

To: [Apple and Google]

17th September 2026

RE: FORMAL REQUEST REGARDING THE LISTING OF A DATING APP FOUNDED BY CONVICTED FRAUDSTER SIMON LEVIEV:

The Online Dating and Discovery Association (ODDA) is the recognised trade body for the sector with a mission to promote safe, responsible and enjoyable dating experiences for everyone.

We are writing to you following the announcement this week by convicted fraudster Simon Leviev (known as the 'Tinder Swindler') to launch his own dating app, which in our view, seriously undermines the efforts our sector is making in tackling fraud. Specifically, we want Apple and Google to refuse to list or immediately remove any dating app founded, operated or fronted by Simon Leviev.

Leviev's crimes continue to cause harm to those he targeted. Sentenced to 15 months in prison, Leviev used a variety of false identities to manipulate women he met online into providing him with substantial sums of money. His case was documented in a Netflix series and extensively corroborated by independent journalism. Multiple victims have since spoken publicly about the financial and psychological harm they suffered, linked directly to the impact of his deception.

Leviev's conduct is a textbook case study in the harm that romance fraud inflicts. A harm the online dating industry, working alongside regulators, law enforcement and survivors of romance scams, has spent years building safeguards to prevent.

Allowing a convicted romance fraud offender to operate a dating platform - an environment built entirely on trust and on the very emotional and financial vulnerabilities he has already been proven to exploit, completely undermines the efforts our sector has made and represents a very real risk to users.

We recognise that Apple and Google do not routinely ban developers based on their past conduct. However, we do not believe either app store wishes to be the platform that hosted a fraudster's return to the very environment in which his crimes were committed.

We look forward to your response.

Yours sincerely,



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