

# New London service Simplicity3 combats the controversial dating industry with safety and security

Submitted by: Simplicity 3

Wednesday, 18 December 2013

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A recent BBC panorama investigation (Tainted Love) into online dating revealed how some of the leading dating companies have misled their clients by using fake profiles and buying databases from third parties to trick them into upgrading to a paid account.

Simplicity3 (<http://www.simplicity3.co.uk>) is one of the first UK dating services to actively combat this industry by manually approving all potential members to the site and by offering members the opportunity to be Identity checked. After 73% of respondents in a recent Simplicity3 survey agreed that they would feel happier dating someone they had met online if they had been identity checked, this gives members the peace of mind that they are being introduced to genuine people and are not being tricked or scammed in any way.

Within two weeks of launching, Simplicity3 rejected 23 fake profiles that tried to access the site, proving just how effective and necessary Simplicity3's approval processes are.

Simplicity3 is also the first dating service to offer its members a variety of tools and services (<http://www.simplicity3.co.uk/products/>) to enhance their London dating experiences, including secure telephone numbers. SimplyTalk allows members to communicate with each other without divulging any personal contact details. This allows members to feel safe and in control of their interactions.

For those who are not a fan of online dating, Simplicity3 also provides a personal matchmaking service (<http://www.simplicity3.co.uk/personal-matchmaking/>), where members are matched with other members who have all met with a personal introduction agent and been identity checked. This service is especially popular with busy London professionals.

Simplicity3 is an honest company emerging in a competitive market, but founder and personal dating agent Tracey Hill remains confident that Simplicity3's ethos will gain a large and loyal following:

"I was frustrated with the way online dating was being delivered to the public, and wanted to create something user-friendly, honest and secure. Simplicity3 offers all the tools you could possibly need in one place." – Tracey Hill

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For more information about any of Simplicity3's services, please contact Louise Dickens at [louised@simplicity3.co.uk](mailto:louised@simplicity3.co.uk) or call 020 7747 7406