



HM Treasury, 1 Horse Guards Road, London, SW1A 2HQ

Simon Newman
Chief Executive Officer
Online Dating & Discovery Association
75 The Chase,
London
SW4 0NR

26 February 2026

Dear Simon,

Thank you for your letter of 30 January discussing the 'Debanking' of firms in the online dating sector. I am replying as the Minister responsible for financial services policy.

The Government recognises that access to banking services is vital for businesses, including online dating firms, across the UK. That is why the Government has introduced new rules to require banks to give customers 90 days' notice before closing accounts and provide a clear explanation as to why they have taken this decision.

I know from your letter that you are already familiar with these rules coming into effect this April. By way of context, the Government has focused on account closures as a priority given the material impact that a loss of banking services has on a business already in operation. Although the rules do not apply retrospectively, and so will apply to new accounts opened after the requirements come into force, the banks have indicated that they will implement the rules across their banking books. In turn, we expect these requirements to provide customers with greater opportunity to challenge decisions they believe are incorrect and sufficient time to secure alternative banking arrangements if their account is closed. We also anticipate that the measures will improve transparency around account closure decisions and promote positive behavioural change in this area.

More widely, the Government continues to monitor evidence in relation to accessing banking services and welcomes the work the FCA has undertaken in this area. However, we ultimately recognise that the issue of bank account provision for businesses remains a commercial matter. Firms have strict obligations to ensure the legitimacy of a business and protect against financial crime, and difficulty in establishing certain information in relation to an account may explain why in some cases these closures occur.

Thank you for taking the trouble to make me aware of your concerns.

Yours sincerely,

A handwritten signature consisting of the letters 'L' and 'R' in a cursive, slightly slanted font.

**LUCY RIGBY KC MP
ECONOMIC SECRETARY TO THE TREASURY**