

Swept Dating Joins ODDA, Reinforcing Commitment to Safety and Accountability

Swept Dating joins ODDA to align with rising global safety expectations and upcoming age verification regulations in 2026.

YORK, PA, UNITED STATES, December 22, 2025 /EINPresswire.com/ -- [Swept Dating](#), an [intentional dating](#) platform focused on trust, authenticity, and meaningful connection, today announced that it has joined the Online Dating and Discovery Association (ODDA), the global trade association dedicated to advancing safety, responsibility, and best practices across the online dating industry.

As online dating continues to grow worldwide, Swept Dating believes that user protection, transparency, and accountability must evolve at the same pace. Membership in the ODDA reflects Swept Dating's commitment to aligning with global standards around trust, safety, and responsible platform design.

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Rob Kennedy, CEO, Swept Dating

The ODDA brings together dating platforms and industry stakeholders to collaborate on safety initiatives, policy development, and proactive responses to emerging regulations across the U.S., UK, EU, and other global markets.

“Trust and safety should be foundational in online dating,” said Rob Kennedy, CEO of Swept Dating. “Joining the

ODDA formalizes our commitment to building a platform that puts accountability, transparency, and user protection first.”



Swept Dating's participation in the ODDA aligns with its broader Trust & Safety roadmap, which includes verified profiles, anti-ghosting technologies, proactive moderation, and upcoming platform-wide age and identity verification initiatives planned for 2026. By collaborating with ODDA members, Swept Dating aims to contribute to shared best practices while helping shape the future of safer online dating.

"We're absolutely delighted to welcome Swept Dating as the newest member of the ODDA," said Simon Newman, CEO of the Online Dating and Discovery Association. "It's brilliant to see new companies enter the market with such a strong commitment to trust and safety, creating online dating experiences that are safe, responsible and enjoyable for everyone. From our first conversation, we were hugely impressed with their safety-by-design approach, which sets a standard for others to follow. We look forward to working with them and supporting their growth into new markets."

Swept Dating joins the ODDA at a time when increased regulatory scrutiny and public expectations are pushing the industry toward greater transparency and accountability. The company views this moment as an opportunity to lead with integrity and put user well-being first.

[About Swept Dating](#)

Swept Dating is a modern relationship platform that blends verified identity, personality science, and accountability to create authentic connections for intentional daters. Headquartered in Pennsylvania, Swept Dating is built independently by technologists who believe empathy and honesty belong back in online dating.

About the Online Dating and Discovery Association (ODDA)

The Online Dating and Discovery Association (ODDA) is a global trade association representing online dating and social discovery platforms. ODDA works to promote user safety, ethical standards, and collaboration across the industry, engaging with policymakers, regulators, and advocacy groups worldwide.

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