

Exceptional Branding – Site Terms of Use

BY USING THIS WEBSITE, YOU AGREE TO THESE SITE TERMS.

IF YOU DO NOT AGREE, DO NOT USE THIS WEBSITE.

Because clarity is everything—even in the fine print...

1. Agreement to Terms

By using this website (the “Site”), you agree to these Site Terms. If you do not agree, please don’t use the Site. Exceptional Branding may revise these Terms at any time without notice. The most recent version always applies. Continuing to use the Site means you accept the latest Terms—because keeping things current is part of our brand.

2. Ownership & Purpose

The Site, found at www.exceptional-branding.com (and its subdomains), is owned and operated by Objective Edge LLC, a consultancy registered in The UAE, hereinafter referred to as “Exceptional Branding”. All text, graphics, logos, and other content (“Content”) are the property of Exceptional Branding or its content suppliers and are protected by EU, Dutch and international intellectual property laws. We created this Site to inform and inspire – not to be copied, scraped, or repackaged.

3. Use of the Site

You may use this Site for lawful purposes and for your own information. You agree not to: copy, reproduce, or distribute any part of the Site without written permission, remove ownership notices or modify our materials, use bots, scrapers, or data-harvesting tools, do anything that could damage or disable the Site or impair other visitors’ experience. If Exceptional Branding believes you’ve breached these Terms, we may restrict or terminate your access – gracefully but firmly.

4. Links to Other Sites

This Site may contain links to third-party websites (“Linked Sites”). We include them for your convenience, not as an endorsement. Exceptional Branding has no control over these sites and accepts no responsibility for their content or practices. You visit them at your own discretion and judgment.

5. Content Accuracy & Availability

We do our best to keep this Site accurate, inspiring, and typo-free—but life (and marketing) moves fast. The Site and its Content are provided on an “as is” and “as available” basis. Exceptional Branding makes no warranties – express or implied – about the completeness, accuracy, reliability, or availability of any information, service, or feature. We may change, suspend, or remove Content at any time, without prior notice.

6. Limitation of Liability

To put it plainly: Exceptional Branding accepts no liability of any

kind. We are not responsible for any loss, damage, cost, or claim arising from your use—or inability to use—this Site or its Content. Your sole remedy for dissatisfaction with the Site is to stop using it. To the fullest extent permitted by law, all liability is excluded.

7. Intellectual Property

All ideas, frameworks, slides, and visuals featured on this Site remain the intellectual property of Exceptional Branding. Viewing them is allowed; re-branding them as your own is not. If you wish to quote, reference, or reproduce anything, simply ask – we love good manners!

8. Indemnity

You agree to indemnify and hold harmless Exceptional Branding, its partners, and its associates from any claims, losses, or damages arising from your breach of these Terms or misuse of the Site. In short: use responsibly.

9. Privacy

We respect your privacy and handle data in accordance with European data protection standards (GDPR). For more detail, see our Privacy Policy.

10. Governing Law & Jurisdiction

10.1 These Terms and any agreements arising from them shall be governed by and construed in accordance with Dutch law, under the framework of European Union law.

10.2 All disputes arising out of or related to these Terms shall be submitted to the competent court in Amsterdam, The Netherlands, unless Exceptional Branding designates another competent venue for practical reasons. The choice of Dutch law does not affect any mandatory legal rights that may apply to the Client under its own local law.

11. Remaining Provisions

If any clause herein is found invalid, the remaining provisions stay perfectly valid—because clarity endures.

11. Closing Note

This Site exists to share insights, not liabilities. Use it with curiosity and good judgment, and we'll get along beautifully.

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November 2, 2025