

Gameplan Terms of Service

Direct Consumer Users – Learn2Esport Education Global AB

Version 5
July 30, 2026

These Terms of Service (“Terms”) govern access to and use of the Gameplan educational platform, course content, tools, and related services (“Service”) by an individual who registers independently or purchases access directly as a consumer (“you”).

These Terms do not apply when your access is provided by a school, district, education provider, employer, or other organization under its agreement with Gameplan. In that case, the organization’s agreement and applicable user rules govern your access.

1. Contracting Party

The provider of the Service and your contracting party is Learn2Esport Education Global AB, Swedish registration number 559165-5781, Smedsgränd 3, 753 30 Uppsala, Sweden (“Gameplan,” “we,” “us,” or “our”).

By creating an account, purchasing a Paid Feature, or using the Service, you agree to these Terms. Nothing in these Terms limits rights that cannot lawfully be waived under consumer protection or other mandatory law applicable to you.

2. Eligibility, Age, and Parental Responsibility

You must meet the minimum age requirements applicable in your country of residence to use the Service independently. If you are under the applicable age of digital consent, a parent or legal guardian must provide any required consent and may need to create, approve, or manage your account.

We may request reasonable confirmation of age, parental authority, or consent and may restrict features or suspend or terminate an account where required consent is not obtained. Our collection and use of personal data are further described in the applicable Privacy Policy.

A parent or legal guardian who creates, approves, purchases, or manages access for a child represents that they have authority to do so and accepts responsibility for the child’s compliance with these Terms, to the extent permitted by law.

3. Account Registration and Security

You must provide accurate and current information when creating or managing an account. Your account is personal and may not be sold, transferred, shared, or used to give another person access.

You are responsible for protecting your password and account credentials. Notify us immediately at security@gameplan.com if you suspect unauthorized access. We may take reasonable steps to verify your identity, protect the account, or prevent misuse.

4. The Service and Paid Features

Some parts of the Service may be free. Other features, content, courses, credentials, subscriptions, or plans may require payment ("Paid Features"). The price, billing period, renewal arrangement, included features, and other key terms will be shown before you complete a purchase.

If you purchase a Paid Feature, you agree to pay the displayed fees and applicable taxes. Payments may be processed by a third-party payment provider, whose payment terms may also apply.

We may offer trials or promotional pricing. The checkout page will state whether a trial converts automatically to a paid subscription, when charges begin, and how to cancel before being charged.

5. Subscriptions, Renewal, Cancellation, and Consumer Rights

If a Paid Feature is offered as an automatically renewing subscription, it will renew for the period disclosed at checkout until cancelled. You may cancel future renewals through the method described in your account or at checkout. Cancellation stops future renewal charges but does not by itself refund charges for the current billing period, except where mandatory law or the checkout terms require a refund.

We may change prices for future subscription periods. We will provide reasonable advance notice before a new price applies to a renewal, and you may cancel before that renewal.

You may have mandatory rights concerning pre-contract information, conformity of digital services, remedies, termination, and withdrawal or cancellation. Where required, we will provide the relevant information and obtain any consent or acknowledgment needed before supplying digital content or beginning performance. Instructions for exercising an applicable withdrawal or cancellation right will be provided at checkout or in the purchase confirmation.

6. Acceptable Use

You may use the Service only for lawful personal and educational purposes. You must not:

- (a) upload, transmit, or store unlawful, infringing, deceptive, harassing, discriminatory, pornographic, violent, malicious, or otherwise materially objectionable content;
- (b) threaten, bully, impersonate, exploit, or unlawfully disclose personal information about another person;
- (c) upload malware, malicious code, corrupted data, or other material designed to access, disrupt, damage, or exploit the Service or another system;
- (d) attempt to bypass security, gain unauthorized access, interfere with the Service, or test vulnerabilities without our prior written authorization;

(e) copy, scrape, crawl, decompile, reverse engineer, distribute, reproduce, modify, translate, sell, rent, lease, sublicense, or otherwise commercially exploit the Service except as expressly permitted by these Terms or non-waivable law;

(f) upload material you do not have the right to use, including another person's image or personal information without required permission; or

(g) use the Service to advertise, market, solicit, or promote products or services.

If you encounter content that may violate these Terms, contact info@gameplan.com. We may investigate, remove content, restrict features, or suspend an account where reasonably necessary to protect users, the Service, or third parties.

7. User Content

You retain ownership of content you submit to the Service, such as comments, messages, profile information, projects, files, and other materials ("User Content").

You grant Gameplan a limited, non-exclusive, worldwide right to host, copy, display, process, and otherwise use User Content only as necessary to provide, maintain, support, secure, troubleshoot, and administer the Service for you, enable features you choose to use, and comply with law. This license ends when the User Content is deleted from active systems, subject to reasonable technical backup-retention periods and legal obligations.

You represent that you have the rights and permissions necessary to submit User Content. You are responsible for User Content you submit and for choosing what to share with other users. We may remove User Content that violates these Terms or applicable law.

8. Gameplan Content and Intellectual Property

The Service and all software, course content, videos, designs, trademarks, documentation, improvements, and other materials provided by Gameplan or its licensors are protected by intellectual property laws and remain the property of Gameplan or its licensors.

Subject to these Terms, Gameplan grants you a limited, personal, non-exclusive, non-transferable, revocable right to access and use the Service and Gameplan content for your own educational purposes. You may not use Gameplan content for another purpose unless we or the applicable rights holder give written permission.

9. Privacy

We process personal data as described in the applicable Privacy Policy. The Privacy Policy explains the categories of data we collect, why we process them, recipients and service providers, retention, international transfers where applicable, security, and your rights.

We do not use advertising cookies or cross-site tracking in the Service. We do not use personal data of children for targeted or behavioral advertising.

10. Availability and Changes to the Service

We use commercially reasonable efforts to provide the Service but do not guarantee uninterrupted or error-free availability. Maintenance, security events, third-party failures, and events outside our reasonable control may temporarily affect access.

We may improve, update, replace, or discontinue features. If a material change adversely affects a Paid Feature during a paid period, we will provide notice and any remedy required by mandatory law.

11. Third-Party Applications and Links

The Service may enable optional third-party applications, integrations, content, or links. We do not control and are not responsible for a third party's services, availability, content, or independent privacy practices. Your use of a third-party service may be governed by that third party's terms.

This Section does not authorize third-party advertising through the Service or reduce our obligations concerning processors or service providers under applicable data protection law.

12. Warranties and Consumer Remedies

We will provide Paid Features in conformity with express commitments and mandatory consumer law. If a Paid Feature is defective or not supplied as promised, you may be entitled to correction, replacement, a price reduction, termination, a refund, or another mandatory remedy.

To the extent permitted by law, free features are provided "as is" and "as available." We do not guarantee that the Service will meet every individual learning goal or produce a particular educational, employment, certification, or other outcome.

13. Limitation of Liability

Nothing in these Terms excludes or limits liability for fraud, willful misconduct, gross negligence, death or personal injury caused by negligence, breach of mandatory data protection obligations, or any liability or consumer right that cannot lawfully be excluded or limited.

To the extent permitted by applicable law, Gameplan is not liable for indirect or consequential loss that was not reasonably foreseeable when you accepted these Terms, or for business loss arising from consumer use of the Service.

14. Suspension and Termination

You may stop using the Service and request account deletion at any time by contacting info@gameplan.com or using an available account control. Ending an account does not automatically create a refund right beyond the cancellation terms shown at purchase and mandatory law.

We may suspend or terminate access if you materially or repeatedly violate these Terms, use the Service unlawfully, create a material security risk, fail to pay an undisputed amount, or where suspension or termination is required by law. Where reasonable and legally permitted, we will provide notice and an opportunity to correct the issue before termination.

If an account is inactive for 180 days, we may provide notice and close it, subject to applicable law and any active Paid Feature.

15. Changes to These Terms

We may update these Terms to reflect changes to the Service, law, security requirements, or business practices. We will provide reasonable advance notice of material changes by email, through the Service, or another appropriate method.

If a material change applies during an active paid subscription and materially disadvantages you, you may have a right to cancel or another remedy under mandatory law. Changes will not retroactively reduce rights already earned or expand the use of personal data in a manner inconsistent with the Privacy Policy and applicable law.

16. Governing Law and Disputes

These Terms and non-contractual obligations arising out of or relating to them are governed by Swedish law, excluding its conflict-of-laws rules. This choice does not deprive you of mandatory consumer protections that apply under the law of your country of residence.

The parties should first attempt to resolve a concern by contacting one another. You may also use any consumer complaint or alternative dispute-resolution mechanism available under applicable law.

Subject to mandatory consumer jurisdiction rules, disputes shall be submitted to the competent Swedish courts, with the Stockholm District Court as the court of first instance. You may also have the right to bring a claim in the courts of your country of residence.

17. General

These Terms and any purchase-specific terms shown at checkout constitute the agreement between you and Gameplan concerning your direct consumer use of the Service. If purchase-specific terms conflict with these Terms, the purchase-specific terms control for that purchase, subject to mandatory law.

If a provision is invalid or unenforceable, it will be enforced to the maximum extent permitted and the remaining provisions will remain effective. Our failure to enforce a provision is not a waiver.

You may not transfer your account or rights under these Terms. Gameplan may transfer these Terms in connection with a merger, reorganization, sale of relevant assets, or change of control, provided the transfer does not reduce your mandatory rights.

18. Contact

Questions, complaints, cancellation requests, and account-deletion requests may be sent to info@gameplan.com. Security concerns should be sent to security@gameplan.com.