

Terms of service

Date Effective: July, 2025

1. General

This website (the “Site”) is owned and operated by gsPsychology AB (“COMPANY”, “we” or “us”). By using the Site, you agree to be bound by these Terms of Service and to use the Site in accordance with these Terms of Service, our Privacy Policy, and any additional terms and conditions that may apply to specific sections of the Site or to products and services available through the Site or from gsPsychology AB. Accessing the Site, in any manner, whether automated or otherwise, constitutes use of the Site and your agreement to be bound by these Terms of Service.

We reserve the right to change these Terms of Service or to impose new conditions on use of the Site from time to time, in which case we will post the revised Terms of Service on this website. By continuing to use the Site after we post any such changes, you accept the Terms of Service as modified.

If material changes are made to these Terms of Service, we will notify registered users via email or through an in-site notification. Continued use of the Site after such changes will constitute your acceptance of the updated Terms.

2. Eligibility

This Site and its services are intended for users who are 18 years of age or older. By using the Site, you affirm that you meet this requirement or that you are using the Site under the supervision of a parent or legal guardian.

3. International Use

gsPsychology AB makes no representation that materials on this Site are appropriate or available for use in all locations. Users are responsible for complying with all local laws applicable to their access and use of the Site and its content.

4. Registration

Certain features of the Site may require registration. You agree to provide accurate information and keep it up to date. We reserve the right to suspend or terminate access if information provided is found to be false or incomplete.

5. Passwords

You are responsible for maintaining the confidentiality of your login credentials and for all activities under your account.

6. Interactive Features

You agree not to post unlawful or harmful content through the Site. gsPsychology AB reserves the right to moderate or remove content, and to restrict access to features, including forums and chats, at its discretion.

7. Intellectual Property Rights

Our Limited License to You. This Site and all the materials available on the Site are the property of gsPsychology AB and/or our affiliates or licensors, and are protected by copyright, trademark, and other intellectual property laws. You may not use the Site or the materials in a manner that

constitutes infringement of our rights. You may, however, download and/or print one copy of individual pages of the Site for your personal, non-commercial use, provided that you keep intact all copyright and other proprietary notices.

8. Your License to Us

By submitting material to gsPsychology AB via any method (including email, social media, or the Site), you grant us and our authorized representatives a royalty-free, perpetual, irrevocable, non-exclusive license to use such material in all media, now known or hereafter devised. You agree that gsPsychology AB is the exclusive owner of any resulting works and may identify you as the author when appropriate.

9. Linking and Framing

You may link to the Site, provided that the link does not imply endorsement by gsPsychology AB. You may not frame or inline link content from the Site without express written permission.

10. Content Protection and Compliance

For jurisdictions that recognize the Digital Millennium Copyright Act (DMCA), gsPsychology AB will respond to valid takedown notices in accordance with applicable law. If you believe that material on the Site infringes your copyright, you may contact gsPsychology AB to notify us of the issue. All copyright infringement notices must meet legal requirements.

11. Disclaimers

We may provide links to third-party websites. gsPsychology AB does not endorse or assume responsibility for any third-party content, services, or products. All information provided on the Site is “as is” without warranties of any kind. We disclaim all warranties, express or implied, including those of merchantability and fitness for a particular purpose.

12. Media Content Disclaimer

Our digital content, including video materials available on this Site, may contain licensed visual media from third-party platforms such as Artlist, Motion Array, and iStock. All such media has been legally acquired under commercial use agreements. Some footage may include recognizable locations, cultural symbols, or branded elements. These are used strictly for illustrative purposes within a general and global context.

The inclusion of such footage should not be construed as an implication of any direct connection between the media shown and specific geographical areas, organizations, individuals, or psychological conditions such as stress, anxiety, or panic attacks. No location, symbol, or community is being singled out, criticized, or held responsible for any aspect of our content. gsPsychology AB has no affiliation with or endorsement from any specific brand, institution, or cultural representation that may appear in the video content.

Users agree not to draw conclusions or make interpretations about brand affiliations, building ownership, national landmarks, commercial events (such as festivals), architectural symbolism, or any recognizable entities depicted—whether in licensed, stock, or animated footage. All visual content is included solely for illustrative and educational purposes and is not intended to imply endorsement, criticism, or connection to any specific person, location, company, country, or institution.

The educational content produced by gsPsychology AB is designed to explore and explain scientifically supported phenomena related to stress, anxiety, and panic. It is based on current psychological and

medical research and aligns with recognized diagnostic frameworks such as the ICD (International Classification of Diseases) and DSM (Diagnostic and Statistical Manual of Mental Disorders).

This content is not intended to be defamatory, discriminatory, or stigmatizing toward any individual, brand, group, culture, or place. Any perceived resemblance to specific real-world sources or entities is purely coincidental and unintended.

Certain content provided through our digital materials, including but not limited to educational videos and visual illustrations, may depict scenes involving emotional distress or mild representations of violence. These are included solely to support the educational purpose of illustrating psychological phenomena such as panic, fear, or trauma responses.

gsPsychology AB does not endorse violence in any form, and any such depictions are fictional, symbolic, or licensed media designed to aid understanding of mental health topics. Viewer discretion is advised, especially for individuals sensitive to such content.

13. No Implied Endorsement of Depicted Entities

The appearance of recognizable vehicles, buildings, architecture, or branded objects in background or stock footage does not imply endorsement, involvement, or authorization by their owners. All such content is incidental, illustrative, and without connection to the psychological themes presented in the program.

14. Professional Licensing Disclaimer

gsPsychology AB is a Sweden-based company, and its founder is licensed as a psychologist in Sweden, credentialed by the National Board of Health and Welfare (*Socialstyrelsen*). We do not claim licensure or authority to practice psychology or offer clinical services in other countries. All content provided is for general educational and informational purposes only and is not intended to constitute or replace professional psychological treatment, therapy, or healthcare in any jurisdiction.

15. Health and Regulatory Disclaimer

The content and materials made available by gsPsychology AB, including digital programs and videos, are not intended to diagnose, treat, cure, or prevent any medical or psychological condition. These materials have not been reviewed or approved by any national or international regulatory authority. All users are advised to consult with a licensed healthcare professional in their local jurisdiction before acting on any information presented.

16. Health & Wellness Disclaimer

This Site contains general wellness information for educational purposes only. It does not replace professional advice, diagnosis, or treatment. Always consult a qualified healthcare provider with any questions you may have about a medical condition.

The information provided by gsPsychology AB, including any programs, videos, or services, is intended to support general wellbeing and mental health education. While we strive to offer high-quality, research-informed content, individual experiences may vary. gsPsychology AB cannot be held responsible for any outcomes related to the use or interpretation of this material, and we encourage all users to consult with a qualified healthcare provider when making decisions about their mental health.

By using this Site and its content, you acknowledge and accept that the material is informational in nature and is not a substitute for professional care. You agree that gsPsychology AB, its affiliates, and content creators are not liable for any harm, loss, or injury related to your use of the content.

17. Rhetorical Language Disclaimer

Some expressions used in gsPsychology AB educational material—including, but not limited to, statements such as “ultimately resulting in freedom and flexibility,” “getting rid of the fear once and for all,” “breaking the feedback cycle for good,” “rid yourself of abnormal physical sensations for good,” or “it will calm down and leave you be—panic-free”—are intended to illustrate psychological mechanisms and motivational principles commonly used in cognitive behavioral therapy (CBT). These expressions reflect psychological tendencies rather than guarantees.

For instance, fear of unexpected nervous system activity often *tends* to trigger catastrophic thoughts, while fully accepting such activity often *tends* to reduce the likelihood of entering a negative cognitive spiral. The language used in this educational series is designed to highlight these therapeutic directions—not to promise any specific outcome or to constitute medical advice.

Such phrases are rhetorical and figurative in nature. They are used to promote engagement, support understanding, and motivate reflection. They do not constitute literal claims, diagnostic language, or professional treatment promises. All users are encouraged to interpret this material within its full psychoeducational and contextual framework.

18. Use of Clinical Terminology Disclaimer

Some expressions used in gsPsychology AB educational material—including, but not limited to, terms such as “*treatment*,” “*therapy*,” “*recovery*,” “*intervention*,” “*diagnosed*,” “*patient*,” “*relief*,” or “*psychological disorder*”—are intended to illustrate psychological principles in an accessible, structured, or motivational manner.

Such terminology reflects commonly used language in educational and self-help contexts, and is employed here to support user understanding of complex psychological mechanisms. However, these terms do not imply the provision of medical or psychological care, diagnosis, or therapy in any legal, clinical, or regulatory sense.

This program does not constitute healthcare, does not establish a therapeutic relationship, and should not be interpreted as a substitute for individualized treatment by a licensed professional. All such language should be understood within its rhetorical and educational context.

19. Motivational Language and Cognitive Outcomes

Some expressions used in gsPsychology AB educational material—including, but not limited to, statements such as “everything will make perfect sense”—are intended to encourage cognitive clarity and motivation. These phrases do not imply guaranteed insight, comprehension, or resolution for all users. Individual understanding may vary, and users are responsible for interpreting such language within the educational context of the program.

20. Professional and Educational Use Disclaimer

The material provided through gsPsychology AB may be used by licensed healthcare professionals—such as psychologists, psychotherapists, physicians, and counselors—as part of their own clinical practice, in accordance with the laws, ethical guidelines, and professional standards of their respective jurisdictions. In such cases, gsPsychology AB is not acting as a healthcare provider and

assumes no responsibility for the use of the material within a therapeutic or clinical context. Responsibility for patient care, assessment, and treatment remains solely with the treating professional.

Our programs and materials may also be used by students enrolled in accredited education or training programs within psychology, medicine, or other health sciences for non-clinical, educational purposes only. These materials are not a substitute for formal clinical training, supervision, or certification. Any use of the program in an academic or instructional setting must comply with the rules and standards of the institution and may not be interpreted as clinical guidance or therapeutic advice.

Under no circumstances should the program be considered a stand-alone clinical intervention, nor should its contents be interpreted as establishing a therapeutic relationship between gsPsychology AB and any user, patient, or institution.

20.1 Restrictions on Redistribution and Institutional Use

While gsPsychology AB programs may be incorporated by licensed professionals into their individual clinical work, access to the material is licensed on a strictly individual basis. The content may not be shared, redistributed, or made available to clients, patients, colleagues, or broader teams under a standard personal license.

This includes, but is not limited to, distribution within clinics, healthcare organizations, or digital health platforms. Unlike a physical book, this digital resource may not be lent, transferred, or used repeatedly across multiple individuals without prior written permission.

Any redistribution, institutional use, or integration into broader clinical workflows requires a separate licensing agreement. These agreements are not currently available via our website but can be arranged by contacting us directly. If your organization is interested in authorized redistribution or multi-user access, please reach out to initiate a custom agreement.

21. Medical Visual Content Disclaimer

gsPsychology AB programs contains numerous visual representations of medical, anatomical, and physiological processes. These video clips are intended for educational purposes and are designed to illustrate general biological mechanisms, such as hormonal responses, brain activity, and organ function.

While care has been taken to ensure scientific accuracy, certain animations or portrayals may simplify, generalize, or symbolically represent complex medical processes. For example, the visual depiction of hormone secretion from the adrenal cortex or the release of endorphins may not fully reflect the precise biochemical or anatomical sequence as understood in medical science.

These visualizations should not be interpreted as exact or clinical models, but rather as illustrative aids to support understanding of psychological and physiological principles.

22. Safety Notice for Exercises and Activities

gsPsychology AB programs includes a range of educational and self-directed exercises which may involve both psychological and physiological components. These exercises are intended to support understanding and insight but do not constitute or replace medical treatment, professional diagnosis, or supervised therapy.

Activities may include, but are not limited to, examples such as:

- Interoceptive exposure (e.g., 90 seconds of hyperventilation, breath-holding, or cold facial immersion)
- Cognitive or emotional challenges that simulate anxiety symptoms
- Physical activity such as running, swimming, interval training, or similar exertion-based tasks

Engaging in these exercises carries potential physical and psychological risks, including but not limited to: dizziness, light-headedness, hyperventilation-induced fainting, muscle tension, panic symptoms, increased heart rate, shortness of breath, and emotional discomfort.

Important Precautions:

- Certain exercises (e.g., hyperventilation or cold exposure) should only be performed while seated or in a safe position to prevent falls or injury.
- Never perform any exercise that includes breath manipulation or pressure on the chest if you are alone, unsupervised, or in an unsafe environment.
- Exercises involving intense breathing or physical exertion should always be discontinued immediately if you experience strong dizziness, heart palpitations, numbness, tingling, or chest pain.
- Do not perform these exercises while driving, in water, near sharp objects, or in any situation where disorientation could cause harm.
- Some practices may deviate from standard clinical durations or supervision protocols and are included for illustrative or experiential purposes only.

By using this program, you acknowledge and agree that:

- You are solely responsible for determining whether any activity is appropriate, suitable, and safe for you.
- You will consult a licensed physician before participating in any activity that involves physical exertion or physiological manipulation—especially if you have any pre-existing medical conditions (e.g., cardiovascular issues, respiratory disorders, epilepsy, pregnancy, or any other condition that may increase risk).
- You will follow all applicable medical guidelines and public health recommendations in your region.
- You understand that all exercises are entirely voluntary and may be paused or discontinued at any time without penalty or consequence.

gsPsychology AB and affiliated parties accept no responsibility for injury, illness, medical incidents, emotional distress, or other negative outcomes resulting from the use or misuse of any content or activity described in this program. Participation is at your own risk.

23. Medical Clearance and Risk Assumption

By accessing or using any of our programs, you confirm that you have received medical or psychological clearance or have voluntarily chosen to proceed at your own risk. Some exercises, including but not limited to breathing tasks, physical exposure, and introspective activities, may evoke discomfort, dizziness, or emotional distress. You agree to assume all risks and release gsPsychology AB from any liability related to physical or psychological outcomes.

24. Insurance and Emergency Care Responsibility

You acknowledge that you are solely responsible for any required health insurance coverage and for seeking emergency or medical care when needed. This program does not provide or replace such services.

25. No Therapeutic or Medical Relationship

Use of this Site does not establish any therapeutic, doctor-patient, or client-provider relationship between you and gsPsychology AB or any of its representatives. All materials are provided for informational and educational purposes only. You are solely responsible for how you use this information, and you agree that gsPsychology AB is not liable for any decisions or outcomes related to your mental or physical health.

26. Jurisdictional Licensing Limitations

gsPsychology AB does not assert compliance with licensing standards in any jurisdiction outside of Sweden. Any resemblance between this program and formal medical or psychological treatment structures in your country is purely coincidental and non-binding.

27. Online Commerce

Purchases made via the Site or through third-party vendors are solely your responsibility. gsPsychology AB is not liable for any issues related to transactions with third-party merchants. You agree to be financially responsible for all purchases made by you or on your behalf.

28. Refund Policy

We want you to feel confident when purchasing this program. That's why your purchase is protected by a 30-day money-back guarantee. If, within 30 days of purchase, you decide the program is not the right fit for you, simply email us at support@gspychology.com to request a full refund — no questions asked.

29. Limitation of Liability

gsPsychology AB and its affiliates are not liable for any damages resulting from use of the Site, products, or third-party content. Your sole remedy for dissatisfaction with the Site is to discontinue use.

30. Force Majeure

gsPsychology AB shall not be held liable for any failure or delay in performance due to circumstances beyond its reasonable control, including but not limited to acts of God, natural disasters, internet outages, governmental actions, or civil unrest.

31. Governing Law and Dispute Resolution

These Terms of Service shall be governed by the laws of Sweden. Any disputes arising in connection with the use of this Site or its content shall be subject to the exclusive jurisdiction of Swedish courts. By using this Site, you agree to resolve any legal matters in accordance with these terms and waive any right to initiate or participate in collective legal actions to the extent permitted by applicable law.

32. Termination

We may terminate your access to the Site at any time without notice. Restrictions in these Terms of Service will survive termination.