

# Most dating sites exploit your desire to find a partner

The Educated Singles Club has a more transparent and honest model

We have become used to free services. Social media profiles are free but still the companies behind them are making a lot of money. How can that be? They earn their money partly from advertisers and partly from selling information about you to third part companies who can use that information for targeted marketing.

Most dating sites are no different. They tempt you with free profiles. What do you have to loose? Everything.

Many dating sites who are trying to lure information out of you have a lot of fake profiles and some of the have robots pretending being users that sends you messages if you haven't logged in for a while. It is easy getting the feeling of being betrayed and exploited. If something is free for you - you can be sure that you are the product.

The Educated Singles Club was created based on very different values

In the light of how many social media and dating sites have misused the user's private information Educated Singles has been created with a very different business model.

First of all - Educated Singles is not a dating site. It is a club, where people can meet for networking, socialising and of course dating. Members need to have at least a masters degree in order to join. There is a rigid identity and academic credential check before a new member is accepted.

Educated Singles has no free profiles.

CEO Finn Majlergaard says "It is an honest and transparent business model. Like most other clubs the members pay a fee for the membership. And the fee is used to cover the cost and develop services for the members"

Having no free profiles is an effective way of eliminating fake profiles. We compare the name on the payment with the name on the profile. And fake profiles is a key concern for well-educated singles when they consider joining an online community.

Finn Majlergaard: "When we launched Educated Singles we were offered thousands of fake profiles we could feed into the system. I was quite chocked by that. I didn't know it was that organised. Even more chocking was the price they

asked for the thousands of fake profiles. It was incredibly low, which means they must have a lot of customers."

Visit <https://educatedsingles.com> to learn more about what the club has to offer and join if you are a well-educated single with at least a masters degree.

## Contacts

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