

Racial Equity Audit

Resolved

Shareholders of Match Group, Inc. (“Match”) request that the Board of Directors commission a racial equity audit analyzing Match’s impacts on civil rights, diversity, equity and inclusion, and the impacts of those issues on Match’s business. The audit may, in the board’s discretion, be conducted by an independent third party with input from civil rights organizations, employees, communities in which Match operates and other stakeholders. A report on the audit, prepared at reasonable cost and omitting confidential or proprietary information, should be publicly disclosed on Match’s website.

Supporting Statement

The murder of George Floyd, and the public outcry over the killings of other Black men and women, has galvanized the movement for racial justice and equity. This movement has focused the attention of media and policymakers on systemic racism, racial violence, and inequities throughout society. Companies whose operations heavily rely on their employees’ and customers’ trust and loyalty, to address issues of racial equity, would benefit from assessing the risks of products, services and overall corporate practices that are or are perceived to be discriminatory, racist, or increasing inequalities. Companies that fail to assess these risks could face controversies that result in customer and employee attrition, negative press, significant fines or regulatory inquiries.

Online dating companies have long faced controversies related to their use of algorithms and filtering services. In 2020, Match announced it would continue allowing its users to filter potential partners by ethnicity, generating significant media coverage. At the same time, many of its competitors announced they would end the practice because it could reinforce racial biases.

Match has stated that the success of its dating brands depends on “strong algorithmic filtering technology” and that its “proprietary algorithms” are critical to its success. Technology companies have faced criticism over their artificial intelligence algorithms which may perpetuate unconscious bias. In particular, the use of algorithms by dating apps has been intensely debated publicly and in academia.

Match has not disclosed whether or how it is assessing the potential or actual impacts of its policies, practices, products, and services from a racial equity lens. This includes how Match is assessing and overseeing issues such as content moderation and enforcement (including hate speech and harassment); advertising targeting and practices; diversity equity and inclusion practices, fairness in algorithms and the civil rights implications of privacy practices.

Companies like Facebook and Airbnb have conducted civil rights and equity audits that assisted each company to identify, prioritize, and implement improvements. These efforts provide an emerging model for such audits, typically conducted by a third party, in collaboration with experts in civil rights, and input from an array of stakeholders.

We urge Match to commission a racial equity audit of its policies, practices, products, and services to analyze the way Match impacts civil rights, equity, diversity and inclusion and the impacts of those issues on Match’s business.