



As AI Starts Dating for Us, MPWH Is Bringing Conversations Back to Real People

Herpes dating platform MPWH limits copy-and-paste messaging to encourage authentic conversations as AI-generated dating content grows.

LOS ANGELES, CA, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- AI can now write a dating profile, craft an opening line, polish a reply and even help carry a conversation. As that becomes more common, [MPWH.com](https://www.mpwh.com) is choosing a different direction: making online dating feel more human.

[MPWH](https://www.mpwh.com), a dating community for people living with herpes, has limited copy-and-paste functionality in its messaging experience. The goal is simple — to discourage AI-generated, prewritten and repeatedly reused messages, and encourage members to communicate in their own words.

That choice comes at a time when AI is becoming part of online dating. McAfee research found that 30% of American men and 27% of American women had used AI to enhance their dating profiles, photos or messages, while 39% of Americans had considered using AI to write a Valentine's Day message.

For MPWH, the concern is not about technology itself. It is about authenticity.

"AI can make communication easier, but dating is about getting to know a real person," said John Martinuk, spokesperson for MPWH. "We want members to hear each other's actual voice — even if the message is not perfectly polished."

That matters especially in a community where dating can involve sensitive conversations around herpes, disclosure, trust and acceptance. MPWH believes those conversations should feel personal, not automated.

The company has also made "No AI-Generated Content" a visible part of its website messaging, reinforcing its broader commitment to real member-to-member communication.

"We're not anti-AI," Martinuk added. "We're pro-human connection. Sometimes a little inconvenience is worth it if it helps people show up as themselves."

MPWH's position is simple:

Technology can help people meet. It should not have to speak for them.

As AI makes communication faster and more polished, MPWH is choosing to protect something less efficient but more meaningful: real people, real words and real connection.

About MPWH

MPWH is an online dating community for people living with herpes, including HSV-1 and HSV-2. The platform is focused on helping members connect in an environment built around understanding, authenticity and trust.

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