



Boca Raton Attorney Sues Match.com, Claims Fake Messages, Fake Members

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Can't Buy Me Love?

BOCA RATON, FL (BocaNewsNow.com) (Copyright © 2021 MetroDesk Media, LLC) — A Boca Raton attorney is suing Match.com, claiming that the online dating site uses fake profiles to lure the love lorn. In the suit, attorney Marcus Corwin alleges that potential Match.com subscribers were sent messages from “members” who claimed to be interested in them. Once the subscription was completed and paid for, the suit alleges that it became clear that the people who expressed interest either weren’t real or hadn’t been members of Match.com for quite some time.



“Consumers thought they were getting the best chance at love only to discover that they had been deceived in a deliberate, opportunistic manner,” said attorney Marcus W. Corwin. He runs Corwin Law, a Boca Raton-based law firm specializing in consumer law.

From an advisory issued by the law firm:

“Match is accused of using fake love interest ads and other allegedly deceptive and unfair practices to trick consumers into paying for costly Match.com subscriptions.”

The multi-count suit is captioned Neal D’Alessio, et al. v. Match Group, LLC, Case No. 1:21-cv-0576 and it is filed in the United States District Court for the Southern District of New York.



From the firm: “the class representatives describe being bombarded with profiles of users who were allegedly “interested” in them. Upon subscribing and attempting to contact the very same “interested” users, the class representatives learned that the users had either been inactive for some time or fake profiles. In other cases, the class representatives did connect with other users, but realized in short order they were being targeted by scammers, including romance scams, fishing scams, fraudulent advertising, and extortion scams. Consumers who purchased Match.com subscriptions were generally unaware that a high percentage of Match.com members who registered each day were fake or online solely to perpetuate scams, a practice known to Match.”

The suit also alleges that Match.com lied when it claimed to offer a “Find Love Guarantee,” offering free, extended memberships to members who didn’t find that special someone.

“After engaging with the Match service regularly and diligently during the paid subscription with no success, they were told that they had failed to abide by one or more obscure terms of the “Find Love Guarantee” and that they did not qualify for the additional free six months. Finally, class representatives complain of attempting to cancel their subscriptions to Match.com, only to have charges continue to accumulate, and then having to navigate a confusing, adversarial, and unsuccessful refund process.”

In 2019, The Federal Trade Commission sued Match in Texas on similar grounds. The FTC alleged that hundreds of thousands of consumers were conned by Match’s alleged deceptive trade practices and unfairly exposed consumers to the risk of fraud.

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