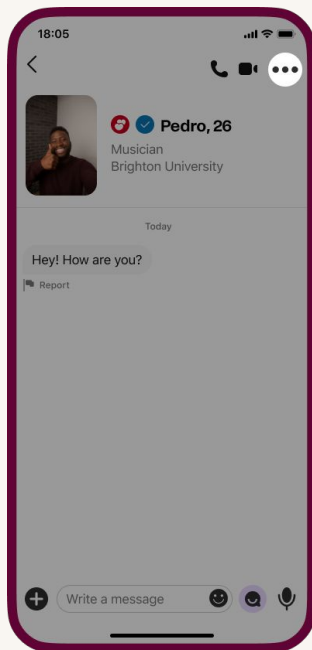
Our **Block and Report** tool makes it easier for our members to report behavior that makes them feel uncomfortable or unsafe. Reports are always kept confidential.

What can I report someone for on Badoo?

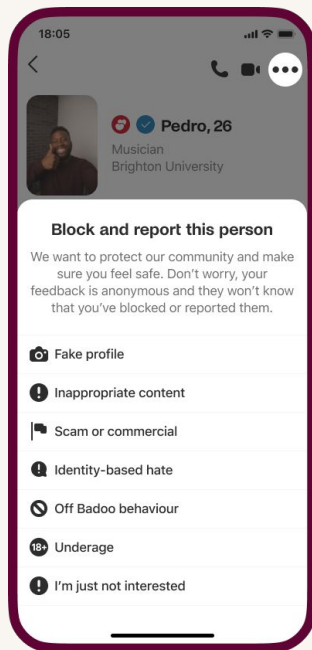
- ✔ Threats to your safety, health, or wellbeing.
- ✔ Derogatory language or hate speech—like sexism, racism, body shaming, fetishization, or discrimination.
- ✔ Excessive and harassing messages.
- ✔ If you feel the person has a fake profile or is underage.
- ✔ Unsolicited or nonconsensual sexual images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



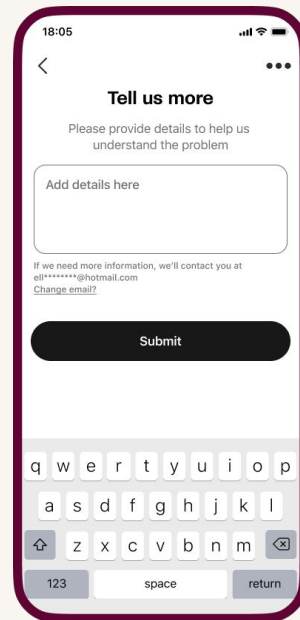
How to report a user from the conversation menu



- 1 From your conversation, tap on the three dots in the top right-hand corner. (If you're browsing, tap the 3 dots in the top right-hand corner of their profile.)



- 2 From here, tap "Block & Report."



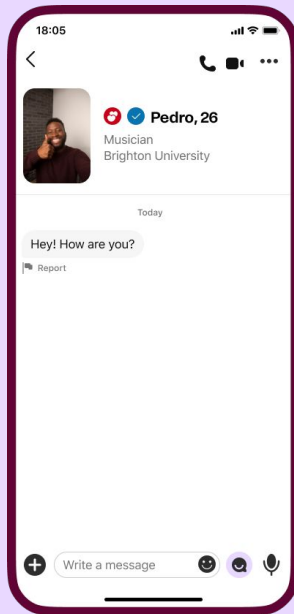
- 3 Choose your reason and make sure you add any comments. That way, it'll be easier for us to take action



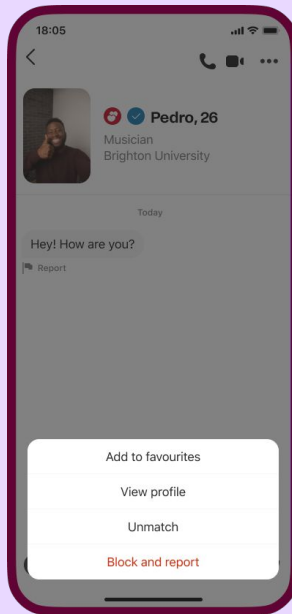
How to Unmatch with another user

If your match does something to make you feel uncomfortable or unsafe, you can block and report them at any time. But if you'd just like to unmatch them, that's OK too.

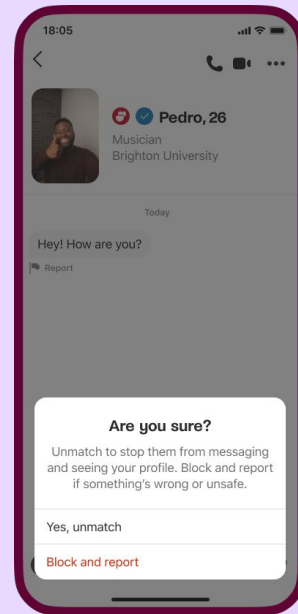
This means you won't see their profile in your connections list and they won't be able to find your profile or message you again.



- 1** First, open your conversation with them.



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



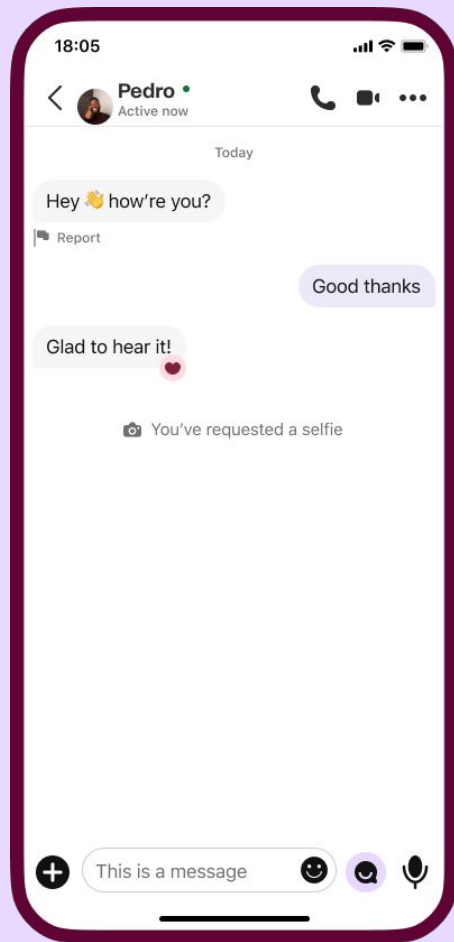
- 3** From here, tap "Unmatch".



Selfie Request

The **Selfie Request** mechanism allows female Badoo-er's to easily request selfies from the person they're chatting to, if that person is male and not already photo verified. It's designed to limit the chances of being catfished or misled by the use of old images.

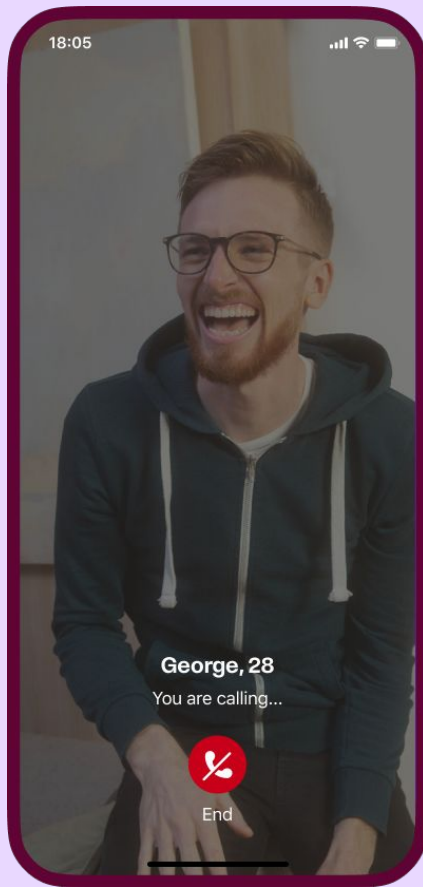
The feature is triggered after more than 10x messages are sent and a man's profile is not already verified.





Video Chat and Voice Call

Badoo features an in-app call and video function which reduces the need to share personal details like phone numbers or email addresses before members are ready and comfortable. Calling within the app also gives members a chance to verify their match's identity.



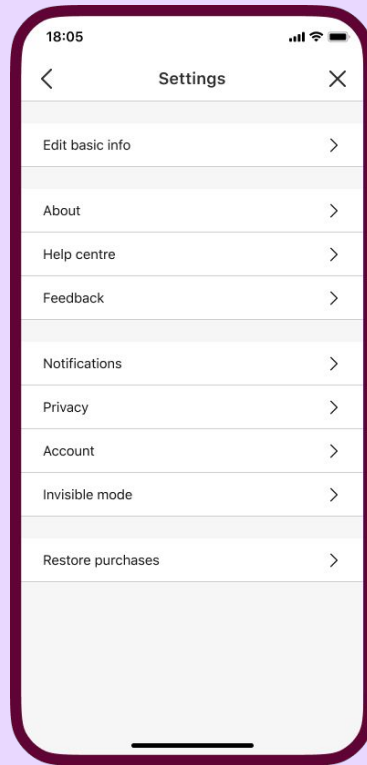


How to turn on Invisible mode

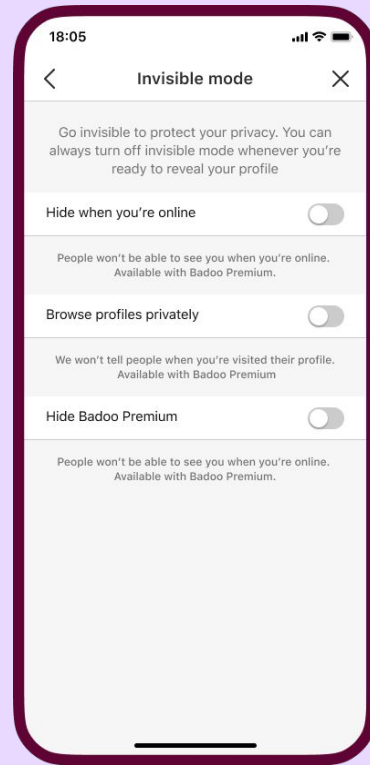
Invisible and Hide Modes are part of our paid Badoo Premium subscription. Invisible mode hides a members profile from others on the app so no one will see it unless they swipe right on them—adding another level of safety and security to their experience.

Members can also turn on “Hide” when they’re in online mode, or “Browse Profiles Privately” mode, or both. It’s up to them.

When they’re ready to reveal their profile, members can turn invisible mode off at any time.



1 Go to the profile tab and tap “Invisible mode”.



2 Tap “Turn on Invisible Mode”, then tap “Go Invisible”.

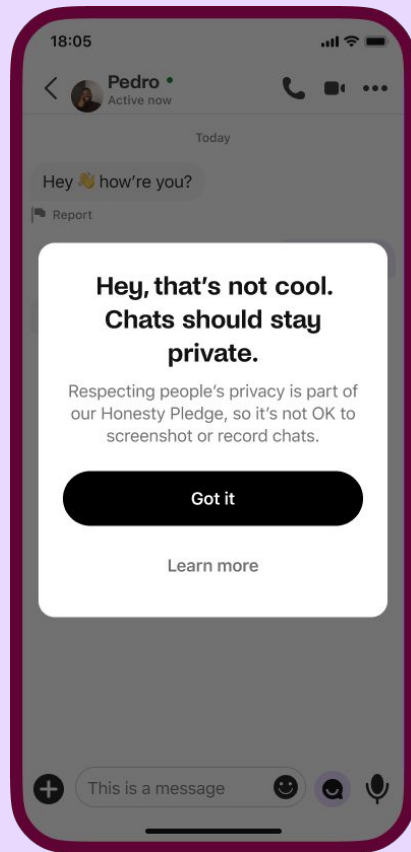


Screenshot Block

Screenshot Block uses technology to protect our app users from negative behaviours like having their privacy invaded, or their images and conversations shared without consent.

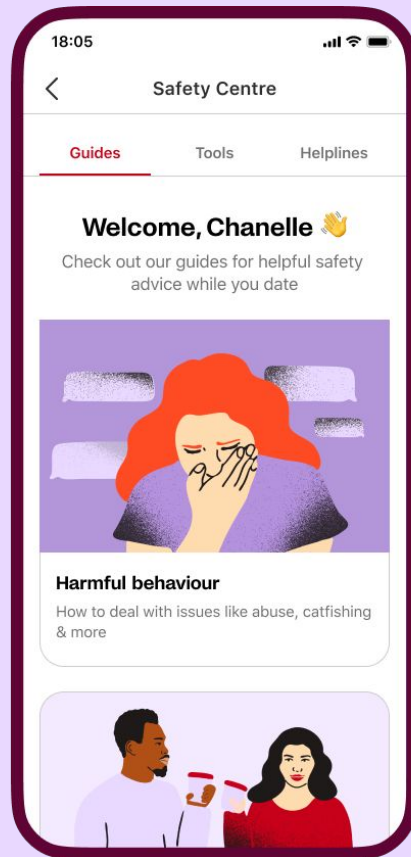
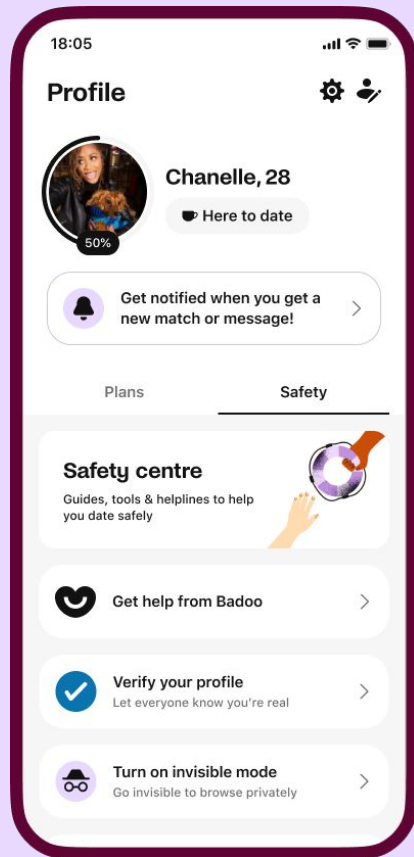
On Android, the software will stop anyone from being able to screenshot in our in-app chat or save images and recordings. iOS users will see a warning message to encourage them to reconsider their actions.

The feature doesn't impact how you can report inappropriate behaviour on Badoo.



Safety Centre

Our hub for in-depth guides, useful tools and essential helplines to help members date with confidence and ease. **Safety Centre** can be accessed in-app or on a web browser using this [link](#).



Safety Partnerships

Bloom, powered by Chayn

In 2021 we announced an industry-first partnership with Bloom, run by Chayn, to provide complimentary online trauma support to members of our global community who experience sexual assault or relationship abuse.

The Bloom program offers self-guided courses co-created by survivors and certified therapists on topics such as Dating, Relationships & Boundaries, Healing from Sexual Trauma and Society, Patriarchy & Sexual Trauma. These tailored courses encourage learning and reflection in order to process and heal. Bloom also includes a 1:1 web chat feature with the Chayn team for additional support while working through the materials.

StopNCII.org

In 2022 Bumble and Badoo became the first dating app to join the StopNCII.org (Non-Consensual Intimate Image Abuse) coalition to prevent the sharing of non-consensual intimate images.

StopNCII.org uses first-of-its-kind hashing technology to prevent private, intimate images from being shared across the tech platforms participating in this initiative.

Joining the StopNCII.org effort will prevent the sharing of these images on Badoo and support wider efforts to address this growing global concern, particularly for women.



We Have Banned These Things on Badoo

❌ Body Shaming & Hate Speech Policy

Badoo has a strict body shaming policy which explicitly bans derogatory comments about someone's appearance, body shape, size or health. This includes language that can be deemed fat-phobic, ableist, racist, colourist, homophobic or transphobic.

We use technology to identify any negative language used on our app, and our moderators can supply resources to help the person learn how to change their behaviour. Those who are affected by body shaming in-app are encouraged to report the individual using our 'report' feature. This will escalate the issue to our moderation team, who will investigate the report and take action against the abusive user.

❌ Sexual Harassment

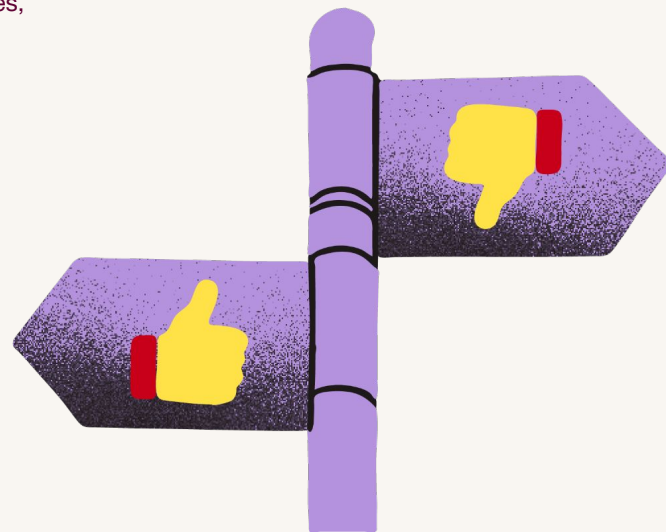
Badoo considers sexual harassment as any unwanted or unwelcome sexual behaviors between members.

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 Badoo.



Things That Can Get You Kicked Off Badoo

- ✗ Language or imagery which could be deemed offensive or is likely to harass, upset, embarrass, or annoy anyone.
- ✗ Any unwanted or unwelcome sexual content or behaviors between members
- ✗ Obscene, pornographic, or violent imagery is banned. Abusive, insulting, or threatening behavior.
- ✗ Lying about your age or location, posting images where your face is obscured or images with heavy editing
- ✗ Promotion or solicitation for commercial purposes
- ✗ Multiple or shared accounts
- ✗ Promoting hatred and contempt against any marginalized groups.
- ✗ Encouraging any illegal activity.
- ✗ Transmitting “junk” mail or “spam”.
- ✗ Sending anything that contains any spyware, adware, viruses, corrupt files, or other malicious code.
- ✗ Defamatory or libelous statements.
- ✗ Content that is harmful to minors.
- ✗ Impersonating any other person, or falsely stating your name.



First Date Advice for a Fun and Safe Meetup IRL

- Set up a voice or video call.
- Check their social media.
- Tell someone that you trust - where you're going, who your date is and when you get home.
- Arrange your own transport.
- Take charge when picking the location and always meet in a public place.
- Limit your alcohol consumption.
- Consider making it a group hang-out.
- Know your boundaries, and don't feel pressured to change them.
- Trust your gut. It's cool to cancel the date if you have doubts or feel uncomfortable. Just make sure you communicate first.



How to Stay Safe from Romance Scams

Dating scams are real, so you should always be careful about what you share.

Be extra cautious with long-distance relationships too, even if you feel like you can trust the person you've connected with. Here are some tips on how to stay alert and protect yourself from potential scams.

Look out for these signs:

- They ask you for money.
- They want to move away from Badoo quickly.
- They send you suspicious or unfamiliar links.
- They ask a lot of personal questions but avoid answering yours.
- It feels like they could be a catfish.

If you suspect someone is trying to scam you, here's how to block and report them:

- Never share these details:
- Passwords to your accounts.
- Card details, including your PIN.
- Last name.
- Home address.
- Work address.
- Email address.



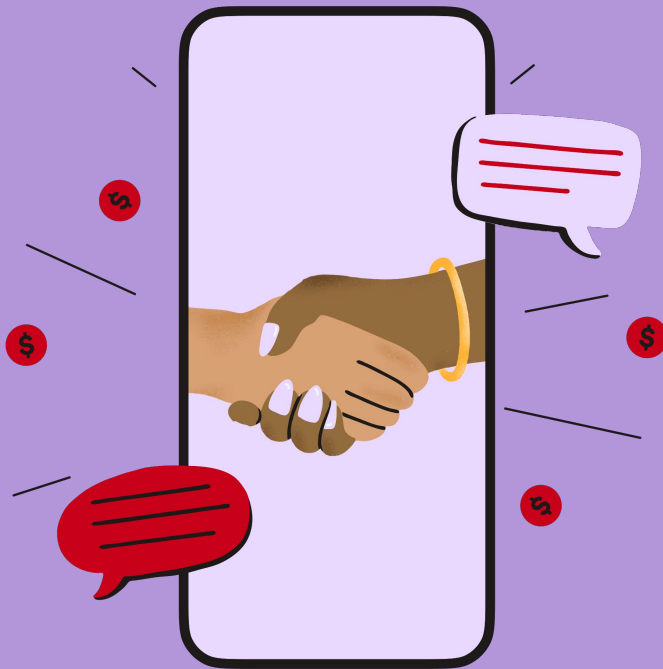
Digital Consent

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 Badoo, sending any sort of sexual content without consent isn't 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 from month to month and even day to day.

The bottom line: always ask first.



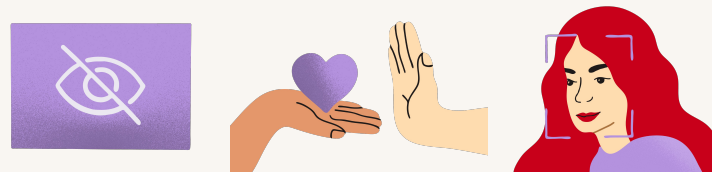
How to Keep Your Information Safe on Badoo

At Badoo, we take your privacy seriously. We have teams dedicated to member privacy and information security, as well as policies we follow, functions we perform, and features we've introduced for this purpose.

Safety-by-design: At Badoo, we design our products with safety and security in mind. We review all our products and features regularly in an effort to solve safety risks, as well as putting our technology through routine vulnerability checks.

Data protection: Whenever your data is in transit (for instance, when you input or update your profile), we encrypt it until it reaches the security of our servers. If a member asks for their own data, Badoo requires the member to go through a verification process to ensure it's shared with the correct person.

Controlled data usage and deletion: At Badoo, we know we have the very important duty of taking care of your data. We only use it for the purposes that members have been provided with within our comprehensive [Privacy Policy](#). Members can delete their account at any time, and their data (with the exception of data that Badoo, for example, legally has to retain) will be deleted.



Scam profile detection: We have a robust system in place that aims to detect and delete fake, scam, and spam profiles, which helps prevent potential instances of catfishing, romance scams, and misuse of your personal information.

Block & Report feature: We encourage Badoo members to use Block & Report whenever they feel uncomfortable or unsafe, or encounter a member or profile that violates community guidelines. Members can report people who ask for their personal information, like a phone number, email, or physical address.

Badoo adheres to the highest standards of General Data Protection Regulation (known as GDPR) guidelines, which you can read more about [here](#).

How to Keep Your Information Safe on Badoo

While Badoo works hard to protect our members, there are simple steps our community can take to help keep their personal data private.

Review your profile: Take another look at your photos to make sure they don't accidentally reveal any personal information, such as your home or business address.

Be careful sharing personal information: Don't share your email, home address, phone number or account password with someone you just connected with.

Don't reuse passwords: It's a good idea to use a unique and strong password for every account, including Badoo.

Don't disclose financial details: Don't share financial information with a new Badoo match, including credit card, PayPal, CashApp, Venmo details, your PIN, or any banking information.

Don't move too fast: Even if you match with someone who you're really excited about, only move at a pace that you're comfortable with; don't move off the app and share your phone number unless it feels right to you.

Use Invisible Mode: Invisible Mode is a feature offered with Badoo Premium. It works by only showing your profile to people you've swiped right on.

Trust your gut: If something doesn't feel right with a match or a profile, you can always Unmatch them or Block & Report them. Don't feel pressure to keep a conversation going, especially if you feel as though someone is trying to get personal information from you.



BADOO

Your safety, first, second, and always.

A pioneer in modern dating since 2006, Badoo helps daters be authentic and meaningful in every action they take, so every member can be more confident in finding meaningful connections. It encourages a community of members that are clear about their intent, are authentically themselves, and behave respectfully to all - so everyone can enjoy the best parts of dating. Badoo is committed to ensuring its global community has access to tools to help them have a safe and secure experience throughout their dating journey. We understand online dating can sometimes be stressful, and we're here to support our community and encourage kind connections through our dedicated Safety Centre, innovative tools, and comprehensive dating guides that enable you to be in control of your journey.

“Our commitment to the emotional and physical safety of our members is rooted in the fact that social connections are crucial for a healthy, happy life and we want to help our members achieve that. Dating is not always straightforward or easy and it takes great vulnerability to send a message to an unknown person on our safety support team. Through our work on Member Safety, we know there is a person at the end of all our decisions and product improvements who deserves to be treated kindly, with respect and compassion. Every one of our safety features, tools and resources are a reflection of that.”

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Keeping Your Info Safe

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Bloom Partnership

Complimentary online trauma support to members who experience sexual assault or relationship abuse.

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