

No Stings Attached this Valentine's Day:

Netsafe and Bumble Launch Online Dating Safety Guide

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As Valentine's Day approaches, New Zealand's online safety organisation Netsafe has partnered with leading dating app Bumble to launch a new online dating safety guide for New Zealanders. This initiative aims to provide practical advice to help users navigate the online dating world with confidence, while promoting safer connections and relationships.

The launch of the guide coincides with one of the biggest days on the dating calendar, and comes at a time when more people are turning to online platforms to meet new people. The guide provides valuable tips on everything from understanding the landscape of online dating to navigating first meetups and building healthy, positive relationships.



Brent Carey, CEO of Netsafe, said: "The rise of online dating in New Zealand has brought about new opportunities to meet people, but it has also introduced new challenges when it comes to safety. This collaboration with Bumble aims to offer New Zealanders a trusted resource to help them stay safe while dating online. By providing clear, locally-relevant advice, we hope to give users the tools they need to protect themselves from harm and make informed decisions."

Development of the guide included consultation with leading researcher in mobile dating, Dr Ally Gibson, senior lecturer in Health Psychology at Victoria University of Wellington.

Dr Gibson said having mobile dating guides written for people in Aotearoa New Zealand was vital.

“People need information that takes the particular context of this country into account. It recognises that mobile dating doesn’t happen in a vacuum, that people aren’t on their own navigating this experience, but can draw on friends and whānau around them.

“People across age groups are using mobile dating apps, and can be at risk of disappointment – or worse – from other people’s behaviour. So, being able to draw on a guide like this can be really helpful in improving people’s experiences of mobile dating in the long run.”

The guide covers:

- Tips for building a positive and healthy connection
- Understanding the online dating landscape and how to get started
- Advice on managing online dating-related risks such as unwanted or abusive messages, romance scams, and non-consensual sharing of intimate images
- How to stay safe when meeting people in real life
- How to report online harm and access support services

The launch of the guide also aligns with Netsafe’s Safer Internet Day campaign, which promotes online safety for all New Zealanders. The timing is significant, as many university students are in the midst of their orientation activities and likely to use dating apps to meet new people in their new cities.

Recent research from Bumble reveals that dating is evolving and there is a lot to look forward to in 2025. Research from more than 40,000 Gen Z and millennial Bumble members reveals that 72% are looking to find a long-term partner, with the desire for romance, total transparency, shared community values, and leaning into platonic male friendship at pivotal moments key to the dating experience.

In Netsafe’s latest reporting period (July 2023 – June 2024), the organisation received almost 2,000 reports of online harm related to dating platforms, accounting for 6% of all harm-related reports. Carey continued: “While the proportion of complaints may seem small, it’s important to recognise that these numbers likely don’t reflect the full scope of online harm. Many individuals may not report their experiences to Netsafe directly, which is why we’re working with Bumble to ensure people have accessible, practical resources to protect themselves.”

The partnership with Netsafe underscores Bumble’s ongoing commitment to creating a safe and supportive environment for its users. Kenya Fairley, Associate Director of Safety Partnerships said: “Bumble is an app built by women, for everyone, and safety has always been at the heart of our mission. We’re proud to



partner with Netsafe to make online dating a safer, kinder space for all, and to help New Zealanders foster healthy, positive relationships both online and offline. This collaboration is an important step in providing valuable resources to the New Zealand community.”

The [guide](#) is now live and available for download on Netsafe’s website, offering users practical advice at every stage of their online dating journey.

About Netsafe

Netsafe is New Zealand’s independent, non-profit online safety organisation, committed to supporting individuals, schools, and businesses in navigating the online world safely. They provide education, resources, and advice to help people protect themselves from online harm. For more information, visit www.netsafe.org.nz.

About Bumble Inc.

Bumble Inc. is the parent company of Bumble, Badoo, Fruitz and Official. The Bumble platform enables people to build healthy and equitable relationships, through Kind Connections. Founded by CEO Whitney Wolfe Herd in 2014, Bumble was one of the first dating apps built with women at the center and connects people across dating (Bumble Date), friendship (Bumble For Friends) and professional networking (Bumble Bizz). Badoo, which was founded in 2006, is one of the pioneers of web and mobile dating products. Fruitz, founded in 2017, encourages open and honest communication of dating intentions through playful fruit metaphors. Official is an app for couples that promotes open and honest communication between partners and was founded in 2020.