

1. Test duration

Completion time varies depending on how quickly each user works through the questions, and there is no single fixed duration. Based on our data, more than 50,000 users completed the test in under three minutes^{**}; ^{**} the majority of users completed it in under 10 minutes, and more than 90% completed it in under 15 minutes.

Duration references in our advertising and on our website serve different purposes. Short-form advertising provides an indicative reference, while the 20-minute figure on our website is a deliberately conservative estimate, intended to ensure that almost all users can set aside sufficient time to complete the test comfortably.

2. Disclosure of subscription terms

We do not accept that subscription terms are disclosed only at the end of the test. Users who click on our advertising arrive on our home page, which includes a dedicated pricing section setting out the subscription terms. The terms are therefore presented at the very beginning of the user journey, before the test starts.

The same terms, including the trial price and the recurring subscription price, are presented again on the checkout page before any payment is authorised. At checkout, users are also required to actively tick a checkbox confirming that they understand and accept that they are signing up for a subscription. No payment can be completed without this confirmation. The terms are then presented once more in the welcome email sent immediately after purchase.

Users are therefore informed of the subscription terms at every stage of the journey: in the pricing section of the home page before starting the test, on the checkout page together with an express confirmation checkbox before any payment is made, and in the welcome email immediately after purchase. This ensures users have complete clarity on what they are signing up for, what they will be charged, and when.

3. Customer complaints, consent and cancellation

We take every customer complaint seriously.

When signing up, users are clearly shown the pricing and subscription terms at the point of purchase, before any payment is authorised. Following purchase, every user receives a welcome email that restates their plan terms and includes a direct link to cancel their subscription.

Cancellation is simple and transparent. Users can cancel:

- via the cancellation link in the welcome email;
- via the Help Centre, accessible from the footer of every page of the website;
- via their account inside the product; or

- by contacting our support team at help@myiq.com.

Where customers raise concerns, we review each case individually and resolve it through our standard support process, including refunds where appropriate.

4. Trustpilot reviews

MyIQ has never purchased, commissioned, fabricated or incentivised reviews in any form, whether directly or through any third party.

Reviews are submitted within Trustpilot's own platform and are subject to Trustpilot's own verification and moderation processes. MyIQ does not control the content, star rating, publication, moderation or removal of reviews on Trustpilot. How reviews on our profile are collected and moderated can be independently confirmed with Trustpilot directly.

We respond to customer feedback on the platform, including 1-star reviews, and use that process to understand and resolve customer concerns.

5. The nature of the test

The educational and entertainment nature of the test is disclosed from the very start of the user journey. It is stated on our home page, where users arrive after clicking on our advertising, in the footer visible on every page of the website, and in our terms and conditions, which users accept before reaching checkout. As stated there, the test "is for entertainment or educational purposes only and is not a substitute for professional evaluation."

MyIQ does not present the test as a clinical or diagnostic assessment. The platform is intended for educational and entertainment purposes.

When we describe the test as "inspired by Raven's Progressive Matrices," we mean that it uses a similar non-verbal, pattern-based reasoning format. It is not a reproduction of Raven's Progressive Matrices and is not presented as such.

MyIQ does not claim that its test is a pure measure of general intelligence or a clinical instrument. The academic discussion you reference concerns clinical assessment, and our product is not positioned as one.

6. Test-taker figures

The figures referenced in our advertising, including "over 8 million" test takers and the daily test-taker figure, are deliberately conservative and sit well below our actual volumes, as recorded in our internal data. Advertising creative is not updated daily to reflect each day's exact number of users.

The scale of our platform can also be independently verified. According to Similarweb, [myiq.com](https://www.similarweb.com/website/myiq.com/) received more than 300 million visits over the past 12 months: <https://www.similarweb.com/website/myiq.com/>

We trust the above provides a complete response to your questions.

Kind regards,
MylQ