

Pure Introduces Category-First “My Media Rules” Giving Users Total Control Over Incoming Photos and Videos

New trust and safety feature, built from community feedback, puts consent-driven media preferences into users' hands while preserving the spontaneity of online dating.

ZUG, SWITZERLAND — AUGUST 14, 2026 — Pure, the dating app built for the post-swipe era, today announced My Media Rules, a category-first feature developed directly in response to community feedback that gives users unprecedented control over how they receive photos and videos in chat. The launch is the direct result of one of the most common requests from the Pure community: more control over incoming media without sacrificing the spontaneity that makes online dating exciting.

Rather than taking a one-size-fits-all approach, Media Rules allows every user to personalize their experience by choosing exactly what type of media they want to receive—across the app or within individual conversations.

The feature reflects a broader philosophy at Pure: the best products aren't built in isolation. They're built by listening.

"For years, dating apps have been designed around engagement. At Pure, we've always believed they should be designed around connection," said Sergej Vujanović, Chief Product Officer at Pure. "We often say we're building the dating app for connecting, not rejecting. That philosophy extends to every interaction people have on the platform. The next generation of dating apps won't simply be safer—it will be more user-directed. Technology shouldn't decide how people connect. People should. That also means putting consent at the center of the experience, giving every user control over how they share and receive media."

Built With the Community, Not Just For It

Every message, every review, and every conversation with the Pure community helps shape the product roadmap. Over the past several months, one request surfaced again and again: give people more control over what appears in their chats.

Users wanted to preserve the spontaneity that makes Pure unique while having greater confidence in what reaches them. Media Rules is Pure's answer. Rather than eliminating media sharing or imposing the same rules on everyone, the feature gives every user the freedom to decide what works best for them.

What's New

Media Rules give users the flexibility to define their own experience from the very first conversation. Users can set default preferences across all chats, choosing to allow all media, block explicit photos, or disable incoming photos and videos entirely—and customize those settings for individual conversations at any time.

The first time a user receives explicit media, Pure also provides the opportunity to decide how similar content should be handled in the future and whether they'd like to continue hearing from that sender. The result is a more personalized experience where users remain in control of what reaches them, without sacrificing the spontaneity that makes online dating exciting.

"We love bringing fun and spontaneity to our community, but we believe that only works when it's backed by privacy, respect, and consent,"

said Vicki Rool, Head of Trust & Safety at Pure. "People consistently told us they wanted more control over incoming media while keeping the spontaneity that makes Pure unique. We listened and built it. My Media Rules put that feedback into practice, giving people the choice of what type of media they receive."

Why This Matters

According to the [Pew Research Center](#), nearly four in ten online dating users report receiving a sexually explicit message or image they didn't ask for. Among women ages 18 to 34, that figure climbs to 57%.

As online dating evolves, Pure believes trust and spontaneity shouldn't be competing ideas. Media Rules gives users more agency over how they experience conversations, allowing each person to define their own boundaries instead of

having them defined by the platform. Because consent shouldn't interrupt conversations. It should be built into them.

Building the Post-Swipe Era

Media Rules build on Pure's existing privacy and trust features, including:

- Native anti-screenshot protection with instant notifications
- Sensitive content blurring
- Photo Verification Badge
- True Photo exchange within chats
- Self-destructing photos and videos
- Private in-app audio and video conversations

Together, these features reflect Pure's broader vision for the future of online dating. As dating evolves beyond endless swiping, Pure is building the products defining the post-swipe era—where meaningful connection is driven by agency, not algorithms.

The company believes the best dating experiences don't simply maximize engagement; they empower people to decide how they connect, communicate, and share. Because meaningful connection begins with trust, trust begins with consent, and consent begins with giving people control. However spontaneous your chats become, you're always in control of what reaches you.

Growing Global Momentum

Pure has emerged as one of the fastest-growing platforms in online dating, fueled by rapid adoption among Gen Z users and a product philosophy centered on authenticity, privacy, and intentional connection.

Today, Gen Z represents the majority of Pure's global user base, and the company continues to expand across North America, Europe, Latin America, and the United Kingdom. Pure has been recognized by Apple as App of the Day across every European market, the United Kingdom, Canada, and countries throughout South America—reflecting the platform's growing global momentum and product innovation.

ABOUT PURE DATING APP

PURE is a community-driven dating app that connects people through shared desires, combining unique design and privacy-first features. Launched in 2013 on iOS and Android, PURE App has attracted millions of users worldwide by providing a safe and inclusive place for those exploring playful, intentional connections - on their own terms. Pure is the space ***where safety and sensuality coexist***: consent-forward, disappearing chats and genuine connections.

To learn more about Pure, please visit our [website](#), [TikTok](#), or [Instagram](#).

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