

From: "Aaron Taylor" <AaronTaylor@eharmony.com>
Subject: RE: Re: General Questions [#2303830]
Date: 30 augustus 2004 14:43:15 PDT
To: <jeff@godofbiscuits.com>

Jeff:

Thanks for your recent email to eHarmony.com and I hope I can clarify our matching process for you. Our matching model is based on nearly 40 years of clinical research on the part of Dr. Neil Clark Warren. All of this research has involved the careful study of man-woman dyads. Dr. Warren feels strongly that any matches -- whatever the gender -- need to be guided by this same kind of precise study over time. Thus, eHarmony is theoretically unable to recommend matches in this vital and intimate area that have not been thoroughly researched.

We are strongly committed to offering service that is based on careful analysis, and we try hard not to reach beyond our capacities.

Please let me know if you have any further questions as I would be more than willing to address them for you.

Thanks,

Aaron W. Taylor
Director, Customer Care
eHarmony.com

--Original Message--

From: jeff@godofbiscuits.com
Date: 08/26/04
To: usersupport@eharmony.com
Cc: jeff@godofbiscuits.com;
Subject: Re: General Questions [#2303830]

Thank you for the form letter.

My complaint wasn't about your service, it was about your advertising. You lead people to believe it's a universal matching service, when in fact, it is not.

your implication that opposite-sex unions are the universal is wrong at best, and quite insulting.

On 2004, Aug 26, at 09:50, usersupport@eharmony.com wrote:

Dear Jeff,

Thank you for contacting eHarmony.com.

eHarmony provides an Internet relationship service with a patented matching system designed to match highly compatible men and women who are seeking a long-term relationship. eHarmony's patented matching system is premised on over 35 years of clinical practice and empirical

study with opposite-sex couples about the similarities and differences

between men and women and what leads to a successful opposite-sex relationship. eHarmony has not developed the same long-term research on the most successful same-sex unions. For that reason, eHarmony does not provide online matching services to persons seeking only same-sex matches. It does not, however, prevent anyone from accessing

the website, filling out the Relationship Questionnaire, receiving the

free Personality Profile, and using the opposite-sex service as we currently provide it.

eHarmony Customer Care

--Original Message--

From: jeff@godofbiscuits.com

Date: 08/20/04

To: usersupport@eharmony.com

Subject: General Questions[#2303830]

Your advertising begins with "Everyone..."

it's not until i get to your website to discover that you only mean straight people.

I read your FAQ on same-sex, but it reads like a cop-out.

Perhaps you should consider adding "Man seeking a man" and "woman seeking a woman" in your popup menu at the start of the personality profile, and then putting up a page that, while affirming that eharmony agrees that those are valid relationships, that your data is lacking in those areas and so you would not be able to provide the quality of results you are comfortable with.

And maybe you should consider advertising somewhere other than the Bravo network.

-----End

Body-----

Server: jFtKeZtgZ5-9

User-Agent: Mozilla/5.0 (Macintosh; U; PPC Mac OS X; en)

AppleWebKit/125.4 (KHTML, like Gecko) Safari/125.9