

Statement from Zoosk.com

This is very distressing as we strive to be the most trustworthy and transparent dating site in the world.

Under NO circumstances do we take Facebook data to create a Zoosk profile without a user's express permission. In fact, Facebook has very strong protections in place preventing us from doing this. A user must explicitly give us permission to use their data during their signup process. Our profiles are all created by users and not by Zoosk.

We do not have fake profiles that we are aware of, and when we become aware of one we take it down. We're the best in class dating site in terms of transparency and authentication, recently introducing a new feature called Photo Verification you can read more about here:<https://about.zoosk.com/nb/press-releases/zoosk-addresses-top-online-dating-concern-with-launch-of-photo-verification-feature/>

What likely happened is that:

- 1) Someone in her network is creating a profile for her as a joke or a prank. She should use the button on every profile to report the profile as fraudulent and our team will have it taken down as soon as our support team is able.
- 2) She accidentally clicked on an in-game or in-app Ad that triggered the user to enter the Zoosk signup funnel. We are very careful to be clear that what you're signing up for is Zoosk, but sometimes people miss it when they're engrossed in a mobile game.

In the second case, but also the first, I HIGHLY recommend contacting Zoosk Support at support@zoosk.com. We can't promise to get back right away due to our huge membership base (29 million across 80 countries) but we will deal with the issue as soon as we can.

I hope this helps! For more on how seriously we take our community's safety, please visit: <http://www.zoosk.com/safety>.

Allison Braley
Zoosk
VP, Marketing & Communications

Zoosk.com responds to CBC Go Public questions:

1. Is Zoosk taking info from Facebook and other social media sites and putting them up on the dating site?

Yes, if/when users explicitly agree to it during the signup process.

2. Should you be doing this?

It is a common practice for apps to offer users the opportunity to prepopulate signup forms by pulling data from Facebook or Google profiles.

3. Is it fair? Isn't it deceiving paying clients who think they are seeing real profiles?

All of Zoosk's profiles are genuine – there is absolutely no deception.

4. Many of the date inquiries came in after our subject thought she had de-activated her account. What does she have to do to actually get off the site permanently and stop the inquiries?

Contact Zoosk Customer Care.

5. We find other problems like this with a basic Google search. What can your company do to prevent this from happening to people who have no interest in signing on to your dating site and just happen to have a Facebook account?

We have stopped placing ads in other Facebook applications on October 23.