

# Match.com sued for tricking and lying to all of its users

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Match.com allegedly [tricked hundreds of thousands of users](#) into buying subscriptions by sending them fake love interest ads, according to a lawsuit filed by the FTC. The company gained nearly 500,000 subscriptions by alerting users of connections known to be fake. The FTC claims the dating site also lured customers with deceitful promotions, and later made it difficult for them to dispute charges and cancel subscriptions. Match.com CEO Hesam Hosseini denied the FTC's claims in an email to executives.

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 [Dave Sebastian](#)

**[Dave Sebastian](#)**

**[• 3rd+](#)**

[Reporter at The Wall Street Journal](#)

[1d • Edited](#)

The Federal Trade Commission has sued online-dating service Match Group Inc. for allegedly using fake love-interest advertisements to trick hundreds of thousands of users into buying subscriptions on Match.com. Match says it will challenge the claims in court. My latest:

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# [FTC Sues Match for Allegedly Tricking Users With Fake Ads](#)

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 [Nicholas Schneider](#)

[Nicholas Schneider](#)

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[Litigation Attorney at Bernkopf Goodman LLP](#)

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Quit playing games with our hearts, says the [Federal Trade Commission](#)

. With its new explosive lawsuit against [Match](#) (which owns [Match](#), [Tinder](#), [Hinge](#), and [OkCupid](#)), the [Federal Trade Commission](#) signals the start of a consumer-fraud crackdown in the online-dating market. Most interesting among its several salacious allegations is that [Match](#) enticed basic (free) users to purchase premium subscriptions by notifying them that they had received "matches" in their premium inboxes knowing that the

"matches" were from scammers, not real love interests. Only time (and lengthy discovery) will tell whether [Match](#) forwarding these supposed "matches" was a product of malicious intent or a benign algorithm. But online-dating apps and services should be on notice that the [Federal Trade Commission](#) does not take consumer fraud of the heart lightly. [#consumerprotection](#)  
[#match](#) [#socialmedia](#) [#onlinedating](#) [#advertising](#)  
[#marketing](#)

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# FTC Sues Match for Allegedly Tricking Users With Fake Ads

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 Albert Fong

**Albert Fong**

**• 2nd**

Product Marketing & Communications Leader

1d

A league out of their own: Truth be told, cancelling a subscription to anything can be a chore, but it's even worse when it's one tied to emotions <https://lnkd.in/e8jaqRK>  
[#advertising](#) [#dating](#) [#psychology](#) [#match](#) [#relationships](#)  
[#subscription](#)

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 [William Hadley](#)

[William Hadley](#)

• [2nd](#)

[Programmer | 2020 MBA Cybersecurity Candidate | Comprehensive Information Technology Experience Including System Administration and Web & Application Development | Cybersecurity & Leadership Career Focus](#)


[17h](#)

Why does social engineering work so well? Because it involves humans and emotions. [Match.com](#) used social engineering to convert unsuspecting users into paying members. The social costs and damage to Match's reputation will likely be long-lasting. In fact, in a 2018 survey, 81% of respondents stated they would lose trust in a brand if the product or service didn't live up

to the company's promise and 78% due to a poor customer service experience[1]. Consumer trust is sacred. Maintaining this trust includes always practicing high-quality

[#customerservice](#) and thoughtfully ensuring consumer [#privacy](#) and

[#dataprotection](#). <https://lnkd.in/e8WvFTT> 1. Survey of 1,034 respondents 18 years and older conducted by SurveyMonkey Oct. 5-7, 2018. <https://lnkd.in/eAvgEkv>

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 [Engman David](#)

## [Engman David Family Service \(Sales\) at Service Corporation International](#)

I am a victim of this from Match.Com and Ourtime.Com both of which are Match.Com companies, I have found out. I also have recently just reviewed my credit card statements and feel really stupid for not catching this but although I have NOT been on either site for sometime, I am still being billed for annual subscriptions.

→ In response to

[William Hadley's post](#)

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 [William Hadley](#)

**[William Hadley 2nd degree connection 2nd Programmer | 2020 MBA Cybersecurity Candidate | Comprehensive Information Technology Experience Including System Administration and Web & Application Development | Cybersecurity & Leadership Career Focus](#)**

8h

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[Engman David](#) I am sorry to hear that. I have had recurring subscriptions linger. I started setting recurring calendar events the moment I sign up for a subscription to help keep track.

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 [Kamala Dixon](#)

## **[Kamala Dixon Experienced stylist and personal shopper turning heads...one style at a time](#)**

Argh...as if online dating isnt bad enough....can we please go back to bumping into people at coffee bars and stop making finding love a buisness!

→ In response to

[Nicholas Schneider's post](#)

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[Quit playing games with our hearts, says the Federal Trade Commission](#)

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[on notice that the Federal Trade Commission does not take consumer fraud of the heart lightly. #consumerprotection #match #socialmedia #onlinedating #advertising #marketing](#)

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 [Derold Collins](#)

**[Derold Collins Business Development Representative at ZIM Integrated Shipping Services](#)**

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I have never been a real fan of dating sites for finding real love, but that's me. I'm old fashion, and believe in the fate/chance meeting that changes your life.



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 [Matthew Chapdelaine](#)

**[Matthew Chapdelaine 2nd degree connection 2nd Freelance Writer at Matthew P Chapdelaine Productions](#)**

5h

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I think the best strategy is to place yourself in the locations and times that have the highest probability for success. If I had spent all the money I wasted on dating sites into that strategy, I would not have as many regrets about my 20's and 30's.

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 [Jenny Devlin](#)

## **[Jenny Devlin SAP Business/Systems Consultant](#)**

I have entered profile data into a "free" site to find I cannot see who contacts me without paying. It was worth about what I was paying - nothing!

→ In response to

[Debbie Harris, MA'S post](#)

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[Please read if you have used Match.com](#) and please SHARE this. I wonder what other dating sites are doing?

[#ftc #matchmaking](#)



[#onlinedating](#)

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## [Patricia H. Receptionist; Dispatcher; Push, Infinite Communications/National OnDemand](#)

10h

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Several - several years ago I signed up for an "older" site and was immediately hit by a scammer. How did I know? (1) he could not type proper english, and (2) the biggest red flag was he told me that he would be taken off the site soon and gave me an alternate email address to contact him on. I immediately turned him in to only be "sought out" again - (same original email) but this time from a different city. I cancelled my subscription and never tried them or any other one again.

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## [Melissa Myer Acknowledgment Coordinator at The University of Texas at Austin](#)

Online "dating" is no longer a viable model for those who wish to meet a committed partner. This is sad, because pre-browser and in the early days of browsers, there were a couple of legitimate dating sites, and I have friends who met and married because of them. But, these sites seemed to be extremely mindful of bad actors and took complaints seriously. If, in this day and age, you don't know that dating sites are chocked with bots, scammers, and people who otherwise have no business being on them

(read: married), there is a critical lack of information getting out to the public. Lastly, IMHO, the people you really have to be mindful of are those you meet IRL who almost immediately ask for money or suggest that you buy/invest with them. Those are the true scammers of which to be aware.

→ In response to

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## [Melissa Myer Acknowledgment Coordinator at The University of Texas at Austin](#)

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I do too, Joe. But ... I think that no matter how it's marketed, scammers will try to find a way into the mix. People looking for a committed relationship (marriage), I think, tend to be more altruistic and perhaps, as I was, a bit naive. How would such a site be regulated to ensure that scammers, players, goldiggers, and other bad actors are not part of the mix?

## [Joe H. 2nd degree connection 2nd I write all the codes](#)

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[Melissa Myer](#) it's up to the app developer to structure it in such a way that it can't. (Yes it's very possible). They have APIs ppl can tap into to make bots and stuff. (edited)