



Transparency Report

**Australia's Voluntary Online
Dating Code**

August 2025

BADOO



1

Introduction

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

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

Badoo is home to one of the world's largest and most diverse online dating communities, designed to help people date with confidence and authenticity. We encourage real, meaningful 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.



2

Badoo's Own-Initiative Content Moderation Overview

Badoo is a space that aims to foster fun and safe interactions between people and set the standard for online digital dating. 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 lay out robust guardrails for harmful and illegal content and behaviour both on and off our platforms. They are consistently enforced using a combination of preventive and remediative systems. These guidelines prohibit victim-blaming and shaming, provide an expansive definition of sexual assault, and limit the use of artificially generated profile imagery to mislead others. Our members are expected to uphold these standards both on and off our app. Throughout this report we refer to users as “members”.

Automated Tools

At 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 powered by artificial intelligence ('AI'), which automatically identifies and blurs potentially lewd images shared on Badoo. Members can decide if they want to view the images blurred by Private Detector. If they are lewd images sent without consent or if the member chooses not to see them, they are provided with an easy path to reporting the sender. In 2022, we open-sourced this technology to enable other tech companies to prevent members from receiving unwanted explicit content.
- **Deception Detector™** uses AI to help identify potentially inauthentic accounts aiming to take action before members even see them. The model introduces a fast and reliable machine learning-based approach to assess the authenticity of profiles on our platform. This technology is used in conjunction with dedicated human support to prioritise a safe and empowered community.
- **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 rude, abusive, homophobic or discriminatory. When a member receives a message within our app that could be harmful or hurtful to the reader, thanks to the model we're able to check in with the member 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 machine learning models** may be used to identify violations of our Community Guidelines, when appropriate.

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

Human Review

We deploy a mixture of automation and human moderators to review potential violations of our Community Guidelines. This ensures that more complex cases are reviewed by humans so that any appropriate context is taken into account and the right enforcement action is taken. Our human moderators' work includes:

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



Content moderation team training and support

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

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

Member controls

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

- Our **Block + Report** tool has made it easy for our members to report any behaviour to us that makes them feel uncomfortable or unsafe so that we can take appropriate action. Reports are kept confidential so that the reported individual doesn't know who reported them, and we encourage our community to use this function. This feature is easily accessible within the app, during any point of a member's dating journey.
- We know that a concern of victim-survivors is being unmatched by perpetrators of abuse or harassment after an incident has occurred in order to remove the evidence. 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 a blue authenticity badge on their profile. If they have not already done so, members have the ability to request that their matches photo verify their profile to help them feel confident when interacting on Badoo. If a member doesn't pass our photo verification or our team of human moderators have reason to believe a profile might be in violation of our Community Guidelines, we may ask for ID verification or take other action consistent with our policies.
- Our **Video Chat and Voice Call** feature allows members to connect with a match in the 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. Localised providers offering supportive services in Australia are available in the centre to click and connect for crisis intervention and suicide prevention, mental health and wellness, addressing gender-based violence, connecting across the LGBTQ+ community, and getting help for technology-facilitated abuse.
- Premium members can '**hide**' their account, which will act as if their account has been deleted but without the user losing any of their profile information and being able to come back to their profile whenever they want. They can also limit their profile view so that only the members they like and whose profiles they visit can see them.

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.

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



We know that domestic and sexual violence is a prevalent problem, and that it is an issue that disparately effects women and minority communities. We remain steadfast in our commitment to trust and safety across our community, continuing to help educate our members on both on and off platform safety.

- In 2021 we announced an industry-first partnership with **Bloom**, run by gender-based violence nonprofit, CHAYN, to provide complimentary online trauma support to members of our global community who experience sexual assault or relationship abuse. If someone within our community reports sexual assault or relationship abuse to our support team, they will receive free access to Bloom for online trauma support, including educational courses on dating, boundaries, and relationships, healing from sexual trauma, and recovering from toxic relationships. Bloom also offers 1:1 chat with their support team and sign-ups to receive twice-weekly affirmational messages through WhatsApp. In some cases, members are provided complimentary, confidential therapy to support their healing journey.
- We have partnered with **Full Stop Australia**, one of the country's leading domestic violence and sexual violence NGOs in 2023 to deliver live training to our content moderation teams on understanding physical and sexual violence, technology facilitated abuse, and trauma-informed response. They developed the e-learning module, Responding with Compassion, which supports individuals to form a framework to provide a compassionate and supportive response to survivors and disclosures of trauma throughout the course of their work. This e-learning module has become a foundational training as part of onboarding all Trust Operations team members.
- Our Safety Partnerships team have worked with **Movember** (headquartered in Melbourne), a leading global charity changing the face of men's physical and emotional health. Over the past 18 months we've been partners in Movember's Community of Practice research consortium to understand and co-design ways to reduce the negative impact of influencer culture and online content on young men, and increase young men's exposure to more positive masculine expressions.

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



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.

Help Centre

Anyone (i.e. logged-in members, logged-out members or non-members) can submit reports or inquiries via our Help Centre [feedback page](#) under "Report a safety concern". Reports are reviewed and resolved by Badoo's Content Moderation team, or by our automated system.

Kodex NGO cyber tipline

In 2023, Badoo's parent company Bumble Inc. [expanded its partnership](#) with Kodex (a secure data request portal) to host a dedicated referral pathway/cyber tipline for NGOs, charitable organisations, and advocates working with victim-survivors of physical violence, sexual violence, or technology-facilitated abuse. This allows them to report dangerous individuals who may be attempting to use Badoo.



4

Badoo's Own-Initiative Content Moderation Metrics

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

Indicators of accuracy, error rates, 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 our decisions.

While various types of automation necessitate different and overlapping techniques for assessing accuracy, an indicator of accuracy across all automation techniques is the automation overturn rate: the percentage of accounts actioned using automated means that are later reversed. While not all reversals are errors and not all errors are reversed, the metric still is a directionally approximate indicator of accuracy.

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

| Accuracy Rate | Error Rate |
|---------------|------------|
| 99.4% | 0.6% |

Limited visibility

We limit account visibility in instances where a member is required to Photo Verify. The below table outlines the number of actions that limited visibility of accounts during the reporting period of 12 months up to 30 June 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 | 109 | 109 |
| Bullying and Abusive Conduct | - | - |
| Child Sexual Exploitation and Abuse | - | - |
| Commercial and Promotional Activity | 40 | 40 |
| Controlled Goods and Substances | 3 | 3 |
| Dangerous Organisations and Individuals | - | - |
| Identity-Based Hate | - | - |
| Inauthentic Profiles | 3,425 | 1,943 |
| Misinformation | - | - |
| Physical and Sexual Violence | - | - |
| Scams and Theft | 14,672 | 14,616 |



| | | |
|-------------------------------------|--------|--------|
| Sexual Harassment | 1 | 1 |
| Spam | 2,587 | 2,585 |
| Suicide and Self Injury Promotion | - | - |
| Violence and Graphic Content | - | - |
| Platform Manipulation (ban evasion) | 26,725 | 26,576 |

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 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) | Number of pieces of content (actioned by automated means) | Number of reports by members for offending or illegal content / behaviour |
|---|--|---|---|---|
| Adult Nudity and Sexual Activity | 1,107 | 10,815 | 28,732 | 557 |
| Bullying and Abusive Conduct | 23 | 10 | 25 | 322 |
| Child Sexual Exploitation and Abuse* | 51 | 7 | 1 | - |
| Commercial and Promotional Activity | 656 | 68 | 175 | 89 |
| Controlled Goods and Substances | 30 | 1,096 | 498 | 11 |
| Dangerous organisations and Individuals | - | - | - | - |
| Identity-Based Hate | - | 38 | 17 | 56 |

| | | | | |
|-------------------------------------|--------|--------|--------|-------|
| Inauthentic Profiles | 354 | 44,413 | 22,550 | 3,485 |
| Misinformation | - | 2 | - | 6 |
| Physical and Sexual Violence | 26 | - | - | - |
| Scams and Thefts | 19,615 | 14 | - | 76 |
| Sexual Harassment | 784 | 198 | 2 | 3,090 |
| Spam | 1,073 | 1,612 | 1,407 | 405 |
| Suicide and Self Injury Promotion | - | 67 | 38 | - |
| Violence and Graphic Content | - | 449 | 256 | 2 |
| Platform Manipulation (ban evasion) | 12,880 | - | - | - |

***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.

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 given the option to appeal it.

As outlined above, members can report content and conduct that may violate our Community Guidelines using our in-app reporting features, and anyone can report incidents to us via the Contact Us form on our Help Centre page.

We offer the possibility to appeal the actions we take on 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 on their content or account via links on our Help Centre and in our Community Guidelines, which are accessible via our app and website. For illegal content and Community Guidelines violations, members can appeal the decision via links provided in a statement of reasons they receive.

Basis for appeals

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

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).

Account suspensions

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.

6

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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