



Digital Services Act

Transparency Report

BADOO



1. Introduction

A pioneer in modern dating since 2006, Badoo has one of the world's largest and most geographically diverse communities. Badoo helps daters be authentic and meaningful in every action they take, so they can be more confident in finding connections that matter. We encourage real connections by fostering a space where respect and safety are at the heart of every interaction. Our entire product development process is built with safety by design, ensuring that our members feel secure as they navigate their dating journey. Because when people feel safe and supported—that's where real connections begin.

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

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

Notably, we have made it easier for all our members to track the status and outcomes of in-app reports. Our newly launched dedicated in-app support space, "Help Hub", is accessible to EU members, enabling them to track the status and view the outcome of their safety reports and

access customer support and information on our safety and wellbeing resources without leaving the Badoo app. Enforcement actions that result in the removal of content or blocking of a member, make clear whether the action was taken as a result of automated or human moderation. Additionally, we operationalised an EU specific “illegal content” reporting process, supported by robust workflows for government removal orders and trusted flagger notices, including standardised response templates, internal escalation procedures, and clearly defined processes for handling appeals.

2. Content Moderation Overview

Badoo is a space that aims to help dates be more confident in finding connections that matter. We anchor our vision in real connections and help build dating confidence through 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 proactive and reactive actions 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 (“Guidelines”) lay out robust guardrails for permissible 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 and forms of bullying like body shaming, and require members to represent themselves authentically on the platform. Our members are expected to uphold these standards both on our platform and in person.

In the following sections we refer to users as “members”.

Automated tools

At Badoo, we strive to form secure, uplifting communities 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 Badoo. Members can decide if they would like 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 able to report the sender through our usual reporting process. In 2022, we open-sourced this technology to enable other tech companies to limit their users' from being exposed to 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 empowering community.
- **Rude Message Detector**[™] is a multilingual language processor that's designed to protect our community from harmful messages within our app. It detects any text that could be perceived as violating our Guidelines. When a member receives a message within our app that could violate our Guidelines, thanks to the model we're able to check in with the sender in real-time through a pop-up message. We give members the control to dismiss it if they're comfortable with the language used.
- **Keyword lists, business logic rules, and other machine learning models** may also be used to identify violations of our Guidelines, when appropriate.

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

Human review

We deploy a mixture of automation and human moderators to review potential violations of our Guidelines.

This ensures that more complex cases are reviewed by humans so that any appropriate context is taken into account and the right enforcement action is taken. Our human moderators' work includes:

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

Content moderation team training and support

We partner with content moderation service providers which allows us to scale globally with coverage across time zones, languages and markets. We recognise that reviewing content can be challenging work, as teams may need to review difficult and graphic content in order to help keep our members safe. Badoo 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 Badoo team members directly involved in content moderation as well as those in people management and support functions. These programmes include confidential, individual digital therapy, learning sessions on mental wellness and prevention of vicarious trauma, and group processing sessions for collective care and peer support.

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

Member controls

Our 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 and Report** tool has made it easy for our members to report any behaviour to us that makes them feel uncomfortable or unsafe so that we can take appropriate action. Reports are kept confidential so that the reported individual doesn't know who reported them. This feature is easily accessible within the app, during any point of a member's 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. Badoo'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 Badoo.
- **Photo Verification** is a safety and authenticity feature that's powered by both AI and a team of human moderators. At account set-up, members can complete photo verification to earn an authenticity badge on their profile. If a member doesn't pass our photo verification or our team of human moderators have reason to believe a profile might be in violation of our Community Guidelines, we may require ID verification or other action consistent with our policies.
- Our **Video Chat and Voice Call** feature allows members to connect in the Badoo 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 Badoo and our third-party support providers.
- Premium members can '**hide**' their account, which allows them to hide when they are online and will only show their profile to existing matches or any new profiles they like. The member does not lose any of their profile information and is able to 'unhide' their profile whenever they want.

Partnerships

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

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.

- We continue to invest and grow our industry-first partnership with Bloom, run by a global charity of survivors of gender-based violence and their allies, 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.
- 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 engage in bespoke capacity building sessions, as needed.
- Preventing online harms against children remains a critical priority across all Bumble Inc. platforms. We deploy automated detection services from Thorn and the Internet Watch Foundation to detect, identify, and report online child sexual abuse material.

- Additionally, our continued partnership with the Tech Coalition informs and enhances our ability to 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. Badoo, as part of Bumble Inc, remains committed to working alongside industry peers to tackle these harms, with Bumble Inc being the first dating app company to have joined the Coalition.

3. Notices and takedowns

Reporting methods

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

In-app

To report someone from their profile, members can click on the three dots at the top right of members profile and tap the "Block" or "Block and Report" button. To report a member from the Conversations menu, members can tap on the three dots in the top right-hand corner and select the "Block and Report" button. To report specific messages, members can press the "Report" button shown underneath the message. 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 Badoo automatically initiates a block, however, choosing to block a member will not automatically result in them being reported to us.

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 Badoo's Content Moderation team, or by our automated system.

Help Hub

Help Hub is Badoo'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 at the beginning of 2026 across markets including the EU, 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 the EU, can access Help Hub directly from their profile screen in the Badoo 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 Badoo works, and common technical issues, as well as start a support chat with an AI assistant 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 EU 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 Badoo has received and reviewed their report, and view any updates shared by the Badoo Support team regarding the outcome, including if a reported member has been warned, banned or had content removed. Where available, members can access in-app appeal options and member support resources, all time-stamped and presented in plain language.

Taken together, these features are designed to give our members a more transparent experience of how Badoo 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 process giving us insights into member satisfaction and areas for improvement.

Kodex cyber tipline

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

Reports based on local law

Badoo has a broad spectrum of Community Guidelines that prohibit a wide range of content and behaviours that also violate the law.

In accordance with the DSA, Badoo has set up an illegal content reporting flow, to enable members based in the EU to submit reports when they believe content may be illegal.

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

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

Category of reported illegal content	Total Number of illegal content reports	Number of notices resulting in account termination under our Community Guidelines	Number of notices resulting in account termination due to alleged illegality	Number of notices resulting in removal of content Under our Community Guidelines	Number of notices resulting in removal of content due to alleged illegality
Child Sexual Exploitation or Abuse	868	96	-	7	-
Fraud	895	89	-	1	1
Harassment	796	89	-	2	-
Hate Speech	495	27	-	18	-

Category of reported illegal content	Total Number of illegal content reports received*	Number of notices resulting in account termination under our Community Guidelines	Number of notices resulting in account termination due to alleged illegality	Number of notices resulting in removal of content Under our Community Guidelines	Number of notices resulting in removal of content due to alleged illegality
Illegal Goods or Services	655	199	-	23	-
Physical or Sexual Violence	701	101	-	9	-
Terrorism and Violent Extremism	913	15	-	4	-
Other Illegal Content	862	109	1	21	1

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

Reports processed by automated means

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

Median time needed for taking action

The median time needed to take action on reported illegal content is 4 hours and 17 minutes.

Reports submitted by trusted flaggers

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

4. Badoo’s Own-Initiative Content Moderation Metrics

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

Indicators of accuracy, error rates, and 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 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
99.60%	0.40%

Limited visibility

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

Community Guidelines Violation Category	Accounts where Badoo limited visibility (actioned manually by moderators or by automation)	Accounts actioned by automated systems**
Adult Nudity and Sexual Activity	121,948	121,934
Bullying and Abusive Conduct	17,823	17,818
Child Sexual Exploitation and Abuse*	4,277	4,273
Commercial and Promotional Activity	4,279	4,274
Controlled Goods and Substances	727	726
Identity-Based Hate	378	378
Inauthentic Profiles	803,341	453,085
Misinformation	60	60
Physical and Sexual Violence	484	484
Platform Manipulation (ban evasion)	456	456

Community Guidelines Violation Category	Accounts where Badoo limited visibility (actioned manually by moderators or by automation)	Accounts actioned by automated systems**
Scams, Fraud and Theft	825,320	823,344
Sexual Harassment	224,271	224,253
Spam	323,415	321,954
Suicide and Self Injury Promotion	3	3
Terrorism and Violent Extremism	2	2
Violence and Graphic Content	16	16
Other	1,241,559	1,241,436

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

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

Content removal

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

Community Guidelines Violation Category	Number of accounts terminated (actioned manually by moderators or by automation)	Number of pieces of content removed (actioned manually by moderators or by automation)	Number of Accounts and/or pieces of content actioned by automated systems**
Adult Nudity and Sexual Activity	145,394	841,493	665,985
Bullying and Abusive Conduct	19,287	2,719	18,262
Child Sexual Exploitation and Abuse*	48,299	81,233	38,431
Commercial and Promotional Activity	9,895	9,039	13,550
Controlled Goods and Substances	1,235	110,344	63,384
Identity-Based Hate	337	6,130	3,520
Inauthentic Profiles***	94,569	3,571,674	3,200,969
Misinformation	10	651	3
Physical and Sexual Violence	4,776	-	4,203
Platform Manipulation (ban evasion)	732	-	732

Community Guidelines Violation Category	Number of accounts terminated (actioned manually by moderators or by automation)	Number of pieces of content removed (actioned manually by moderators or by automation)	Number of Accounts and/or pieces of content actioned by automated systems**
Scams, Fraud and Theft	711,674	397	690,309
Sexual Harassment	163,084	7,779	93,619
Spam	97,120	379,901	345,686
Suicide and Self Injury Promotion	6	23	11
Terrorism and Violent Extremism	23	1	21
Violence and Graphic Content	7	15,052	9,578
Other	14,274	6,108,874	5,570,729

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

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

*****Note:** To further address inauthentic accounts and spammers on our service, in September 2025 we expanded our inauthentic profiles policy to address where users sign up with messaging handles as their names in their profiles.

5. Appeals Received through Badoo's Internal Complaint-Handling Systems

In the following section, we refer to our internal complaints handling systems as “appeals”. After Badoo’s initial sanctioning decision, the reporter and reported member are notified of the decision and where applicable, given the option to appeal. Whilst illegal content reports will allow the reporter and reported party to appeal, for other in-app reports, only the party reported will get the option to appeal.¹

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

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

How to appeal

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

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

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.

Badoo 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).

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

Number of appeals	Number of appeals granted (i.e., resulting in accounts reinstated or content restored)	Median time
127,648	9,422	2 hours and 55 minutes

Account bans

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

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

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

Out-of-court settlement body disputes

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

During the current reporting period we received a total of two disputes from out-of-court dispute settlement bodies in relation to Badoo, and this is reflected accordingly in our DSA transparency reporting and narrative disclosures.

6. Orders Received from Member States' Authorities

Government requests to remove content

We may receive requests from government authorities or law enforcement in the European Union to act against illegal content. For the reporting period of 2025, Badoo did not receive any requests under this section.

Government requests to provide account information

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

- **Median time needed to inform government authority of receipt of order.** We acknowledge receipt of an order from a government authority submitted through our dedicated channel immediately, by sending an automatic acknowledgement.
- **Median time needed to give effect to the order.** The median time between receipt of a valid order from a government authority submitted through our dedicated channel and us either providing the requested information, or otherwise providing a substantive response to the government authority issuing the order, is 44 minutes.

The table below outlines reports received requesting account information.

Member State	Number of government requests	Cases where some information was provided*
Austria	-	-
Belgium	-	-
Bulgaria	-	-
Croatia	-	-
Cyprus	-	-
Czech Republic	4	4
Denmark	-	-
Estonia	-	-
Finland	-	-
France	45	45
Germany	27	27
Greece	-	-
Hungary	1	1
Ireland	-	-
Italy	5	5
Latvia	-	-
Lithuania	-	-

Member State	Number of government requests	Cases where some information was provided*
Luxembourg	-	-
Malta	-	-
Netherlands	-	-
Poland	19	19
Portugal	1	1
Romania	1	1
Slovakia	-	-
Slovenia	-	-
Spain	17	17
Sweden	1	1

***Note:** User data requests from European law enforcement agencies are handled via the Mutual Legal Assistance Treaty process.

7. Average Monthly Active Recipients for Each Member State

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

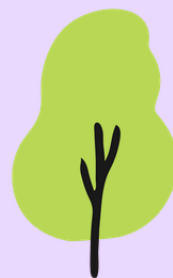
8. Conclusion

Our highest 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. We are committed to continually reviewing our Guidelines, reporting capabilities, and policies, as our main priority is to ensure Badoo continues to be a safe place where people can build kind connections.

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