



August 19, 2024

The Honorable Jeanne Shaheen  
506 Hart Senate Office Building  
United States Senate  
Washington, DC 20510

Dear Senator Shaheen and Colleagues:

Match Group, Inc., through its portfolio companies (“Match,” “Match Group,” or “we”) appreciates the opportunity to work with your offices as we move forward with voluntary integration of Take It Down and Stop NCII.

First and foremost, Match Group has a zero tolerance approach to non-consensual intimate imagery (NII) across our platforms, and we are committed to doing more and implementing appropriate technology to safeguard our members. Match Group brands have always prioritized designing their services specifically with user safety in mind. We understand the life-altering impact NII sharing can have on an individual’s life. We believe that mitigating safety risks, including the risks of NII, requires a holistic approach to product design, including building products that are engineered to be less susceptible to misuse. *However, to be clear, NII is not among the types of inappropriate content that we regularly see on our services.*

To elaborate, none of the Match Group brands allow any public sharing of intimate or sexual images of any kind — whether consensual or non-consensual — and we employ a combination of AI and human review to proactively enforce these policies, taking down thousands of instances of this content each day—the majority being done proactively—using a combination of automation and human review, and without the need for a user report.

Further, other than our new brand, Archer, no other Match Group brand allows for private image sharing — almost entirely eliminating the potential for the creation or distribution of NII (and a range of other harmful content types) on our platforms. With these tools and processes that we have already put in place on our platforms, including Archer, we believe that we have already been successful at preventing the distribution of this content on our services.

Additionally, Match Group supports public policy and NGO efforts to improve online safety. This past June, Match Group was proud to endorse S. 4569, the TAKE IT DOWN Act, which focused directly on the issue of NII. Match Group is also an active participant in the multistakeholder working group convened by the Center for Democracy & Technology, Cyber Civil Rights Initiative, and National Network to End Domestic Violence in response to the White

House Gender Policy Council and Office of Science and Technology Policy's call to action on NII.

Our actions in the NII space are representative of our broader commitment to engaging with a wide range of stakeholders on safety matters. Last year, Match Group commemorated the five-year anniversary of establishing the online dating industry's first of its kind council of outside experts to help better inform the company on safety, equality, and other key areas. The Match Group Advisory Council (MGAC) is composed of cross-functional safety leaders and experts across gender-based violence, child exploitation, LBGTQIA rights, and anti-human trafficking, including Polaris, and The National Center for Missing & Exploited Children (NCMEC), which operates Take It Down.

Despite the exceedingly limited presence of NII on our platforms, Match Group has a zero tolerance approach to this content across our platforms, and we are committed to implementing additional appropriate technology to safeguard our members. Match Group recognizes the importance of integrating NCMEC's Take It Down and the Revenge Porn Helpline's Stop NCII technologies. Regardless of whether the TAKE IT DOWN Act or other similar legislative proposals ultimately become law, Match Group brands have continually been implementing strategies to eliminate NII from their platforms and as part of that effort, we expect to be fully compliant with the TAKE IT DOWN Act in the next year and are committed to prioritizing it being integrated into all of our brands.

As part of our ongoing efforts in this area, Match Group is currently conducting foundational engineering work to improve our central, portfolio-wide systems for media hashing and matching. These systems will allow us to move even faster to mitigate a wide range of harmful content types, including NII, child sexual abuse material (CSAM), and other forms of graphic content. Once this foundational work is complete, we can more easily build additional support for use cases culminating with full integration of Take It Down and Stop NCII.

We look forward to keeping your offices apprised as these updates go into effect, and appreciate your offices' vigilance in ensuring that all businesses, including the online dating industry, meet the highest standards in protecting users online.

Sincerely,  
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