



Changes to the Ads Service Terms & Conditions from August 19, 2024.

Ads Service Terms & Conditions

(...)

Version effective as of ~~June 17, 2024.~~ [August 19, 2024.](#)

Part 1

Allegro Ads Terms & Conditions for Allegro.pl

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

(...)

3.10.

In order to display an Advertising Message within the Ads Express Service in the Display Space, the Advertiser shall obtain access to the Customer Dashboard through settings in the Account on Allegro and set the Daily Budget for the given Advertising Message. [Advertising Message is displayed in both Allegro Display Space and Advertising Network Display Space.](#) At the same time, in the case of the Ads Express Service:

a. the provisions of paragraphs 3.2(a), (b), (c), (d) and (f), and paragraphs 3.4 and 3.5 shall not apply. The Advertising Message shall be displayed until the Advertiser manually ends the display in the Customer Dashboard, uses the entire Daily Budget is used or the Offer (to which the Advertising Message leads) expires. The Advertising Message applies to a Sponsored Offer, while the advertised Offer is selected automatically. The daily budget is spread over all advertised Offers.

b. for interfaces made available by Technical Partners, only the provisions of paragraph 3.2(a) shall apply.

(...)

[3.14.](#)

[The Advertiser using Display and Video Ads undertakes that the Advertising Message will not be misleading, will not refer to websites other than Allegro, will not contain promotional information \(e.g. promotion, cheap, only with us, sale, best price, etc.\), or indicate for discounts \(percentage or specific amount\).](#)



(...)

Part 2

Allegro Ads Terms & Conditions for Allegro.cz

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

(...)

3.7.

In order to display an Advertising Message within the Ads Express Service in the Display Space, the Advertiser shall obtain access to the Customer Dashboard through settings in the Account on Allegro and set the Daily Budget for the given Advertising Message. [Advertising Message is displayed in both Allegro Display Space and Advertising Network Display Space](#). At the same time, in the case of the Ads Express Service:

a. the provisions of paragraphs 3.2(a), (b), (c), (d) and (f), and paragraphs 3.4 and 3.5 shall not apply. The Advertising Message shall be displayed until the Advertiser manually ends the display in the Customer Dashboard, uses the entire Daily Budget is used or the Offer (to which the Advertising Message leads) expires. The Advertising Message applies to a Sponsored Offer, while the advertised Offer is selected automatically. The daily budget is spread over all advertised Offers.

b. for interfaces made available by Technical Partners, only the provisions of paragraph 3.2(a) shall apply.

(...)

Part 3

Allegro Ads Terms & Conditions for Allegro.sk

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

(...)

3.7.



In order to display an Advertising Message within the Ads Express Service in the Display Space, the Advertiser shall obtain access to the Customer Dashboard through settings in the Account on Allegro and set the Daily Budget for the given Advertising Message. [Advertising Message is displayed in both Allegro Display Space and Advertising Network Display Space](#). At the same time, in the case of the Ads Express Service:

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b. for interfaces made available by Technical Partners, only the provisions of paragraph 3.2(a) shall apply.

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