



The Global Voice for the Sector

I'm delighted that you're considering becoming a member of the Online Dating and Discovery Association (ODDA). As the global voice for the sector, trust and safety is at the heart of what we do. That means ensuring online dating and social discovery experiences for users are safe, trustworthy, fulfilling and engaging. You will see this in the standards we require all members to sign up to.

As the Chief Executive of the ODDA, I'm passionate about promoting the exceptional work that our members do while ensuring that policy makers and regulators understand the issues affecting our sector. I also want to raise the profile of the Association and deliver more for our members. In the last 12 months, we've launched a dedicated Members' Area with a resource hub and forum and a regular programme of webinars throughout the year. We also launched a counter-fraud pilot in partnership with Scamalytics, that we'll be rolling out for free to all members. Next year, we plan on doing even more, including the launch of a dedicated Training Academy and additional engagement opportunities.

This is an exciting, but also challenging time for the sector which has gone through unprecedented growth over the past few years. New markets continue to offer opportunities for expansion while developments in technology have helped improve accessibility. However, as we have seen recently, the regulatory environment is changing.

With the implementation of several key pieces of legislation across the UK and much of Europe underway, the need for us to act as a single, united voice has never been more important. Join the ODDA and help us continue this important work as we create a movement for change.

Putting Trust and Safety First



Simon Newman
Chief Executive

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About the ODDA

At the ODDA, we're more than a trade association - we're a movement for positive change in the online dating and social discovery sector. Our vision is a world where online dating and social discovery is safe, inclusive, and fosters many happy relationships and friendships.

We work tirelessly to represent the unified voice of the sector, putting trust and safety first in everything we do. Our mission is to encourage innovative solutions to challenges, while creating a safe, trustworthy, and positive dating and social experience for all consumers.

As the recognized voice of the sector, we're supported by a membership that believes in trust, safety, and privacy. We work with members and partners to set standards for good practice, promote positive PR campaigns, and engage with policymakers to advocate for policies that support the sector.

We also seek pragmatic solutions from regulators, which do not unduly or disadvantage our members.

A Major Voice

We are a global organisations representing nearly 500 brands worldwide which is over 65% of the global market.

Our Mission

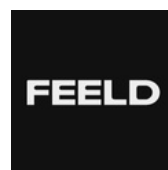
To promote safe, responsible and enjoyable dating and social experiences for everyone.

Our Vision

Online dating and social discovery experiences for users that are safe, trustworthy, fulfilling and engaging, and a world where online dating and discovery fosters positive communication, inclusiveness, and many happy relationships and friendships.



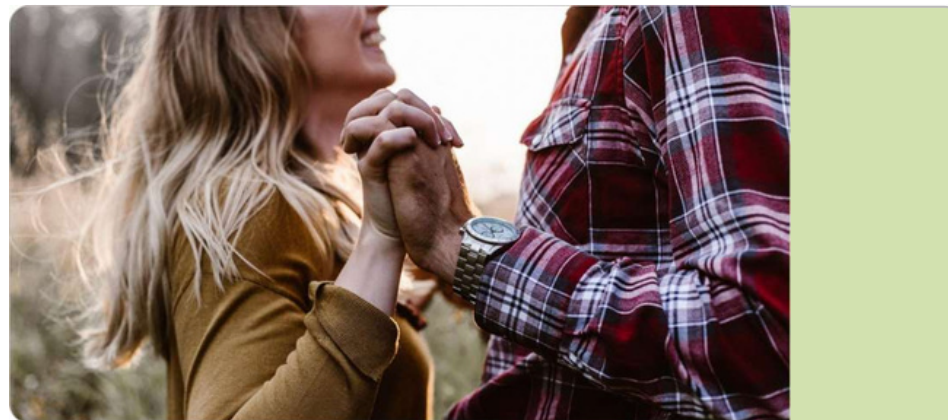
Some of our Member brands



Associates & Partners

The ODDA works with a small number of Associate Members, who are part of the wider online dating and social discovery eco- system. Our Associate Members offer a wide range of services that support the industry and include companies offering solutions such as age assurance, content moderation and data services.

In addition to our Associates, we also work with a small number of Partners. These are either organisations who share a common goal to ours and are recognised as experts in online safety, or are trusted media partners the ODDA collaborates with.



Partnership



The ODDA is a member of the Coalition for App Fairness which aims to create a level playing field for app businesses and give people freedom of choice on their devices.

Partnership



The ODDA is a member of TechUK which is the UK's technology trade association. We regularly attend industry briefings and contribute to consultations on behalf of our members.

Our Board

The ODDA Board is comprised of representatives from our members who are some of the most experienced professionals in the industry. They represent a wide range of providers from start-ups to more established brands. Our current Chair is an Independent Director, having previously run a dating app.

"The growth in members we have seen over the past two years has been phenomenal. With all these major legislative changes, there has never been a better time to join the ODDA. We are working on a range of initiatives, and by joining us, you will be at the forefront of these transformative endeavours that will shape the future of online dating and discovery."

Jessica Alderson, Chair of the ODDA



Jessica Alderson (Chair)



David Brown
SVP of Trust and Safety
TheMeetGroup



Duncan Cunningham
Managing Director
DatingLab



Michael O'Sullivan
Owner
Hub People



Dan Winchester
Founder
FreeDating.co.uk



The ODDA in action...



Consultations

The ODDA responds to consultations on behalf of its members to ensure policy makers and regulators have a better understanding of our sector.

ODDA calls for Regulators to Ensure a Level Playing Field for App Developers



The ODDA called on the CMA to designate Apple and Google as having Strategic Market Status (SMS) under the Digital Markets, Competition and Consumers Act.

We also called for the regulator to take a tougher stance against the dominance of big tech and sought reassurance from the European Commission to take the same stance under the Digital Markets Act.

We were delighted to see the decision by the CMA to provisionally designate Apple and Google as having SMS.

ODDA Seeks Reassurances from Ofcom about the Implementation of the Online Safety Act



The ODDA wrote to Ofcom as part of its consultation on the illegal harms codes to emphasise the importance of a proportionate and risk-based approach to implementation.

We were pleased to see our concerns recognised in Ofcom's summary and continue to work with them to help them understand the impact of the Online Safety Act on our sector.

We have also been raising awareness with them about the measures our members have taken to ensure the safety of users.

“promoting safe, responsible and enjoyable dating and social experiences for everyone.”



 Online Dating &
Discovery Association

Join us today!



Speaking

The ODDA has spoken at several high-profile events including the Global Anti-Scam Summit, Tech Show London and the Trust and Safety Summit.

ODDA Gives Evidence to the United Nations on Transactional Organised Crime



The ODDA was invited to give evidence to the United Nations Office for Drugs and Crime (UNODC) as part of its Constructive Dialogue on Technical Assistance.

In our evidence, we highlighted how our members currently tackle fraud and called for better information sharing between agencies and the need for more joined-up working internationally to bring down organised criminals.

Tackling fraudsters remains a top priority for the ODDA and we continue to speak publicly about the issue.

ODDA Talks About How the Sector is Embedding 'Safety by Design' at the Tech Show London



Tech Show London is one of the most prestigious events in Europe, with 20,000 visitors attending over the two days.

The ODDA spoke on the Main Stage about how the sector is embedding 'Safety by Design' into Apps as a way of keeping users safe online.

We also spoke about other measures the sector has implemented to demonstrate the importance of trust and safety, including user-centric design, access to specialist help and support, and content moderation.

The ODDA in action...



Engagement

We engage regularly with policy makers and regulators in the UK and beyond to ensure the voice of our sector is heard.



Campaigns

A key part of our role is to use our voice in bringing a greater focus on issues affecting our sector through campaigns.



Fraud Prevention

In 2025, we launched a fraud prevention pilot to share information about known fraudsters. This will be rolled out to all members free of charge.



Webinars

In 2025, the ODDA launched a new webinar series to inform members about regulatory and policy changes in the UK and beyond with expert guest speakers.

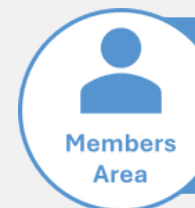


The ODDA actively campaigns on issues of online safety. In addition to our 'Date Safe to Date Great' campaign, we have been pushing to extend the Domestic Violence Disclosure Scheme (also known as 'Clare's Law') to give dating app users the 'right to know' and the 'right to ask' about a potential partners background.



Newsletter

The ODDA produces a comprehensive monthly update for members which includes consultations, latest news and events the ODDA are involved in.



Members Area

As part of our commitment to improving our member offer, we launched a new Members' Area which includes a resource hub and forum.



Media

The ODDA has appeared in the Independent, Guardian and Evening Standard newspapers, and many online news outlets. We are also a regular contributor to Datingnews.com.

We play an important role in promoting the societal benefits of online dating while challenging misconceptions about the sector.



Why become a member?


This is what our current members value by being a member of the ODDA

"The ODDA is invaluable in making our voice heard when new regulations are being consulted on –and in making sense of the existing regulations which apply to us. The ODDA also gives us a forum to work through regulatory implications, and approaches to compliance, with other professionals in the same sector"

 **FreeDating.co.uk** Dan Winchester, Founder and CEO



"We are proud to be a founding member of the Online Dating and Discovery Association. Trust and Safety are paramount to Christian Connection and our members. Coming together to share knowledge, experience, and best practices within the ODDA gives us confidence to provide the best service possible in this ever-changing landscape."

 **Christian Connection** JoffWilliams, Director, Christian Connection

"The revamped ODDA is now the essential voice of our sector. By representing its members, it has access to and is respected by governments and regulators worldwide, something we as an individual company could never have achieved. That representation is essential if we are to ensure the sector's ongoing health and viability, and we thoroughly recommend membership to any company interested in protecting the industry and sector as a whole."

DatingLab 

As a founding member of the Online Dating Association, Match Group is proud to see how the ODDA was able to not only embrace the deep transformations of our industry over the years, but also help us set the highest standards for safe, secure, private and meaningful online experiences. Today, it is a key forum for our industry to get together to discuss the evolution and challenges of our sector."

 **Match Group** Morgan Cauvin, Head of Policy and Government Affairs EMEA



Why join the ODDA?

As the leading international trade association for the sector, the ODDA is dedicated to setting and promoting the highest standards that build trust and inspire confidence. As a member, you will:

- Receive regular communication about policy and regulatory changes affecting the industry.
- Have an opportunity to contribute to consultations, calls for evidence, white papers and research.
- Network with other members across the industry at exclusive events, roundtables and briefings to learn and share knowledge.
- Raise the profile of your company through ODDA press releases, campaigns and social media content.
- Demonstrate to your customers and staff your commitment to the highest standards of trust, safety and best practice across the industry through your ODDA member badge.



Membership Costs:

Our fees are based on your annual global turnover and are available on request. Fees start at £550.

Contact us:

To talk to us about becoming a member of the ODDA, please contact our CEO, Simon Newman

simon@theodda.org





www.theodda.org



info@theodda.org

We look forward to you joining
us as a member of the ODDA.

Thanks



Online Dating & Discovery Association



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