

Tinder Launches Industry-First Face Check™ In Canada to Fight Bots and Boost Authenticity



Canadians Dating Bots? Not Anymore. Tinder's Face Check™ Has Arrived

TORONTO (June 18, 2025) — Tinder has officially launched Face Check™ in Canada, excluding Quebec—an industry-first solution designed to eliminate fake profiles and increase trust. Face Check™ is part of Tinder's broader effort to keep dating more real in Canada, literally.

You may have seen bots out on dates around Toronto last week—and while it might've felt like a sign of modern dating, it was actually Tinder's bold way of making a point. Bots are out there, but they don't belong in your DMs. As scammers get harder to spot, real connections are getting harder to find. So Tinder brought the issue to life—literally—by sending a robot on a date. Our goal was to shine a light on how bots have no place in modern dating.

Face Check™ requires active users to complete a mandatory video selfie, adding an extra layer of confidence that you're matching with a real human, not a bot.

We're always listening to our users, and it's clear that bots have been messing with the Swipe® experience. Face Check™ is our latest move to fix that—aiming to clean up the ecosystem by adding an extra layer of confidence that profiles on Tinder are tied to real people. It works through a quick video selfie that helps confirm you're live and legit—not a bot or impersonator. Face Check™ compares your selfie to your profile photos to help stop fake accounts and prevent people from using someone else's pics. If your photos match, you'll automatically get a Photo Verified badge—making it easier for others to trust that you are who you say you are. It's all about making Tinder a more authentic, secure place to connect.

“Face Check™ is arriving in Canada at a time when online authenticity has never been more important,” says **Yoel Roth, Senior Vice President of Trust & Safety at Match Group**. “As dating apps become a bigger part of how Canadians meet, so too have concerns about fake profiles, impersonation, and online scams. Face Check™ helps tackle those issues head-on by requiring a quick video selfie to confirm that each profile belongs to a real person—cutting down on bots, duplicates, and fraud.”

Since rolling out, nearly 100% of active Tinder users in Canada—excluding Quebec—have now completed Face Check™, and almost 90% have earned a Photo Verified badge through the feature.¹ For Canadians seeking real, meaningful matches, Face Check™ offers added confidence that the person you’re chatting with is genuinely who they say they are.

Outside of Quebec, Face Check™ is now available in Canada.

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, It Starts with a Swipe™.

Tinder, Swipe, the flame logo, Face Check, and It Starts with a Swipe are all trademarks of Tinder LLC.

¹ Internal Tinder Data 2025

Additional assets available online:  [Photos \(2\)](#)

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