



Transgender offensive search results : Open letter

Dear Tim Cook & Sundar Pichai,

I would like to draw to your attention that a number of terms found to be offensive within the transgender community are being used to market and brand dating apps within the Apple App Store and Google Play Store. For example:

Shemale
Ladyboy
Tranny

Whilst I appreciate Apple and Google are both advocates of free speech would you consider any of the following options within your stores?

- a) Returning zero results if any of the above terms are used
- b) Informing users that they are searching for an offensive term
- c) Swapping the meta data to 'transgender' before processing the results
- d) Something else you consider suitable

Your support in this matter would be greatly appreciated.

Yours sincerely,

David

David Minns - Founder of Butterfly Dating

#transgenderoffensiveterms