For Release

Match Group Agrees to Pay $14 Million, Permanently Stop Deceptive Advertising, Cancellation, and Billing Practices to Resolve FTC Charges

FTC says online dating service misled users about "guarantees," made it difficult for consumers to cancel, and unfairly retaliated against consumers who initiated failed chargebacks

August 12, 2025

Tags: Consumer Protection | Regional Offices | Southwest Region | Bureau of Consumer Protection | Online Dating | Technology | Advertising and Marketing | Online Advertising and Marketing

Match Group, Inc., and Match Group, LLC (Match), the owners and operators of online dating services Match.com, OkCupid, PlentyOfFish, The League, and other dating sites, have agreed to pay $14 million, permanently stop misrepresenting guarantees and locking consumers out of paid-for accounts, and simplify Match.com's cancellation processes to resolve the Federal Trade Commission's charges.

In its September 2019 complaint, the FTC alleged that Match:

- deceptively induced consumers to subscribe to Match.com by promising them a free six-month subscription if they did not "meet someone special"—without adequately disclosing that consumers had to meet several onerous requirements before the company would honor its guarantee;
- unfairly suspended the accounts of users who unsuccessfully filed billing disputes, keeping their money without providing the paid-for services; and

- made it difficult for users to cancel their subscriptions.

In addition to requiring Match to pay $14 million, which the FTC will use to provide redress to injured consumers, the proposed order also requires Match to:

- clearly and conspicuously disclose the terms of its "six-month guarantee," as well as any other material restrictions, limitations, or conditions relating to guarantees;
- not misrepresent any material restrictions, limitations, or conditions relating to guarantees;
- refrain from retaliating, threatening to take adverse action, or taking any adverse action against consumers for filing billing disputes and denying consumers who file billing disputes access to paid-for goods or services; and
- provide simple mechanisms for consumers to cancel their subscriptions.

The Commission vote approving the stipulated final order was 3-0. The FTC filed the proposed order in the U.S. District Court for the Northern District of Texas. Stipulated final orders have the force of law when approved and signed by the District Court Judge.

The lead staff attorney on this matter was Reid Tepfer together with attorneys Jason Moon, Hasan Aijaz, Erica Hilliard, Nicole Conte and Tammy Chung of the FTC's Southwest Region.

The Federal Trade Commission works to promote competition and protect and educate consumers. The FTC will never demand money, make threats, tell you to transfer money, or promise you a prize. Learn more about consumer topics at consumer.ftc.gov, or report fraud, scams, and bad business practices at ReportFraud.ftc.gov. Follow the FTC on social media, read consumer alerts and the business blog, and sign up to get the latest FTC news and alerts.

Press Release Reference

FTC Sues Owner of Online Dating Service Match.com for Using Fake Love Interest Ads To Trick Consumers into Paying for a Match.com Subscription

Contact Information

Contact for Consumers

Consumer Response Center
877-382-4357

Media Contact

Nicole Drayton
Office of Public Affairs
202-326-2565