



Dear Clients,

We are pleased to provide you with an important legal update.

Our team successfully represented the operator of the online dating services “Tinder” in a class action filed against it alleging that Tinder’s pricing policy was discriminatory

Court Judgment in C.A 10296-09-21 Keidar V. Match Group, LLC.

Our team successfully represented Match Group, LLC. (“Match Group”), a company that owns and operates the online dating service “Tinder”, in a class action submitted against it with the Israeli Tel Aviv District Court. The Certification Motion alleged Tinder’s pricing of its subscriptions (hereinafter: “Premium Services”), providing a discounted price for users under the age of 29, constitutes forbidden age-based discrimination.

In its response, Match Group explained that although younger users are interested in its Premium Services, their financial capacity to pay is limited, typically due to their less established financial status. Therefore, the main purpose of the discounted price was to provide younger users with an equal opportunity to enjoy Tinder’s Premium Services, without causing any harm to the group not receiving the discount.

In its judgment, the Tel Aviv District Court accepted Match Group’s main arguments and dismissed the class action against it. Among other findings, the court ruled that although age-based differentiation can potentially be discriminatory, Tinder’s pricing policy was acceptable and beneficial, serving a legitimate and appropriate purpose by considering the typical financial differences among various age groups. It was further found that Tinder’s pricing strategy, while benefiting younger users, did not harm other users who paid the regular price for Premium Services, as they did not suffer monetary or non-monetary damages.

Based on the findings, the court concluded that Tinder's pricing policy was not at fault, dismissing all the plaintiff's claims, including those of alleged forbidden discrimination, misleading and bad faith conduct, and unlawful enrichment.

The court dismissed the Certification Motion and ordered the plaintiff to pay legal expenses.

We are available for any questions or clarifications and would be happy to provide further assistance.

Sincerely,

FISCHER (FBC & Co.)

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