

Terms of Service

craze&friends | crazeandfriends.com

Last updated: August 18, 2026

1. Introduction and acceptance

1.1 These Terms of Service ("Terms") govern your access to and use of the website located at crazeandfriends.com and any subdomains, pages, forms and booking tools made available on it (together, the "Website").

1.2 The Website is operated by Odokativa Communications PR, doing business as craze&friends, a company registered in the Republic of Serbia under tax identification number (PIB) 113025279, with its registered address at Arsenija Čarnojevića 52, 24000 Subotica, Serbia ("craze&friends", "we", "us", "our").

1.3 By accessing, browsing or using the Website, or by booking a meeting through it, you confirm that you have read, understood and agree to be bound by these Terms. If you do not agree to these Terms, you must stop using the Website.

1.4 The Website is intended for businesses, professionals and organizations. Nothing on the Website constitutes an offer directed at consumers, and the Website is not intended for use by anyone under the age of 18.

2. Changes to these Terms

2.1 We may amend these Terms at any time. The amended version takes effect once published on the Website, and the "Last updated" date above will be revised accordingly.

2.2 Your continued use of the Website after publication of an amended version constitutes acceptance of it. You are responsible for reviewing these Terms periodically.

3. Use of the Website

3.1 We grant you a limited, non-exclusive, non-transferable and revocable right to access and view the Website for your own internal business or personal informational purposes.

3.2 You agree not to:

- a) use the Website for any unlawful, fraudulent or harmful purpose, or in breach of any applicable law or regulation;
- b) copy, reproduce, republish, distribute, sell, license or otherwise commercially exploit any part of the Website or its content without our prior written consent;
- c) use any automated system, including robots, spiders, scrapers or data mining tools, to access, monitor or copy the Website or its content;
- d) use any content from the Website to train, fine tune or otherwise develop any machine learning or artificial intelligence model without our prior written consent;
- e) attempt to gain unauthorized access to the Website, its servers, or any connected system or network, or interfere with, disrupt or overload the Website;
- f) introduce any virus, malware, or other malicious or technologically harmful material;

- g) submit false, misleading or third-party information through any form on the Website, including any booking form;
- h) frame, mirror or embed any part of the Website on another website without our prior written consent;
- i) remove, obscure or alter any copyright, trademark or other proprietary notice displayed on the Website.

3.3 We may restrict, suspend or terminate your access to the Website at any time, without notice and at our sole discretion, including where we reasonably believe you have breached these Terms.

4. Intellectual property

4.1 All content on the Website, including text, graphics, layouts, design elements, illustrations, photographs, video, animations, code, case studies, articles and downloadable materials, and all intellectual property rights in that content, are owned by craze&friends or licensed to us by third parties.

4.2 "craze&friends", the craze&friends logo, and any other names, marks or slogans displayed on the Website are trademarks or protected signs of craze&friends. Nothing on the Website grants you any right or license to use them.

4.3 Third-party names, logos and trademarks appearing on the Website, including those of clients, partners and advertising platforms, remain the property of their respective owners and are used for identification and reference purposes only.

4.4 Any use of Website content not expressly permitted by these Terms is prohibited and may infringe intellectual property law.

5. Booking a meeting

5.1 The Website allows you to book an introductory or discovery meeting with craze&friends through a scheduling tool. No user account is created and no account credentials are issued to you.

5.2 When booking a meeting you must provide accurate, current and complete information, and you confirm that you are authorized to provide any business or third-party details you submit.

5.3 Booking a meeting does not create any contractual relationship, engagement, or obligation on either party beyond the meeting itself. No services are ordered, promised or delivered through the Website.

5.4 We may decline, cancel or reschedule any booking at our discretion, including where a request appears to be automated, duplicated, spam, commercially irrelevant or submitted in bad faith. We may also cancel or reschedule where circumstances beyond our reasonable control prevent us from attending.

5.5 Any proposal, quote, scope of work, pricing or timeline discussed during a meeting is indicative only and is not binding on either party. Services are provided exclusively under a separate written services agreement signed by both parties, and that agreement prevails over anything discussed in a meeting or published on the Website.

5.6 Meeting bookings are handled through a third-party scheduling and video conferencing provider. Your use of that provider is subject to its own terms and privacy policy. Information you submit when booking is processed in accordance with our Privacy Policy.

6. No professional advice and no guaranteed results

6.1 All content published on the Website, including articles, guides, case studies, newsletters, benchmarks and any material shared in a booking meeting, is provided for general informational purposes only. It does not constitute professional marketing, legal, financial, tax or business advice, and must not be relied upon as such.

6.2 Case studies, performance figures, testimonials and client results shown on the Website describe outcomes achieved in specific circumstances for specific clients. They are not a prediction, promise or guarantee of any result you may achieve. Marketing outcomes depend on numerous factors outside our control, including your product, pricing, market, budget, and the policies and algorithms of third-party advertising platforms.

6.3 You are solely responsible for any decision or action you take based on Website content, and you should obtain independent professional advice where appropriate.

7. Marketing communications

7.1 Where you subscribe to our newsletter or otherwise consent to receive marketing communications, you consent to receiving emails from us about our services, insights and updates.

7.2 You may withdraw your consent at any time using the unsubscribe link included in every marketing email, or by contacting us at office@crazeandfriends.com. Withdrawal of consent does not affect the lawfulness of processing carried out before withdrawal.

7.3 Operational emails relating to a meeting you have booked, such as confirmations, reminders and reschedule notices, are not marketing communications and are sent regardless of your marketing preferences.

8. Feedback

8.1 If you send us ideas, suggestions, comments or feedback about the Website or our services, you grant us a perpetual, irrevocable, worldwide, royalty free right to use, reproduce, modify and exploit that feedback for any purpose, without obligation, attribution or compensation to you.

9. Third-party links and services

9.1 The Website may contain links to third-party websites, platforms, tools and profiles. Those links are provided for convenience only and do not constitute an endorsement by us of the linked content, products or services.

9.2 We have no control over third-party websites and services and accept no responsibility or liability for their content, availability, accuracy, security or data practices. Accessing them is at your own risk and subject to their own terms.

9.3 The Website uses third-party technologies including analytics, advertising and tracking tools. Details of these technologies, the data they collect and your choices in relation to them are set out in our Privacy Policy and Cookie Policy.

10. Availability of the Website

10.1 We make reasonable efforts to keep the Website available, but we do not guarantee that it will be available uninterrupted, secure, timely or error free.

10.2 We may modify, suspend, restrict or discontinue all or part of the Website, including any content, feature or booking function, at any time and without notice or liability.

10.3 You are responsible for the configuration, security and antivirus protection of your own devices, systems and network connection used to access the Website.

11. Disclaimer of warranties

11.1 To the fullest extent permitted by applicable law, the Website and all content on it are provided on an "as is" and "as available" basis, without warranties, conditions or representations of any kind, whether express, implied or statutory.

11.2 We specifically disclaim any implied warranties of merchantability, fitness for a particular purpose, non-infringement, accuracy, completeness or currency of content, and any warranty that the Website will be free of viruses or other harmful components.

12. Limitation of liability

12.1 To the fullest extent permitted by applicable law, craze&friends, its directors, employees, contractors and agents shall not be liable for any indirect, incidental, special, consequential, punitive or exemplary damages, or for any loss of profit, revenue, business, goodwill, data or anticipated savings, arising out of or in connection with your access to or use of, or inability to use, the Website or any content on it, whether based in contract, tort, negligence, statute or otherwise, and whether or not we were advised of the possibility of such damages.

12.2 To the fullest extent permitted by applicable law, our total aggregate liability arising out of or in connection with the Website and these Terms shall not exceed one hundred euros (EUR 100).

12.3 Nothing in these Terms excludes or limits our liability for death or personal injury caused by our negligence, for fraud or fraudulent misrepresentation, or for any other liability that cannot be excluded or limited under applicable law.

12.4 If you engage craze&friends as a client, liability in respect of the services we provide to you is governed exclusively by the limitation of liability provisions of the signed services agreement between us, and not by this section.

13. Indemnity

13.1 You agree to indemnify, defend and hold harmless craze&friends, its directors, employees, contractors and agents from and against any claims, liabilities, damages, losses and expenses, including reasonable legal fees, arising out of or in connection with your breach of these Terms, your misuse of the Website, or your violation of any law or third-party right.

14. Privacy and cookies

14.1 Our collection and processing of personal data through the Website, including data submitted when booking a meeting or subscribing to our newsletter, is described in our Privacy Policy at <https://www.crazeandfriends.com/privacy-policy>.

14.2 Our use of cookies and similar technologies is described in our Cookie Policy at <https://www.crazeandfriends.com/cookie-policy>.

14.3 The Privacy Policy and Cookie Policy form part of these Terms by reference.

15. Relationship to client agreements

15.1 These Terms govern use of the Website only. Where you engage craze&friends for services, the signed services agreement between you and craze&friends governs that engagement in full.

15.2 In the event of any conflict between these Terms and a signed services agreement, the signed services agreement prevails in relation to the services provided under it.

16. General

16.1 **Severability.** If any provision of these Terms is found to be invalid or unenforceable, that provision shall be modified to the minimum extent necessary to make it enforceable, and the remaining provisions shall remain in full force and effect.

16.2 **No waiver.** Our failure to enforce any provision of these Terms does not constitute a waiver of that provision or of any other provision.

16.3 **Entire agreement.** These Terms, together with the Privacy Policy and Cookie Policy, constitute the entire agreement between you and craze&friends in relation to your use of the Website.

16.4 **Assignment.** You may not assign or transfer any rights or obligations under these Terms. We may assign these Terms to any successor in connection with a merger, acquisition or sale of all or substantially all of our assets.

16.5 **No partnership.** Nothing in these Terms creates any partnership, joint venture, agency or employment relationship between you and craze&friends.

17. Governing law and jurisdiction

17.1 These Terms and any dispute or claim arising out of or in connection with them, including non-contractual disputes or claims, are governed by and construed in accordance with the laws of the Republic of Serbia, without regard to its conflict of laws principles.

17.2 Any dispute arising out of or in connection with these Terms shall be submitted to the exclusive jurisdiction of the competent courts in Subotica, Republic of Serbia.

17.3 Where you access the Website as a consumer resident in the European Union or in another jurisdiction whose mandatory consumer protection law applies to you, nothing in this section deprives you of the protection of provisions that cannot be derogated from by agreement under the law of your place of residence.

18. Contact

Questions about these Terms can be sent to office@crazeandfriends.com, or by post to:

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