

Dear IAC,

A great many people who use dating services are unaware that many of them are owned by a single company - InterActiveCorp (IAC). These services include top brand names such as Tinder, Match.com, OKCupid, Chemistry.com, Twoo, and PlentyOfFish.

49 percent of Tinder users, for example, are completely unaware that the app is owned by a parent company which operates multiple online dating platforms.

Our research shows that consumers are even more alarmed to discover that information collected by one dating service is freely shared with all other services owned by IAC. Given the extremely sensitive (and potentially damaging) nature of this information, we consider this situation to be deeply unethical.

We, therefore, call on IAP to take a more responsible attitude towards their users' privacy. In an ideal world, this would take the form of introducing much stronger safeguards on users' privacy, including a ban on sharing information obtained on one platform with other services owned by your group.

At the very least, we ask that you show greater transparency about how data is used so that people can make an informed decision about what they do and do not share with services operated by the Match Group.

Yours truly,
ProPrivacy.