



Safety Handbook

2025



About Safety at Bumble

Bumble is a women-first dating and social networking app that was founded by Whitney Wolfe Herd in 2014.

The app connects people across **dating** (Bumble Date) **and friendship** (Bumble BFF).

Our platform was built around kindness, respect, and equality – with safety at its core. We believe that everyone deserves a safe and comfortable space to build healthy and equitable relationships through kind connections.

Our core values

We hold people accountable for their actions on Bumble 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 can include any reports from a member about abuse or harassment that occurred in person with someone they met on our platform.

In March 2025, we refreshed our Bumble Inc. values. These values serve as a reminder that together, we're building a company—and a community—rooted in love, connection, and purpose.

Respect

We lead with compassion, integrity, and kindness, creating a space where every voice is heard and valued.

Excellence

We hold ourselves accountable, raise the bar, and take action with urgency and purpose to deliver outstanding results.

Curiosity

We challenge assumptions, embrace new ideas, and listen intently to our members—using data and insights to drive innovation.

Courage

We take bold risks, learn from failure, and create an environment where everyone feels empowered to do the same. We lead with love, not fear.

Joy

We bring energy, optimism, and creativity to everything we do—lifting each other up and making space for fun and inspiration.



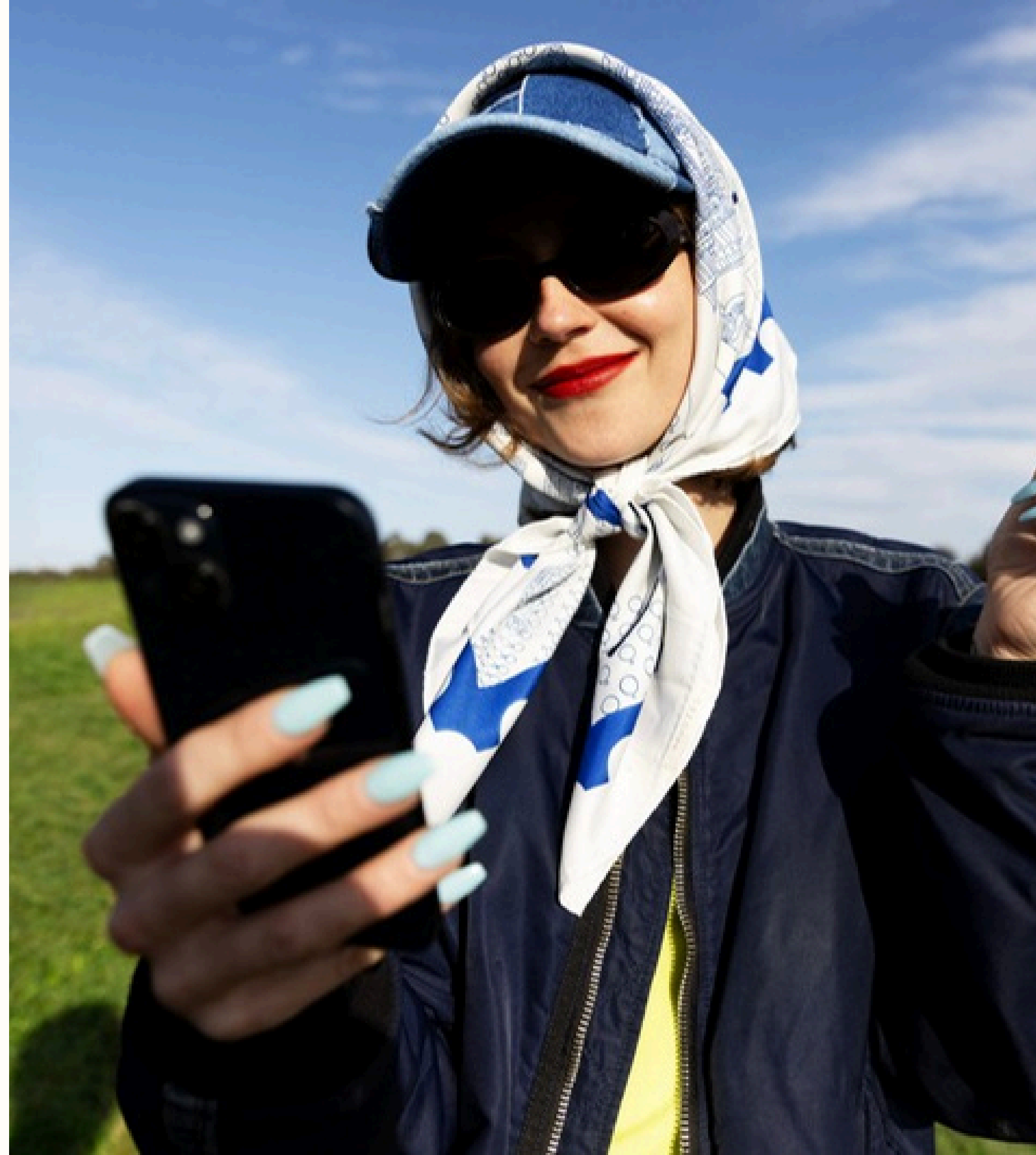
Our Trust & Safety Team

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

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](#).



Bumble Pledge

In order to help you have a safe experience on Bumble, every member worldwide who joins the app must take the Bumble Pledge, which serves as an agreement to stick to our guidelines and help us keep Bumble a safe and welcoming platform.



IT'S COOL TO BE KIND

We're all about equality in relationships. Here, we hold people accountable for the way they treat each other.

We ask everyone on Bumble to be kind and respectful, so every person can have a great experience.

By using Bumble, you are expected to adhere to our values as well as our guidelines.

I Agree

Things That Can Get You Kicked Off Bumble

- ✘ Language or imagery which is offensive or constitutes harassment.
- ✘ Any unwanted or unwelcome sexual content or behaviors between members.
- ✘ Obscene, pornographic, or violent imagery is banned. Abusive, insulting, or threatening behavior.
- ✘ 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 using a false identity.



Bumble's Safety Features



Block & Report

Confidentially let us know about behavior that makes you uncomfortable.



Deception Detector

Our safety feature that uses Artificial Intelligence (AI) to help identify spam, scam and fake profiles.



ID Verification

Upload a government-issued ID and get a badge on your profile. This lets others know you're real.



Incognito Mode

Only be seen by the people you've already liked.



Photo Verification

Know the person you're talking to looks like their photos.



Private Detector

If your match sends a lewd photo, it'll automatically be blurred out. You get to choose if you want to look.



Review Before Send

If you're about to send a message that is against our guidelines, you have a chance to reconsider it.



Unmatch

Remove a match and their ability to view your profile.



Share Your Date

Send the details of your date to trusted contacts, so they know where you are and who you're with.



Safety & Wellbeing Center

Stay informed on safety features, find tools and resources to help you date confidently, and contact us.



Video Chat & Voice Call

Connect with your match over a video or phone call without having to share your number.

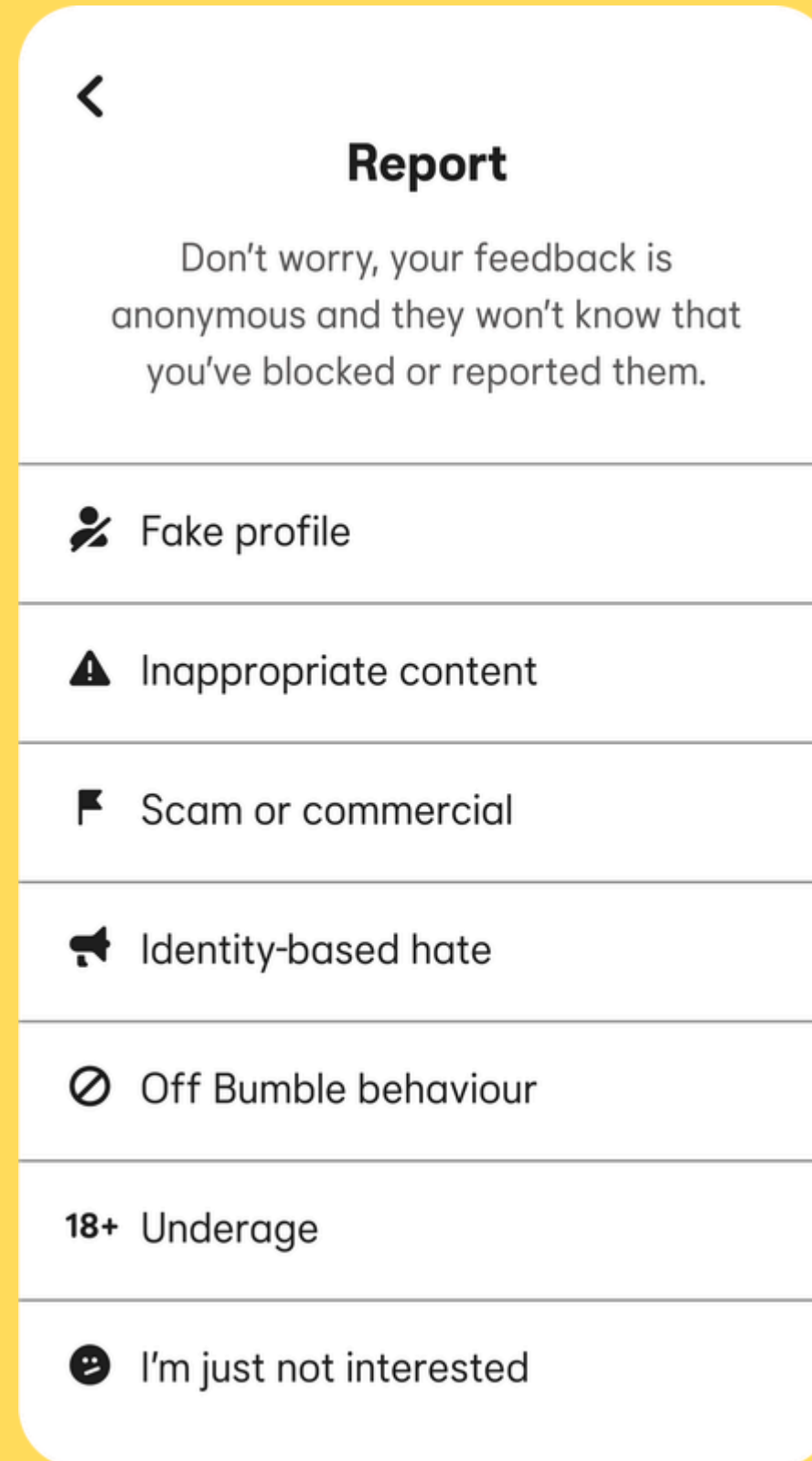


Block and Report

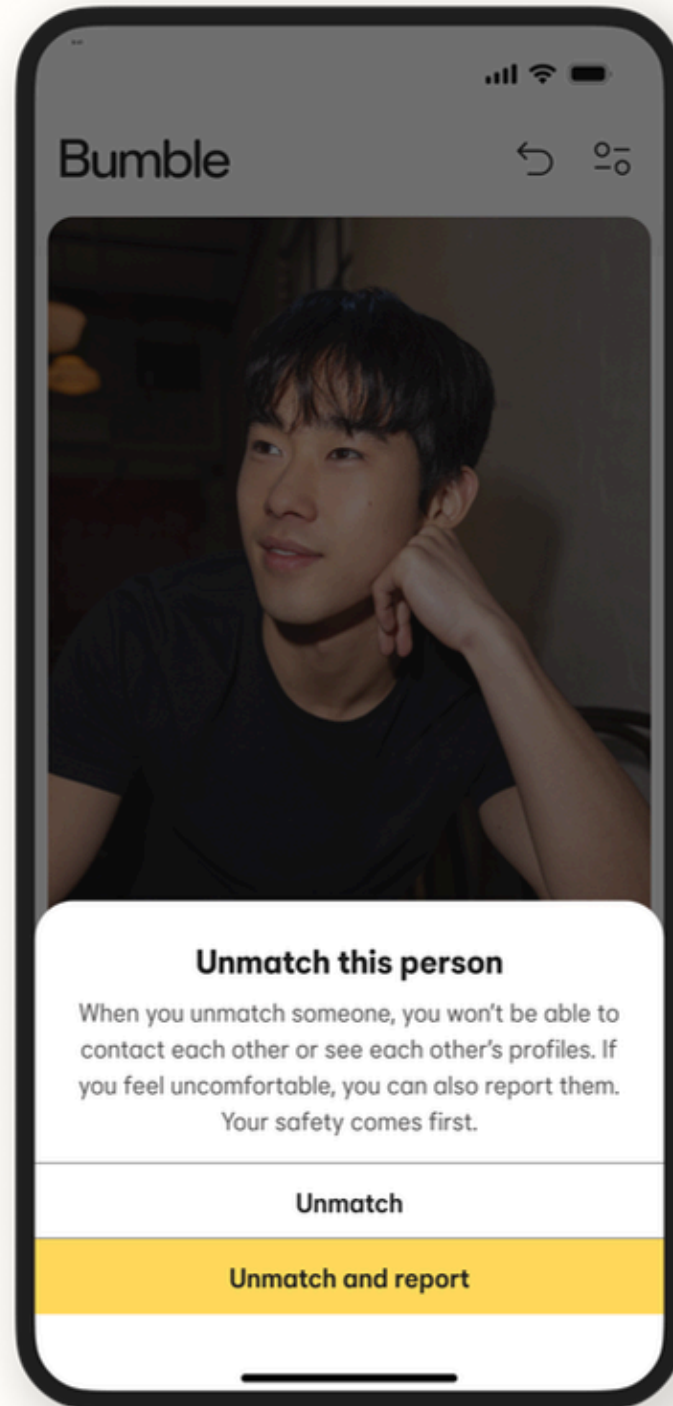
Our Block and Report tool makes it easier for our members to report behavior that makes them feel uncomfortable or unsafe. Reports are always kept confidential.

What can I report someone for on Bumble?

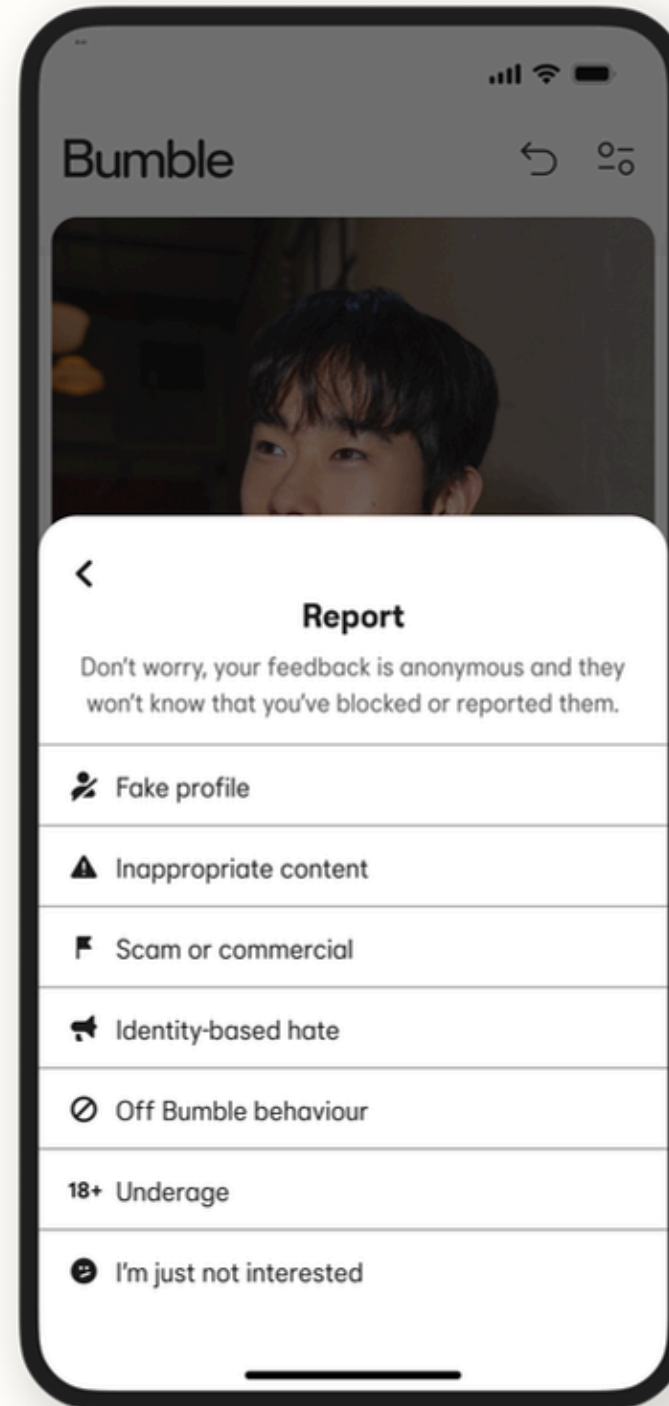
- ✔ Threats to your safety, health, or wellbeing.
- ✔ Derogatory language or hate speech – like sexism, racism, body shaming, fetishization, or discrimination.
- ✔ Excessive and harassing messages.
- ✔ If you feel the person has a fake profile or is underage.
- ✔ Unsolicited or nonconsensual sexual images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



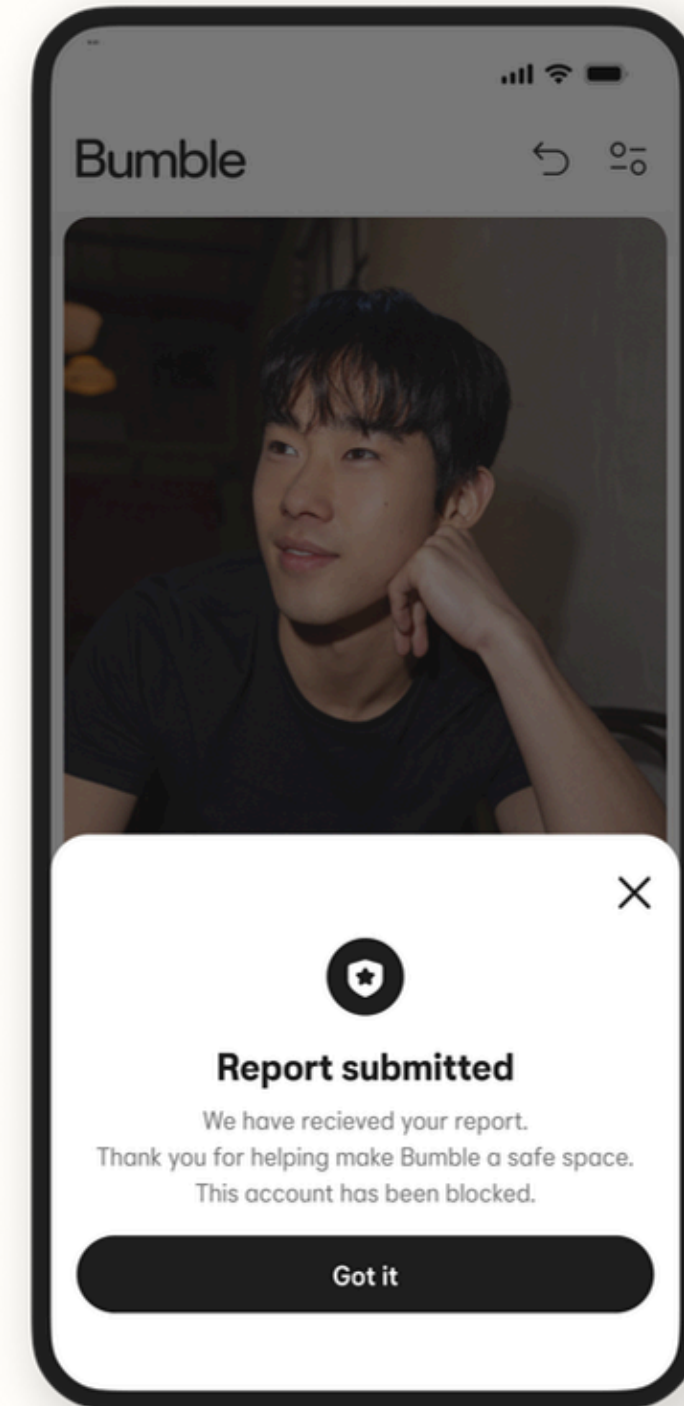
How to Report a user from their Profile



Scroll to the bottom of their profile and tap the "Unmatch & Report" button.

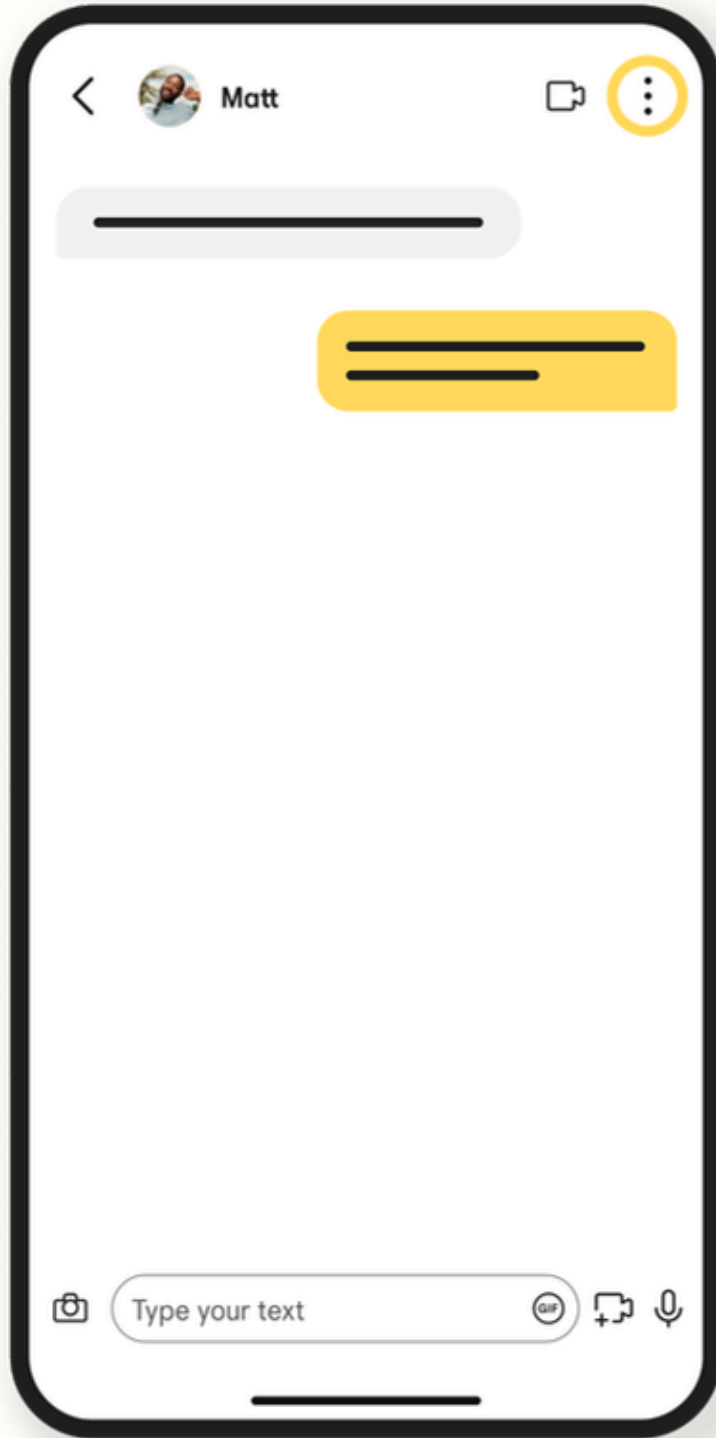


Choose one of the report reasons and include any additional comments for our moderation team.

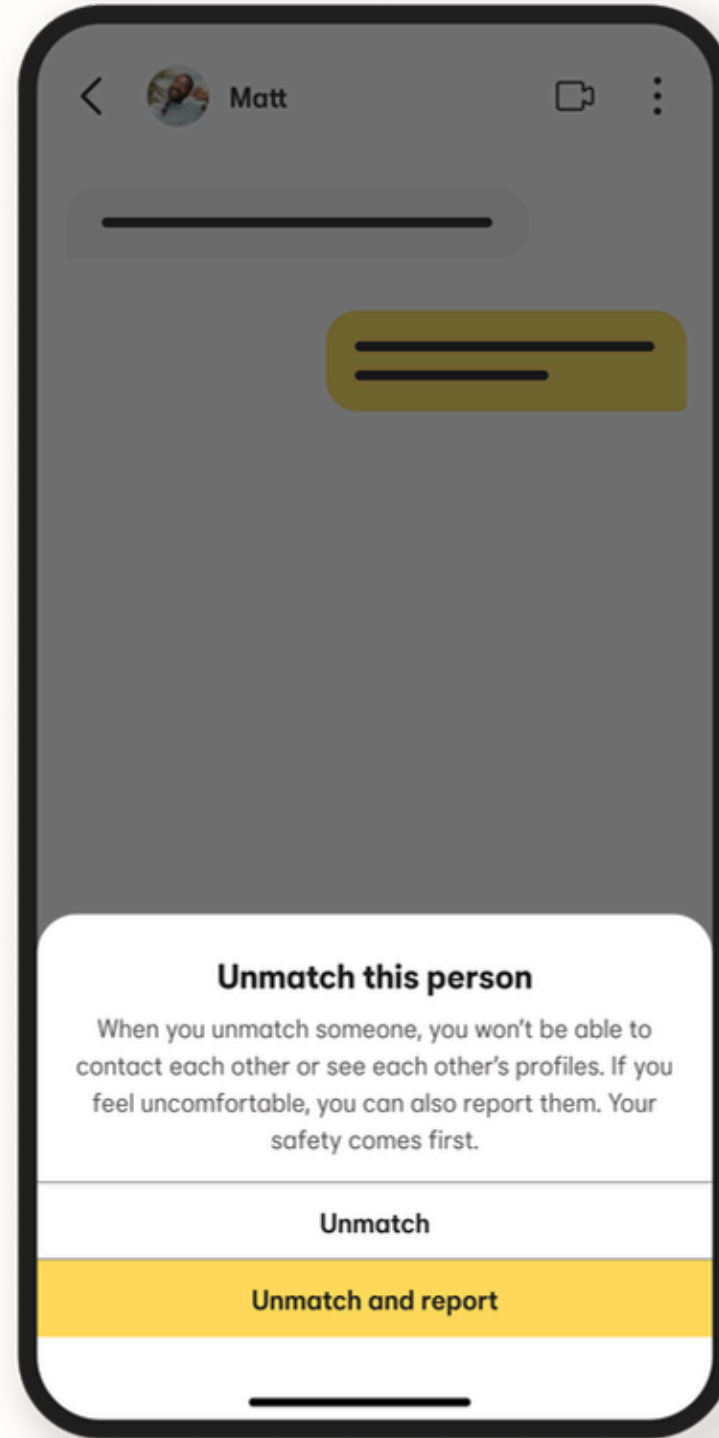


Once submitted your report will be sent to the team!

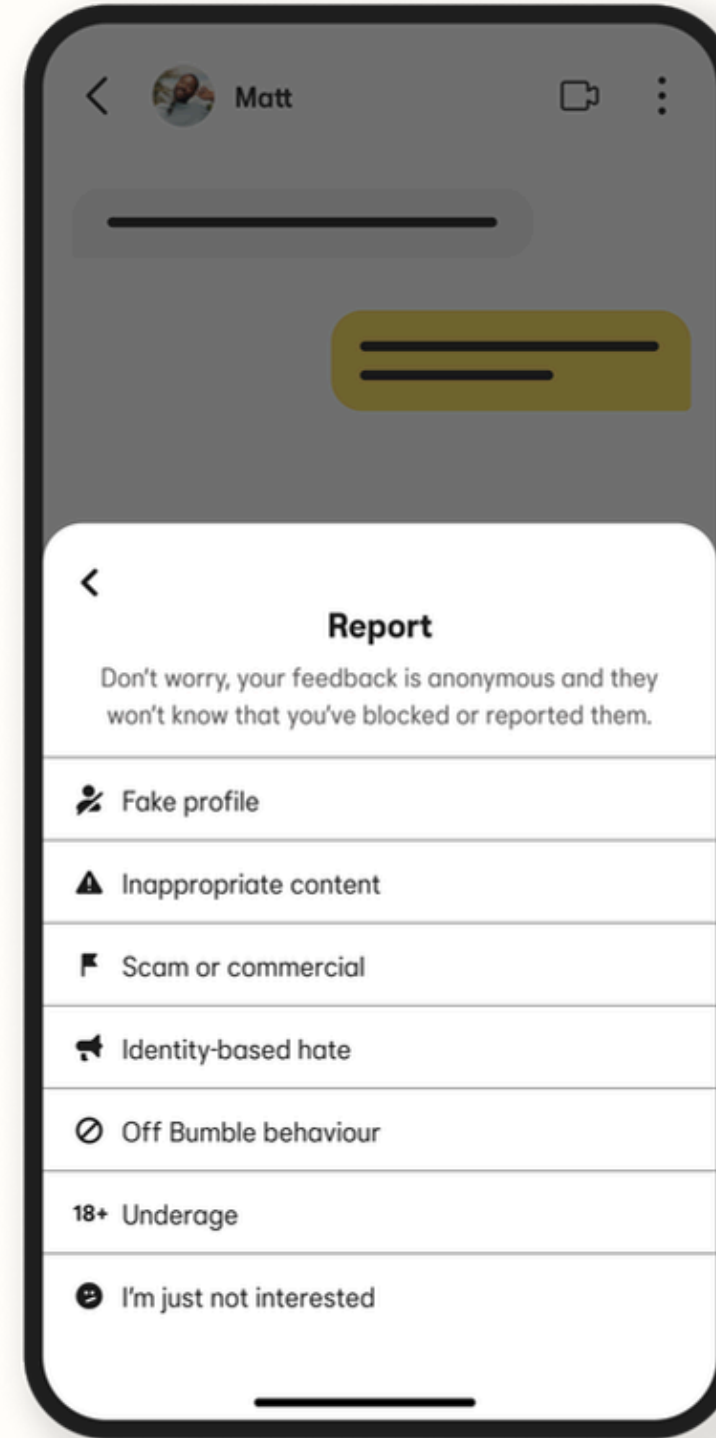
How to Report a user from the Conversation Menu



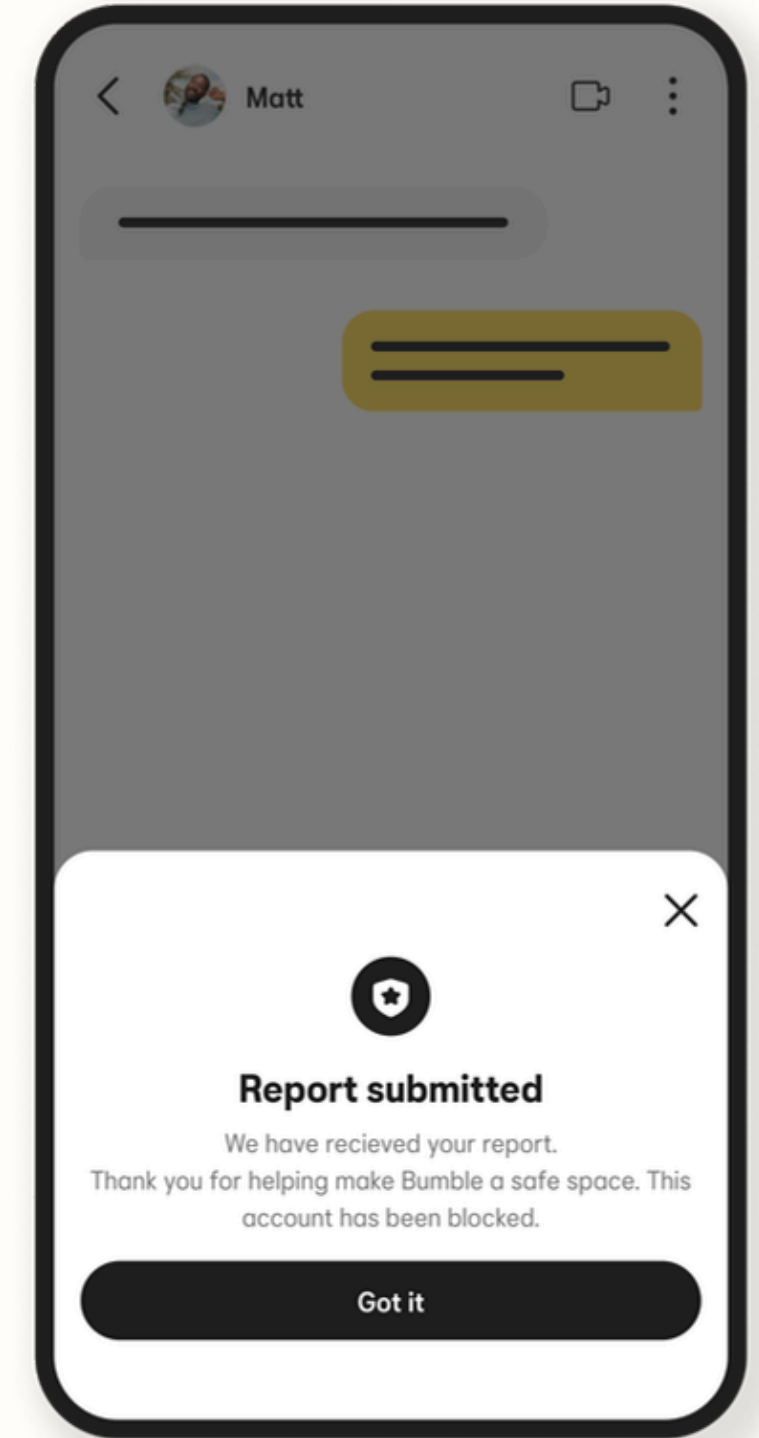
From your conversation, tap on the three dots in the top right-hand corner



From here, tap "Unmatch & Report."



Be sure to specify the reason for the report and submit it.

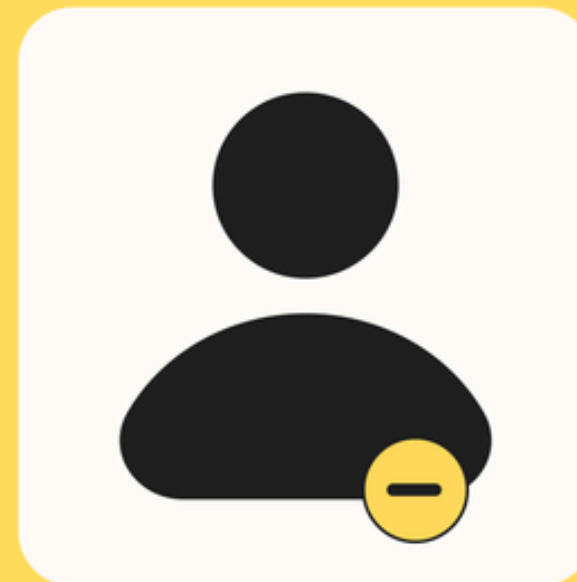
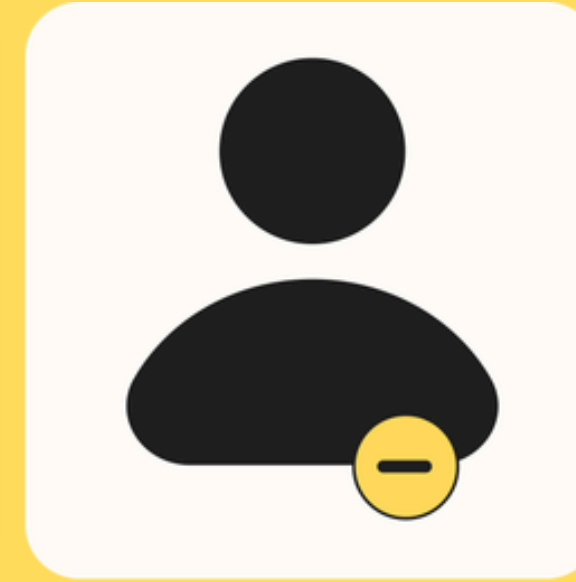


Deception Detector™

In 2023, global research from Bumble Inc. showed that respondents cited fake profiles and the risk of scams as their top concerns when online dating.

To help solve this, we introduced Deception Detector™, our safety feature that uses Artificial Intelligence (AI) to help identify spam, scam and fake profiles - aiming to take action on such accounts before our community even sees them.

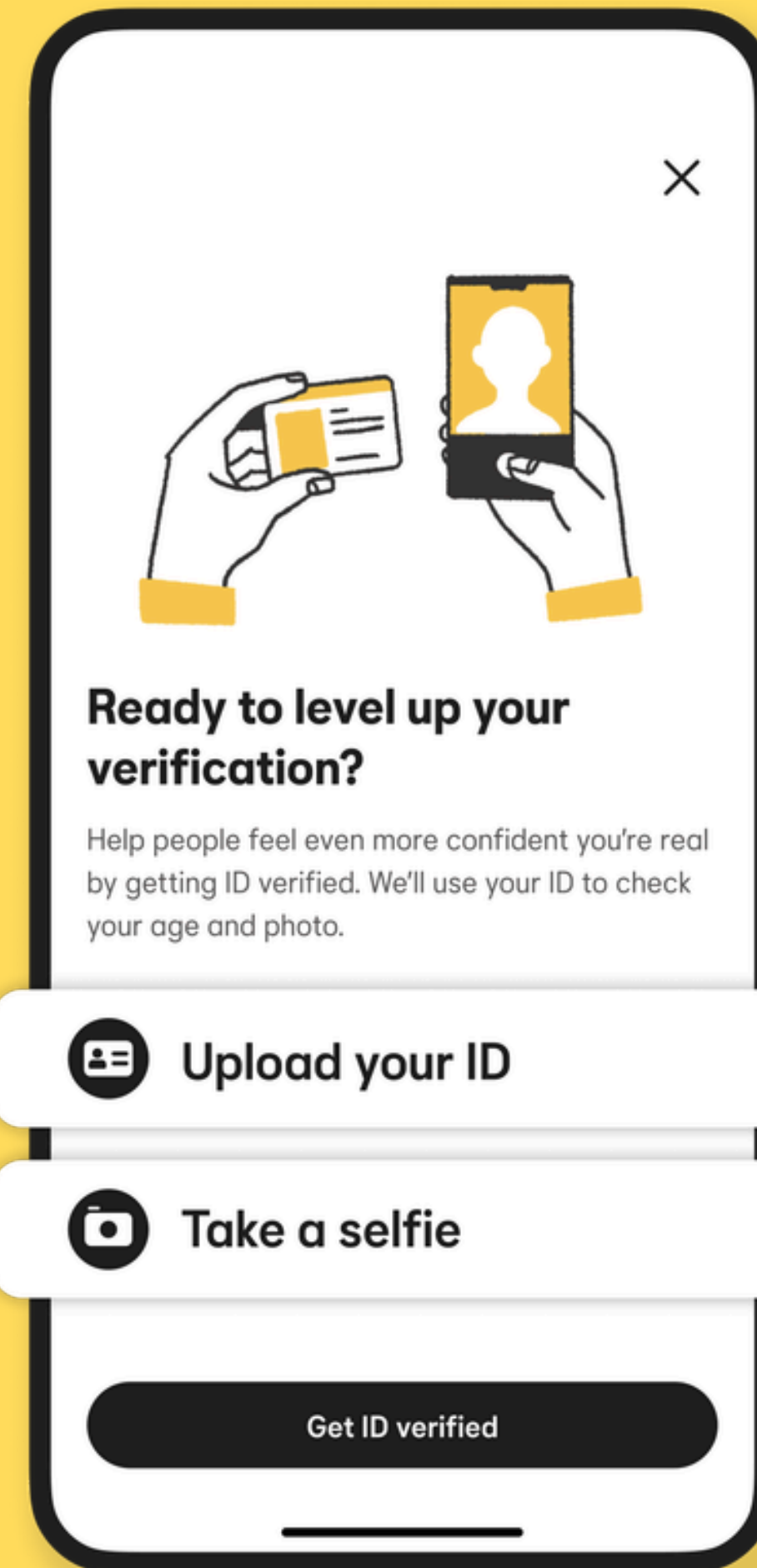
Within the first two months of the technology's introduction, Bumble saw member reports of spam, scam, and fake accounts reduced by 45%.



ID Verification

We're always looking for new ways to help you stay safe when you date. So with ID Verification, you can upload a government-issued ID and get a badge on your profile. This lets others know you've confirmed your identity—plus, you can ask your match to do it too, so you know they're the real deal.

Verification matters because our studies show that **80% of Gen-Z daters** surveyed prefer to meet up with people who have verified profiles, and having that verification can lead to more matches.* Right now, ID Verification is available in Australia, Canada, France, Germany, India, Ireland, Mexico, New Zealand, Spain, the UK and the US, with plans to expand further.

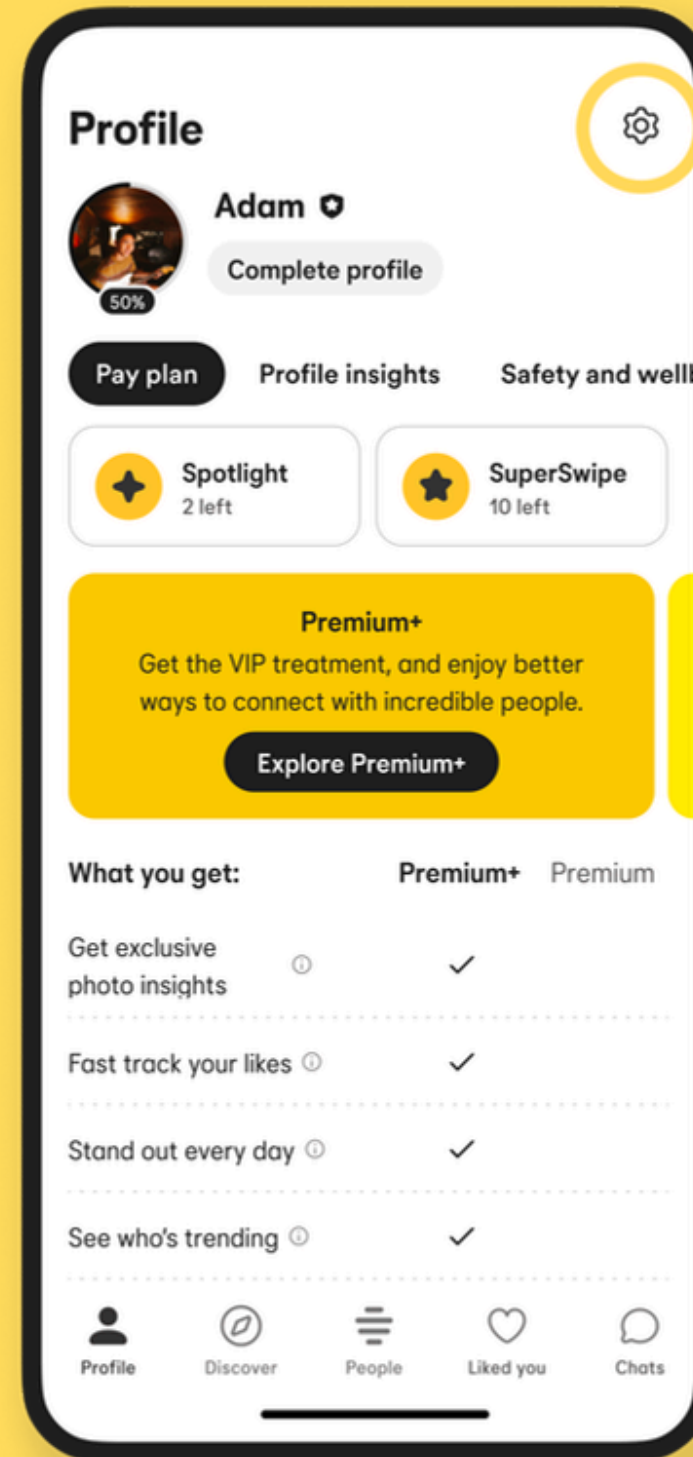


Incognito Mode

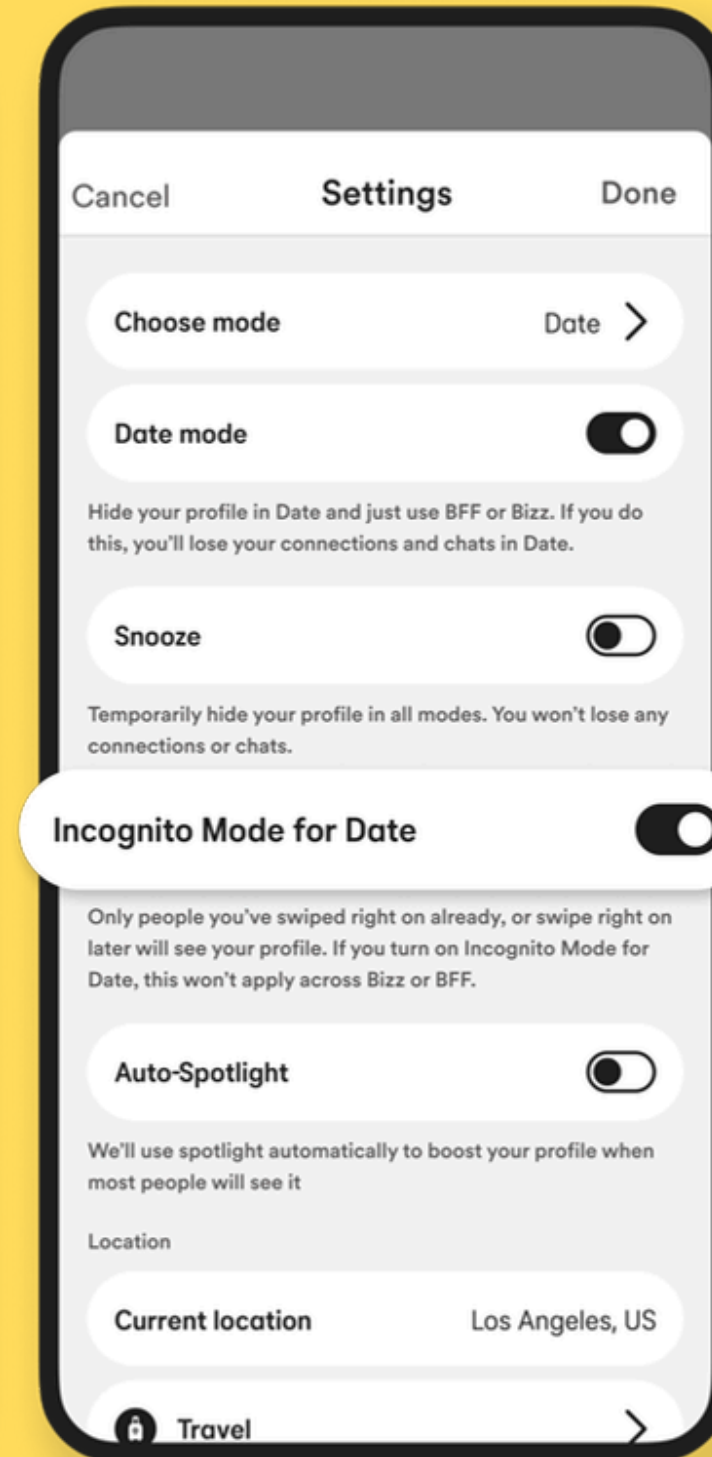
Incognito Mode is part of our paid Bumble Premium subscription, and it helps give you a more streamlined Bumble experience.

This feature initially hides your profile from others on the app so no one will see it unless you swipe right on them – adding another level of safety and security to your experience.

How to Turn on Incognito Mode



From your profile home screen, tap the Settings icon in the top-right corner.



Locate Incognito mode, and toggle it on.

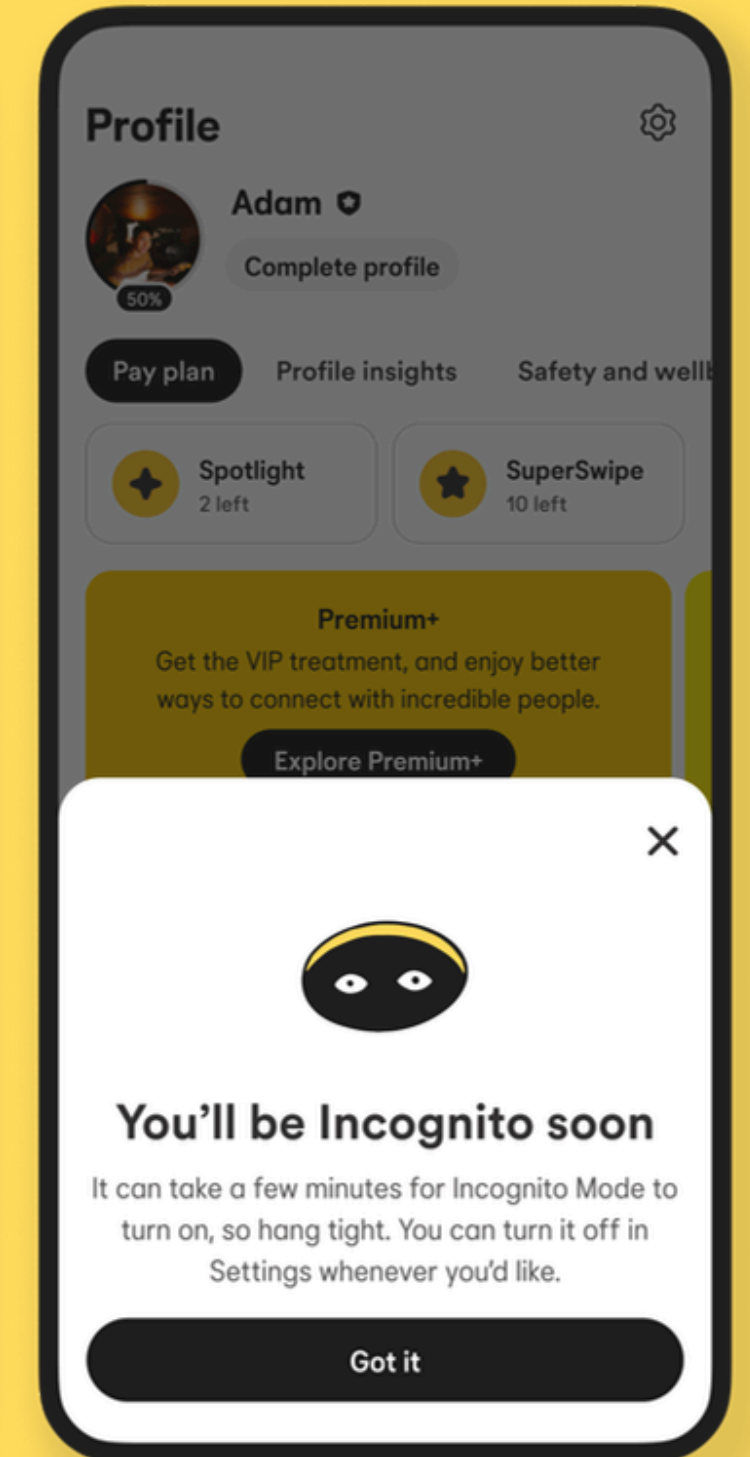



Photo Verification

We employ a number of tools and features to help keep our community safe. We launched Photo Verification in 2016, which ensures that the member matches the person in their profile photos.

Bumble also has an anti-spam team to proactively detect and flag fake profiles within the app. This team may auto-block or request Verification when they detect suspicious profiles.

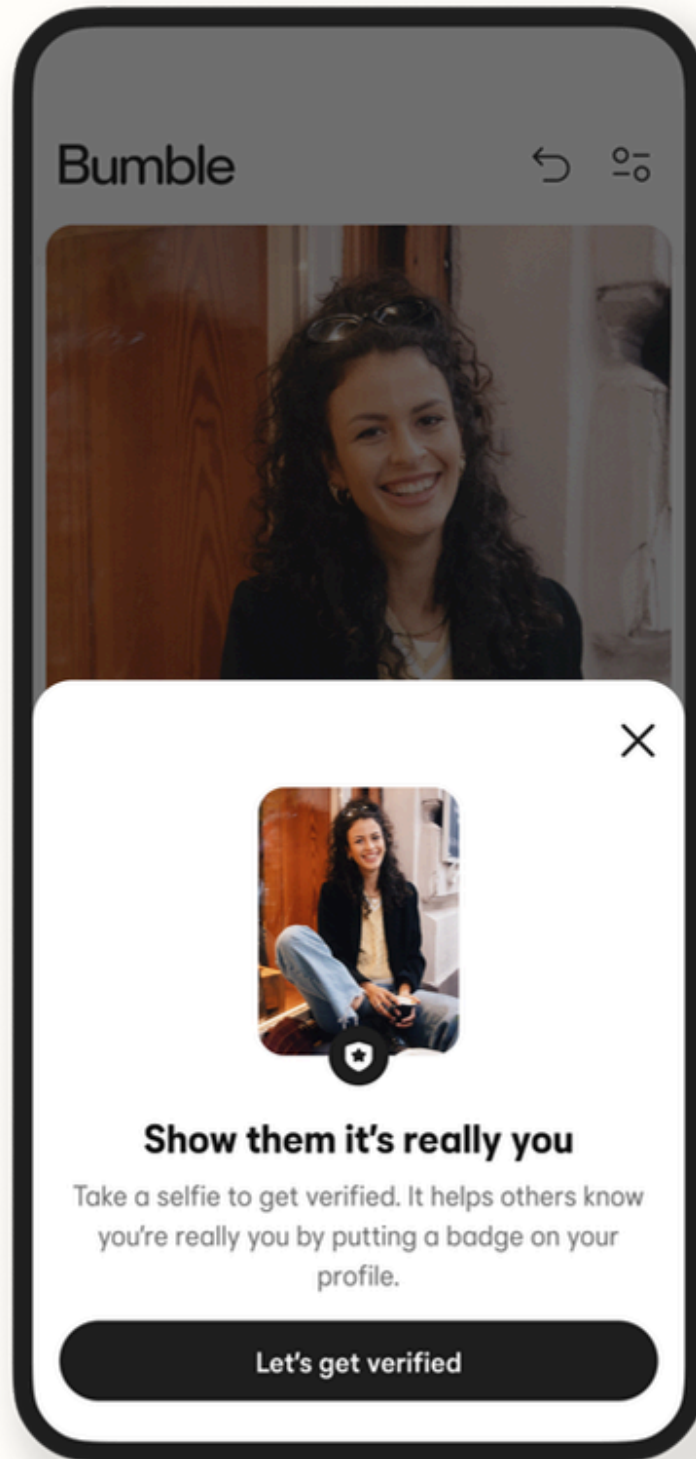


Liza, 27 

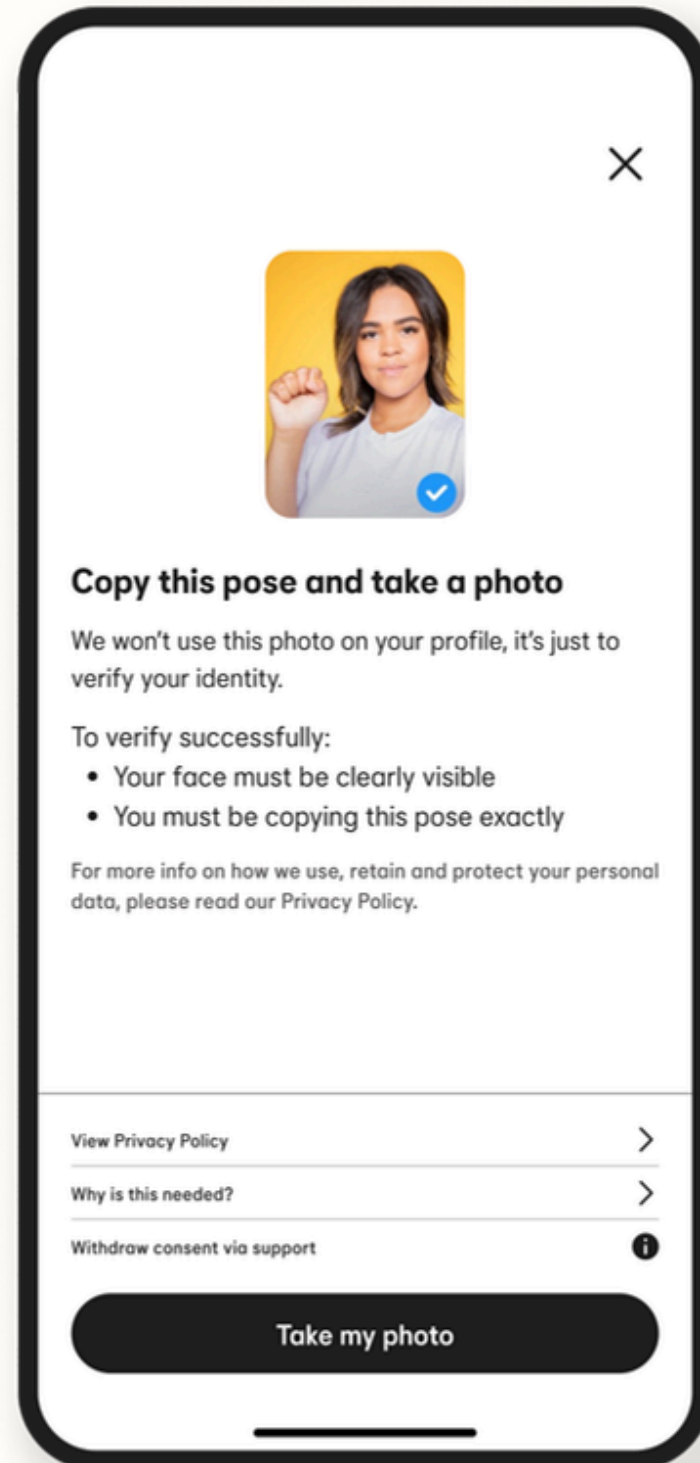
Nicole, 23 

Clarissa, 26 

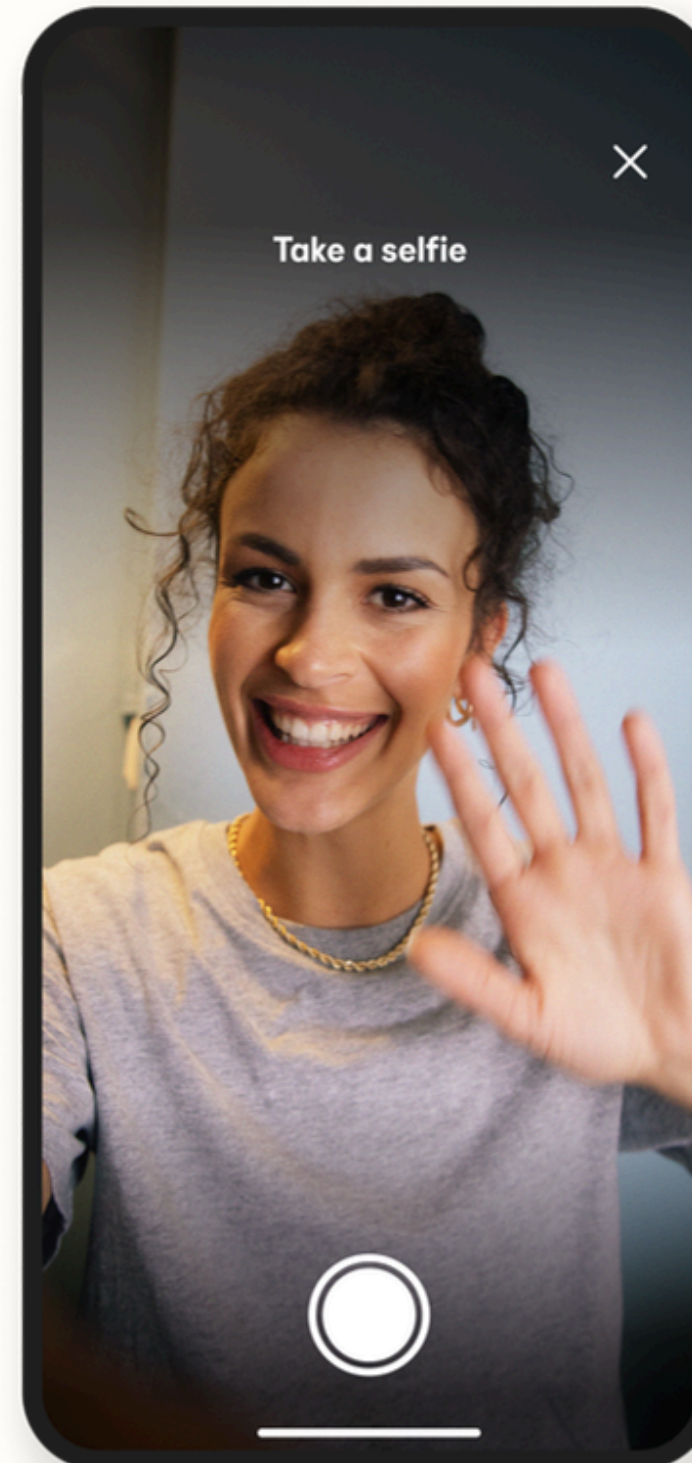
How to Verify your Photo



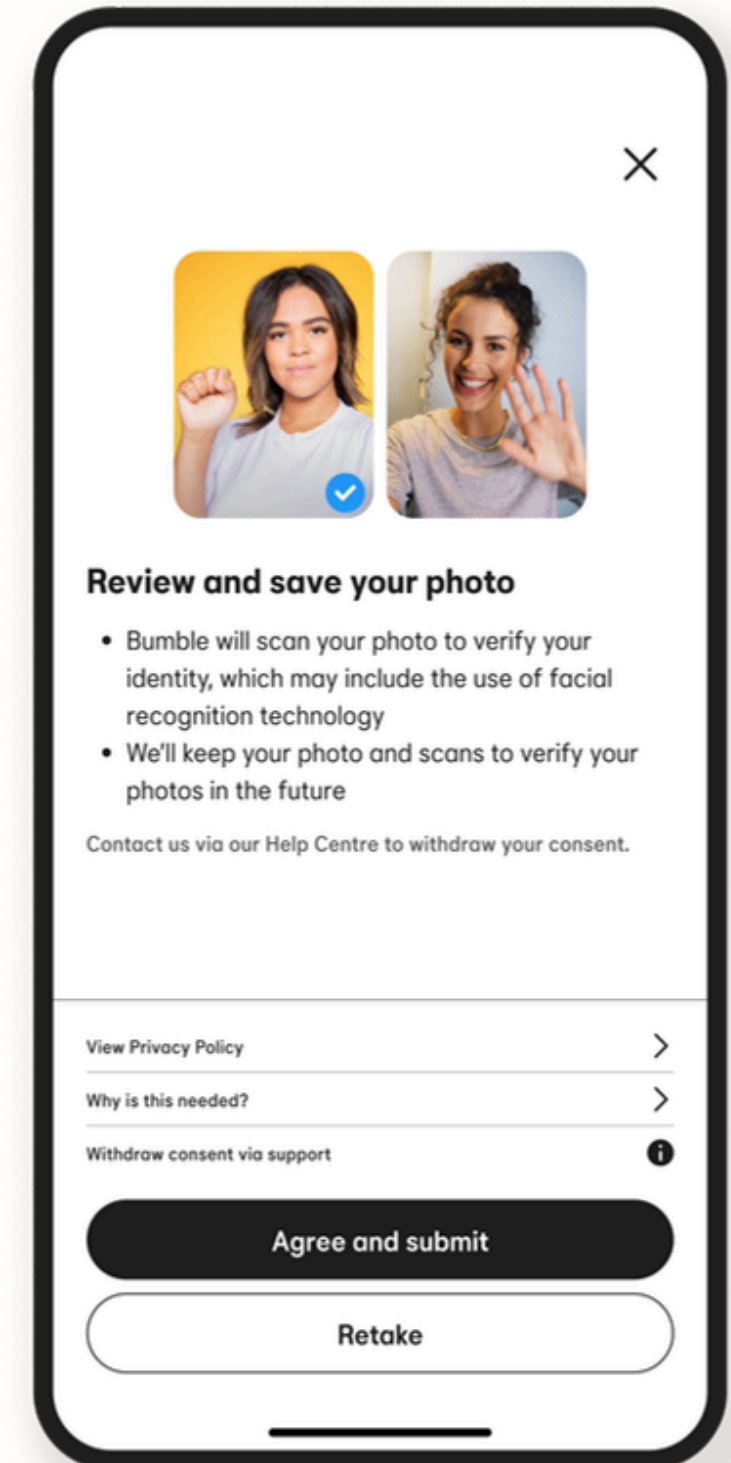
Go into "Edit Profile" and tap "Let's get verified".



You'll be prompted with an example of one of a hundred random photo poses by Bumble.



All photos are reviewed by a real person on our team.



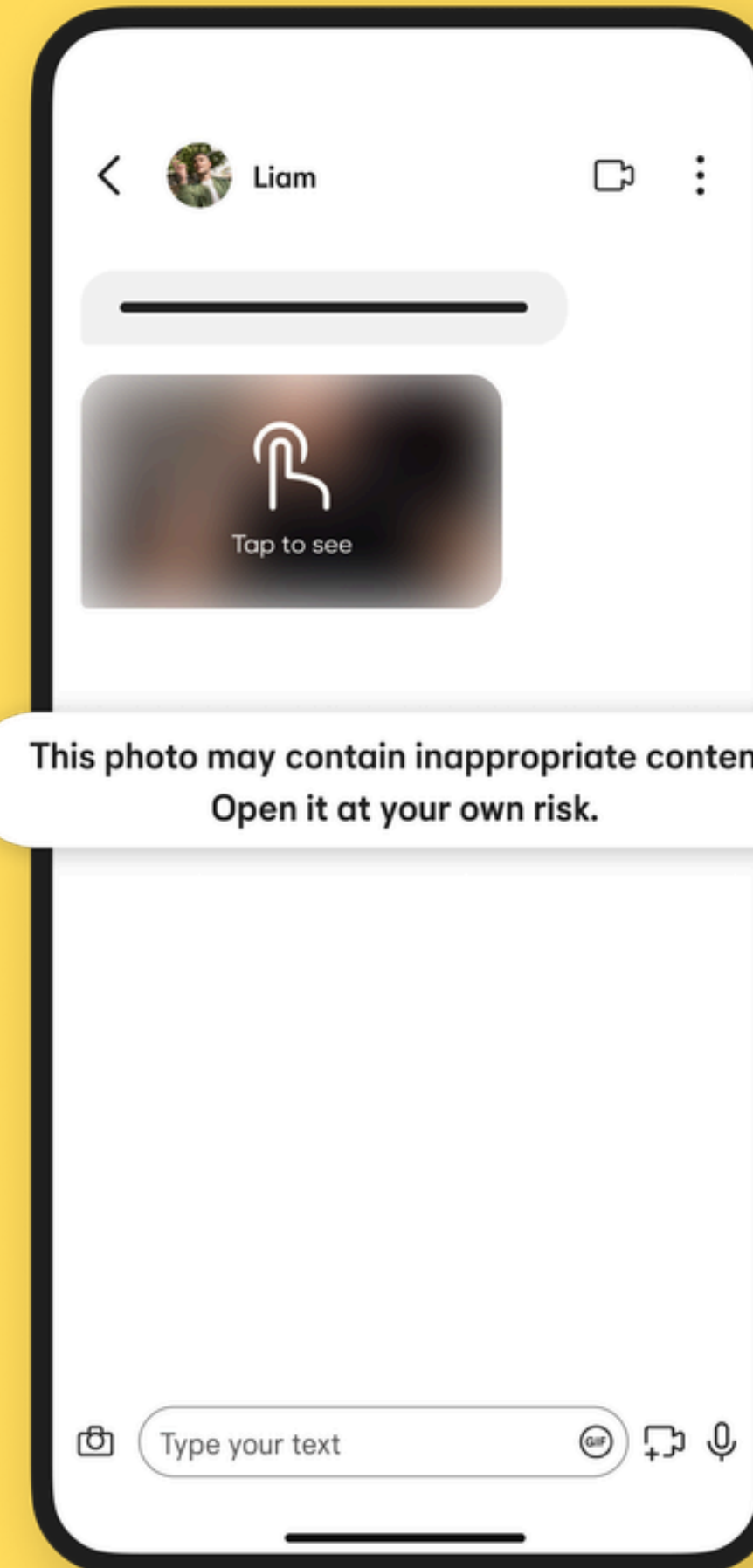
In a few minutes you'll receive a confirmation or rejection of your verification.

Private Detector

In 2018, a survey of Bumble members found that **1 in 3 women** reported having received unsolicited lewd photos from someone they hadn't yet met in person.

In 2019, Bumble 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.

Since then, Bumble has helped champion bills in three states – Texas, Virginia, and California – to help curb the act of **Cyberflashing**.

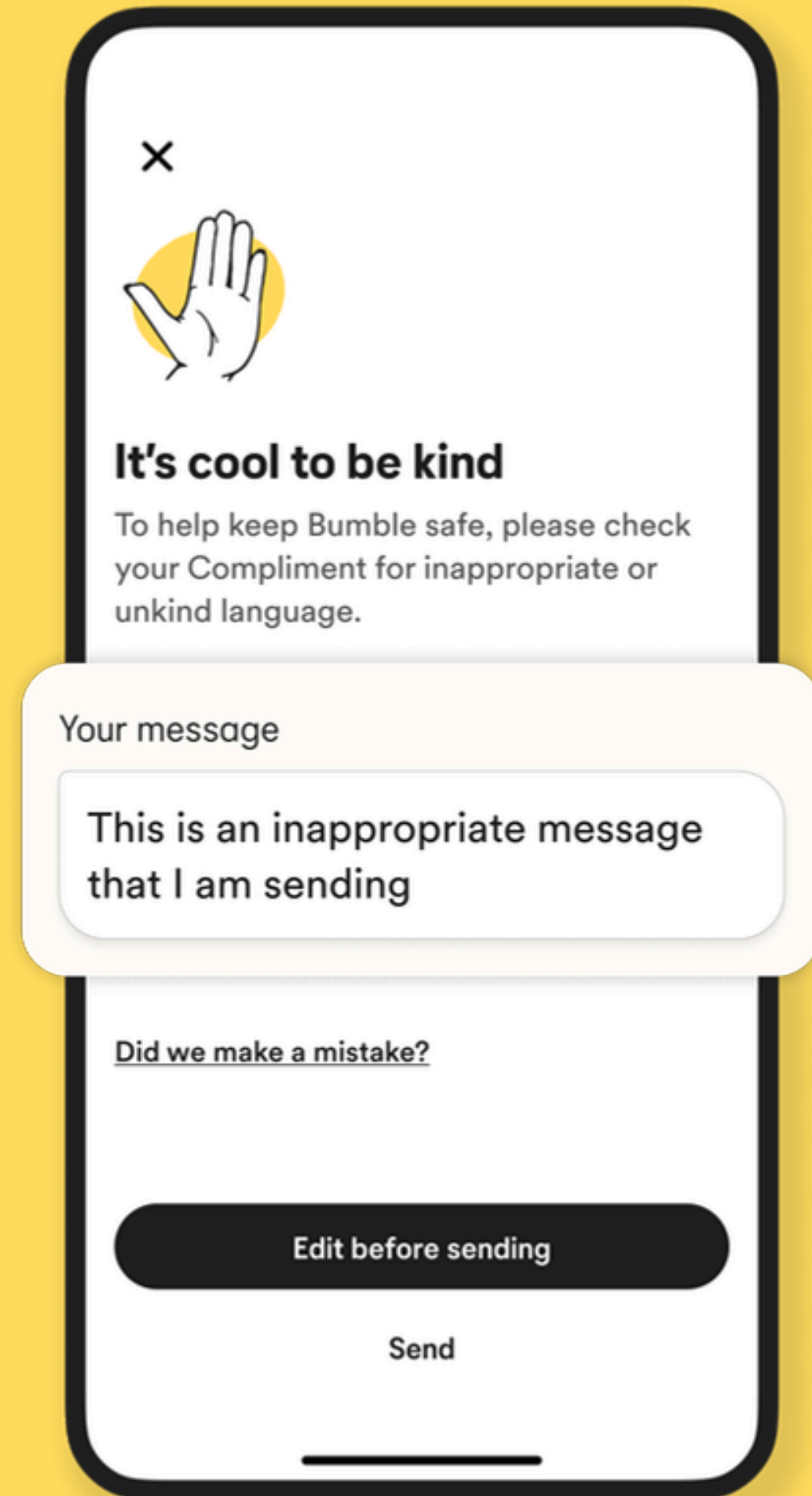


Review Before Send

You deserve positive, kind interactions, so we've enhanced our Review Before You Send feature.

Originally introduced for Compliments, it can now help you out on chat messages, too. If you're about to send a message that doesn't meet our guidelines, we'll give you a chance to reconsider and edit it. During our tests, about **40% of people** chose to alter their messages after getting an alert.

We believe in fostering a respectful dating environment and by expanding this feature, we're reinforcing our commitment to maintaining a safe and positive space for everyone.



Unmatch

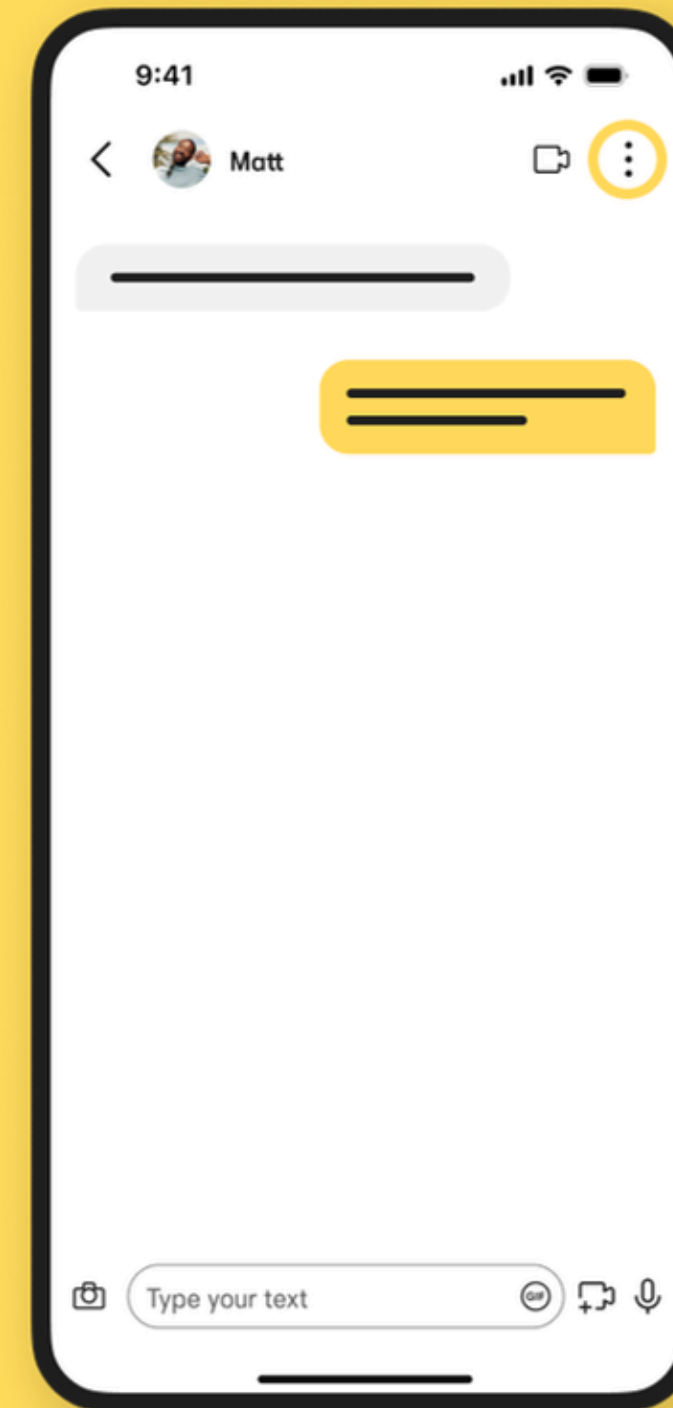
If anyone on Bumble makes you feel uncomfortable, harasses you, or exhibits threatening behavior, you should **Unmatch them**.

After unmatching someone, your conversation will disappear and they won't be able to message you or see your profile.

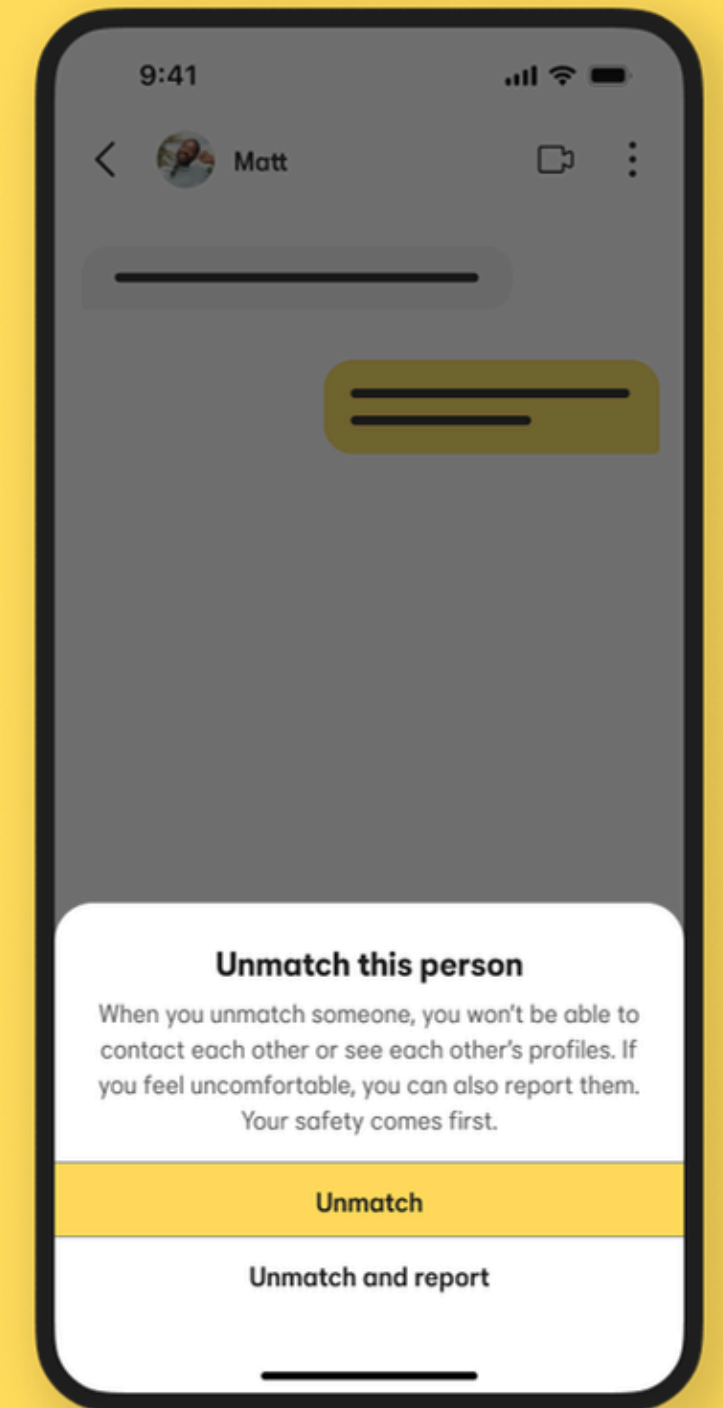
How to Unmatch with another user



First, open your conversation with them.



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



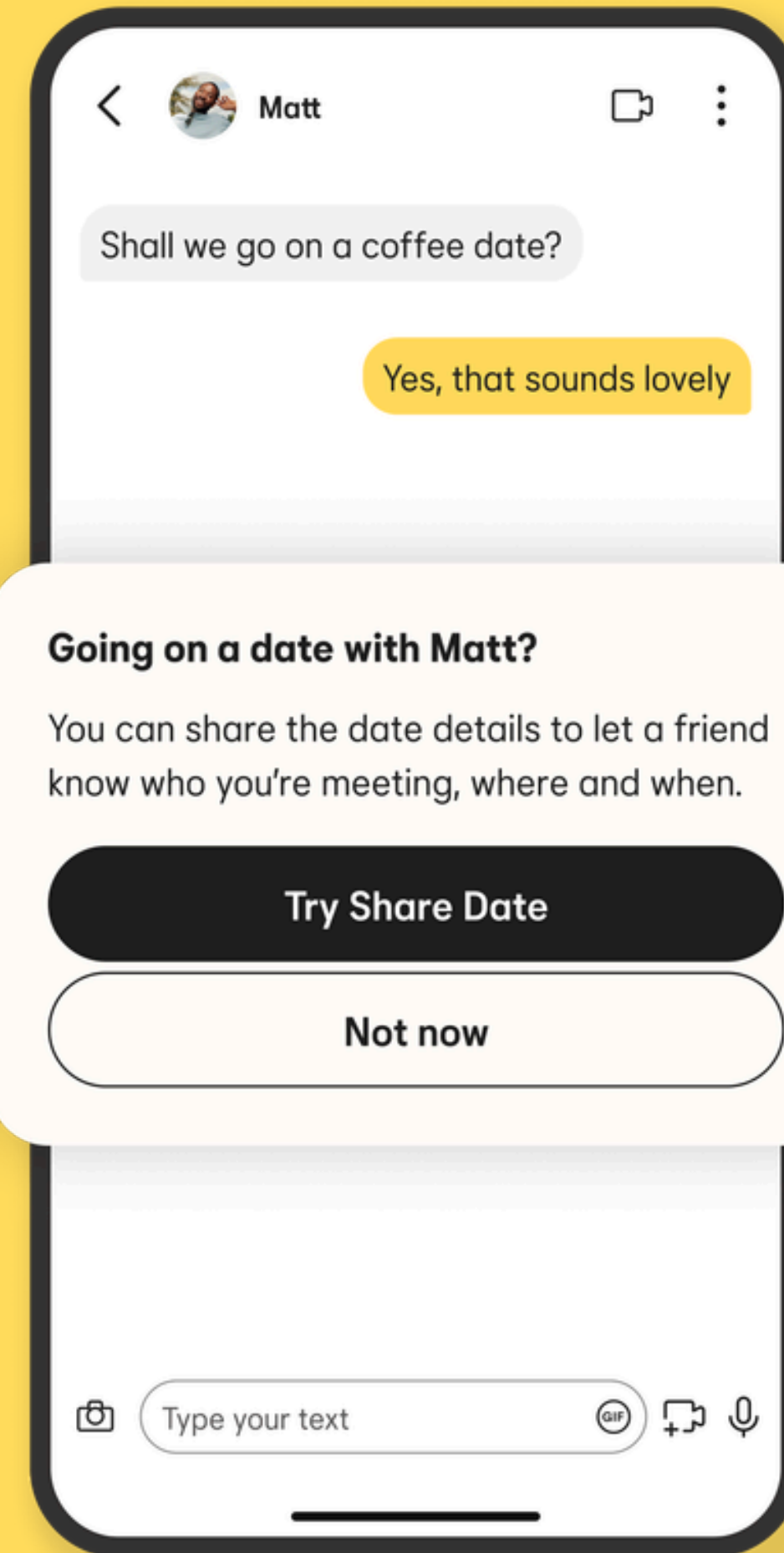
From here, tap "Unmatch."

Share Date

Share Date lets you send the details of your meetups to trusted contacts, so they know where you are and who you're with.

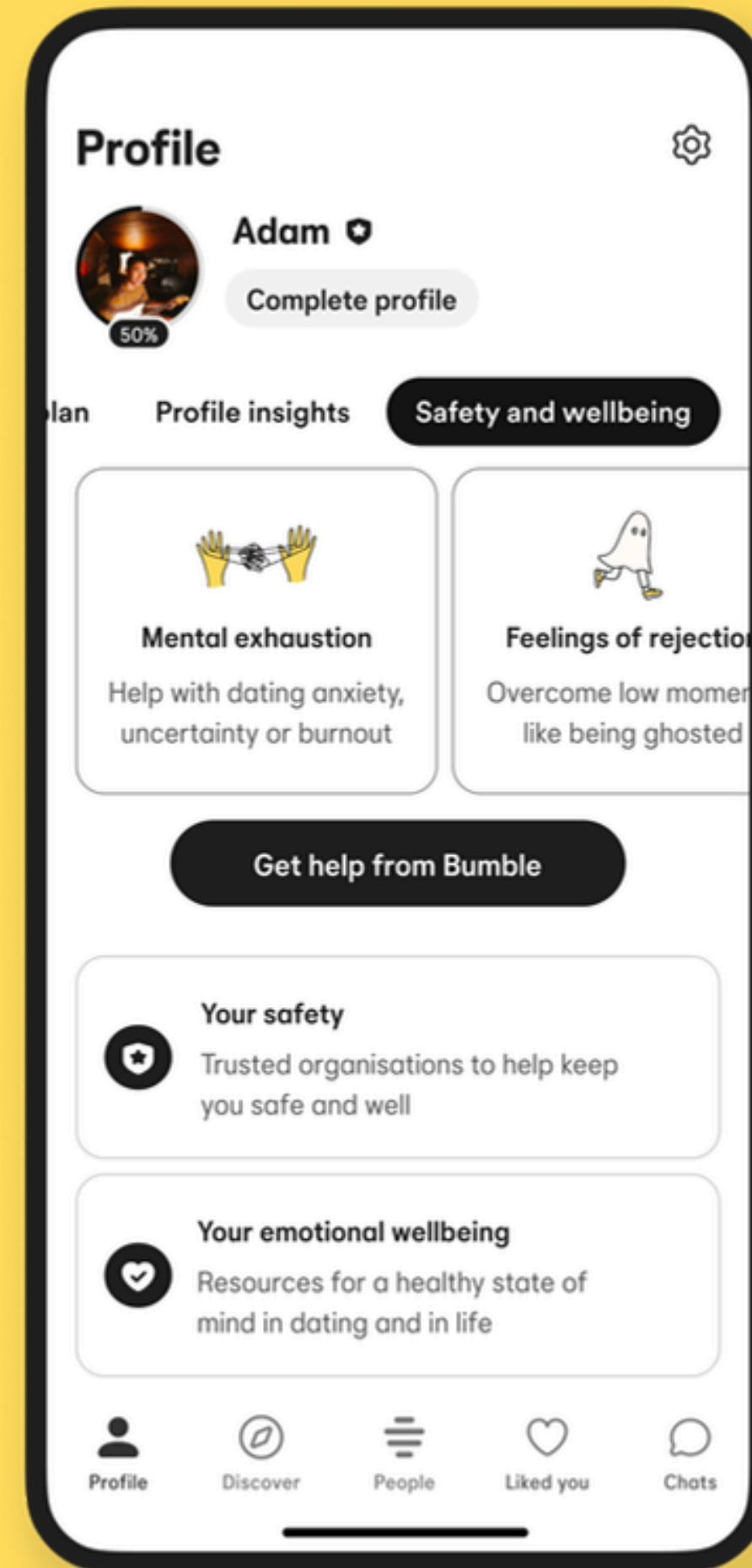
You can update these details in real-time, right from the Bumble app—useful if your plans change.

Knowing that **67% of people** we recently surveyed already share their date details with friends, we thought we'd make it simpler to do so.* On Bumble, it's never just about finding connections—it's about **feeling safe, secure, and happy** as you do.



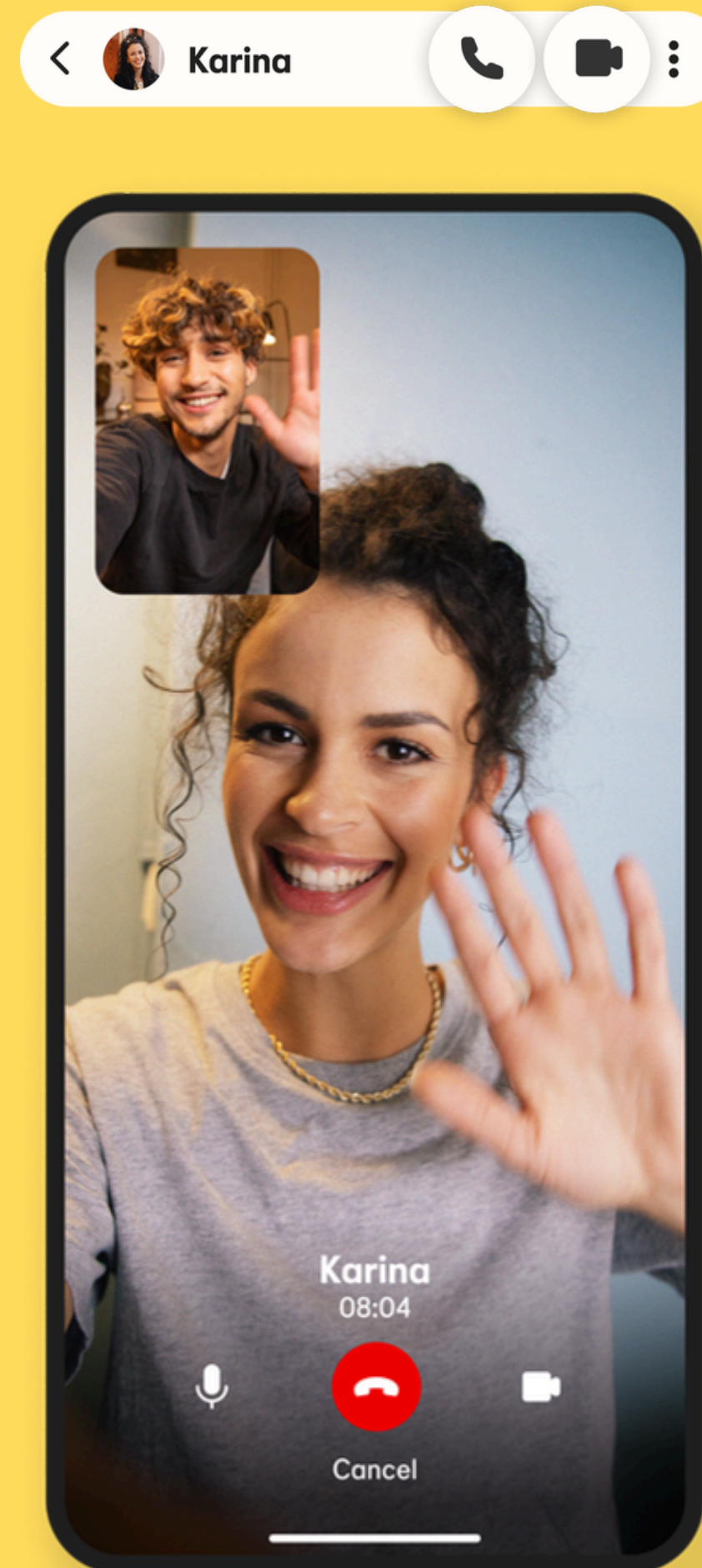
Safety & Wellbeing Center

Our Safety and Wellbeing Center in the app is a resource hub to help our global community have safe and healthy dating experiences. Here, all our members can stay informed on Bumble's safety features and find the appropriate tools to date confidently.



Video Chat & Voice Call

Video Chat and Voice Call launched in 2019 to allow our community to confidently connect with matches – and feel safer before deciding to share any personal information.



How We Work with Law Enforcement

We work with **external law enforcement partners** to report welfare checks, assist in criminal investigations, comply with existing data privacy laws and regulations, and consult on new innovations to keep the digital world safe and secure.

Our Law Enforcement Ops team provides assistance to competent law enforcement agencies by:

- **Partnering with Kodex**, an industry leading law enforcement portal to securely receive, process, and transmit legal processes requests
- **Proactively reporting** the most serious safety concerns such as imminent threats to life, suicidal ideation, child exploitation, and other egregious harms

In **working with law enforcement**, we adhere to and comply with all data and privacy laws and regulations. We don't disclose any of these requests for data or information to our members or the public.



We Have Banned These Things on Bumble

- ✘ Body Shaming**
Bumble does not tolerate unsolicited and derogatory comments made about someone's appearance, body shape, size, or health. This includes language that can be deemed fat-phobic, ableist, racist, colorist, homophobic, or transphobic.
- ✘ Identity-based Hate**
Bumble takes a strong stance against identity-based hate, defined as any content or behavior that promotes hatred and contempt against marginalized or underrepresented groups with protected attributes such as race or ethnicity; national origin or nationality; immigration status; caste; sex, gender, and gender identity or expression; sexual orientation; disability or serious health condition; and religion or belief.
- ✘ Guns**
Online behavior can both mirror and predict how people treat each other in the real world. Gun violence is not in line with our values, nor do images of these weapons belong on Bumble. There are exceptions for members of the military or law enforcement, but only if they are in uniform.

- ✘ Fetishization**
Fetishization is the act of making something or someone the object of sexual desire. People often don't realize this kind of fetishization is often based on, and can perpetuate, racist, sexist, ableist, transphobic, or homophobic stereotypes. Non-consensual fetishization is considered a form of sexual harassment on Bumble.
- ✘ Sexual Harassment**
Bumble 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 Bumble.



First Date Advice for a Fun and Safe Meetup

- Start with a video hang.
- Do some online vetting.
- Tell someone you trust where you're going.
- Find your own transport.
- Take charge when picking the location.
- 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.



How to Stay Safe from Romance Scams

- Never share sensitive personal information.
- Never share financial information with a new Bumble match.
- Go slowly. Scammers will often pressure their targets to move quickly and emotionally manipulate their targets to feel guilty when they don't do the same.
- Know that romance scammers may use personal information from social media to build trust and a fake connection with their target, so be careful of what information you share publicly.
- Use Bumble's features to ensure that your match is who they say they are. Make sure that their photos are verified, and ask them to Video Chat or Voice Call in order to confirm their identity.
- Check-in with a friend. Sometimes telling a good friend or family member about your new connection and what's going on with them can help surface red flags.
- Always proceed with caution when making new connections, and never hesitate to Block and Report someone if you suspect they're trying to scam you.



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 Bumble, 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.



Safety Partnerships

SUPPORTING VICTIMS & SURVIVORS OF VIOLENCE



National Domestic Violence Hotline

In 2020 Bumble Inc. announced a multi-year pledge to support the National Domestic Violence Hotline, an Austin, Texas-based organization dedicated to prevention of relationship abuse and supporting people affected by it.



Refuge UK

Bumble have partnered with the UK's largest domestic abuse organisation, Refuge, since 2023 and use our shared voice to tackle technology-facilitated abuse and gender-based violence.



Survivor Hub

The Survivor Hub is an Australian survivor-led initiative which harnesses survivor knowledge and lived experiences to support, inform and empower people impacted by sexual assault.



AWARE

Bumble has partnered with AWARE to create a pathway to report dangerous individuals ensuring that they are removed from our apps to prevent further encounters with our community.



Bloom powered by Chayn

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

COMBATting ONLINE EXPLOITATION & HARMS AGAINST CHILDREN



National Center for Missing & Exploited Children (NCMEC)

NCMEC is a nonprofit reporting center for issues related to prevention and recovery from child victimization. We proactively report child sexual abuse material detected on Bumble and Badoo.



Safer in partnership with Thorn

We have partnered with Thorn, an organization that builds technology to defend children from sexual abuse through implementing Safer, which helps us to identify, remove, and report child sexual abuse material.



Internet Watch Foundation (IWF)

IWF is a leading tech non-profit working globally to eliminate child sexual abuse images and videos from the global internet. With this partnership we use their hash service in combination with Safer.



Tech Coalition

Tech Coalition is an alliance of global tech companies who are working together to combat child sexual exploitation and abuse online. We work collaboratively with the TC to increase our value add to their mission.



Kodex

In 2022 we partnered with Kodex, a collaborative data sharing portal to ensure trusted and secure communications with verified government agencies.





Thank you!