



Changes to the Ads Service Terms & Conditions from February 18, 2025

# Ads Service Terms & Conditions

(...)

Revision valid from [February 18, 2025](#). ~~October 1, 2024~~

(...)

## Allegro Ads Terms & Conditions for Allegro.pl

(...)

### SECTION 1. DEFINITIONS

(...)

~~10. **User** — an entity that has obtained access to the services provided by the Company on Allegro pursuant to the Allegro Terms & Conditions~~ **with a Company Account that has gained access to services provided by the Company within Allegro under the terms specified in the Allegro Terms and Conditions.**

(...)

~~12. **Advertiser** — the Seller, the Partner, or the Brand using advertising services referred to in these Terms & Conditions in line with their provisions available in the Customer Dashboard, under the conditions provided for in these Terms & Conditions.~~

(...)

~~**34. Customer Dashboard** — a separate function within the Ads Service dedicated to Advertisers in the allegro.pl and allegro.cz domains or within interfaces made available by Technical Partners, allowing the Advertisers to use services available within the advertising dashboard.~~

**34. Ads Service Dashboard** — a separate functionality in the Ads Service dedicated to Advertisers at the [salescenter.allegro.com](https://salescenter.allegro.com) domain or in interfaces made available by Technical Partners, allowing the Advertisers to use advertising services available in the Advertising Services Dashboard.

(...)

~~Within the Ads Service from the level of the Customer Dashboard available at both [allego.pl/ads](#) and [allegro.cz/ads](#), it is possible to use the service at [allegro.pl](#) and [allegro.cz](#), according to the currently available scope of the service at each of these Marketplaces.~~



As part of the Ads Service, in the Ads Service Dashboard available at: [salescenter.allegro.com](https://salescenter.allegro.com), it is possible to use the service on [allegro.pl](https://allegro.pl), [allegro.sk](https://allegro.sk), [allegro.cz](https://allegro.cz), as well as on [allegro.hu](https://allegro.hu), according to the currently available scope of the service in each of those Marketplaces.

(...)

## SECTION 2. TERMS OF PARTICIPATION

2.1.

The [Ads Service Customer Dashboard](#) may be used by the Advertiser who meets the conditions provided for in Section 2 of the Allegro Terms & Conditions "TERMS of PARTICIPATION IN ALLEGRO".

2.2.

~~Within the Ads Service in the Customer Dashboard, the Company makes functionalities available to Advertisers, allowing, in particular, to conduct advertising activities; the detailed rules on the use of such functionalities are described in the Customer Dashboard. The available formats of the Advertising Message may vary depending on the Marketplace where it is to be used selected in the Customer Dashboard.~~

In the [Ads Service Dashboard](#) as part of the Ads Service, the Company makes functionalities available to Advertisers, allowing, in particular, the conducting of advertising activities; the detailed rules on the use of such functionalities are described in the [Ads Service Dashboard](#). The available formats of the Advertising Message may vary depending on the Marketplace where it is to be used, as selected in the [Ads Service Dashboard](#).

At the same time, to Advertisers who are brand owners and/or manufacturers of brands of products offered on Allegro, Partners, and Technical Partners, the Company may grant special permissions ~~within~~ [on the Customer Dashboard Ads Service Dashboard](#) consisting of the extension of functionality within the access to targeting options of Advertising Messages, Display Space, or to other types of advertisements. The possibility of granting the permissions referred to in the preceding sentence is subject to the Company's current technical capabilities. Details of the functionalities in question and their provision, are described at <https://allegro.pl/ads/uprawnienia>.

(...)

## SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

3.1.

In order to display an Advertising Message in the Display Space, the Advertiser must be authorized to use the [Ads Service Customer Dashboard](#) in accordance with paragraph 2.1 of the Terms & Conditions.

3.2.



In order to display an Advertising Message, the Advertiser should perform the following actions in the [Ads Service Customer Dashboard](#):

- a. indicate the Marketplace on which the Advertising Message is to be published;
- b. specify Offers or Classifieds on Allegro to be promoted under the Advertising Message;
- c. specify the value of the relevant Cost Unit it is willing to pay depending on the selected form of Advertising Message — subject to paragraph 26(a);
- d. specify the start date of the display of the selected Advertising Message;
- e. set the Daily Budget for the selected Advertising Message;
- f. specify the Display Space in which Advertising Messages are to be promoted.

(...)

3.4.

In order to display the given Advertising Message under Display Ads and in Video Ads, the Advertiser should define and send the graphic and graphic-text creations concerning the given Advertising Message in the [Ads Service Customer Dashboard](#), while in order to display a Sponsored Offer, the Advertiser should specify Offers to be placed within this form of Advertising Message.

3.5.

Except cases specified in paragraphs 3.10 and 3.11 below, in the Customer Dashboard, the Advertiser can define the date of ending the Advertising Message display. Unless the Advertiser defines the aforesaid parameter, the Advertising Message shall be displayed until the Advertiser manually ends the display in the [Ads Service Customer Dashboard](#) or uses the entire Total Budget, provided that the Advertiser has defined the same.

(...)

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 [Ads Service Dashboard \(tab: Advertising and Promotion\)](#) via 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 [Ads Service 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.

3.11.

In order to display an Advertising Message as part of the Advertisement from the Listing Form in the Display Space, the Advertiser shall obtain access to the [Ads Service–Customer](#) Dashboard through settings in the Account on Allegro and set the Daily Budget for the given Advertising Message and advertised Offer. At the same time, in the case of the Advertisement from the Listing Form:

a. the provisions of paragraphs 3.2(a), (b), (c), (d) and (f), and paragraphs ~~3.4 and 3.5~~ [and 3.6](#). shall not apply. The Advertising Message shall be displayed until the Advertiser manually ends the display in the [Ads Service–Customer](#) Dashboard, uses the entire Daily Budget or the Offer (to which the Advertising Message leads) expires. The Advertising Message applies to a Sponsored Offer. The advertised Offer is one part of the creation of which the Partner approved the use of the advertisement. The daily budget is spread over all advertised Offers.

(...)

## SECTION 4. ADVERTISING MESSAGE DISPLAY

(...)

4.4.

Notwithstanding other provisions of the Terms & Conditions, an Advertising Message will cease to be displayed on the Display Space when, for subsequent 90 days, a given Advertising Message has no Impressions or Clicks, respectively, for a given type of advertisement. In the case referred to in the preceding sentence, a given Advertising Message shall be simultaneously archived in the [Ads Service Customer](#) Dashboard.

(...)

4.9.

If the Daily Budget is exhausted in accordance with paragraph 4.5(a) or (b), the display of the Advertising Message shall be suspended and restored after the Daily Budget is increased in the [Ads Service Customer](#) Dashboard, or shall be renewed on the next day according to the specific Daily Budget, provided that the Advertiser has specified the next day of the Advertising Message display. If the Advertiser has exhausted the Total Budget, the display of the Advertising Message shall be restored after the Advertiser has increased the Total Budget in the [Ads Service–Customer](#) Dashboard.

4.10.



The statistics of the Advertiser's Advertising Messages are made available to the Advertiser in the [Ads Service Customer Dashboard](#). Such statistics are the basis for the assessment of the progress of the Advertising Message display.

4.11.

The Company may block the display of the Advertising Message or suspend the provision of the Ads Service or Ads Express Service or Advertisement from the Listing Form if activities or content related to the Offer, Advertising Message or the Advertiser's website violate the provisions of the Terms & Conditions, Allegro Terms & Conditions or the Advertising Network Publisher's terms and conditions, applicable laws or have an adverse effect on the good name of the Company. The Company can take the aforesaid actions also when other actions performed by the User within the Ads Service are inconsistent with the Terms & Conditions or the Allegro Terms & Conditions, **and additionally, if sanctions have been imposed on the User due to a violation of rules regarding selling illegal products under paragraph 8.4 of the Allegro Terms & Conditions.**

(...)

## SECTION 5. FEES

(...)

5.3.

The number of fees due to the Company shall be calculated based on the actual use by the Advertiser of the funds allocated for the Sponsored Offer display within the Daily Budget and the Total Budget, if defined, and the statistics made available to the Advertiser in the [Ads Service Customer Dashboard](#).

(...)

## VI. MISCELLANEOUS

(...)

6.4. The current text of the Terms and Conditions is available at ~~<https://allegro.pl/ads> and <https://allegro.cz/ads>~~ <https://salescenter.allegro.com/terms>.

(...)

## Allegro Ads Terms & Conditions for Allegro.cz

(...)



## SECTION 1. DEFINITIONS

(...)

10. **User** — an entity that has obtained access to the services provided by the Company on Allegro pursuant to the Allegro Terms & Conditions with a Company Account that has gained access to services provided by the Company within Allegro under the terms specified in the Allegro Terms and Conditions.

(...)

12. **Advertiser** — the Seller, the Partner or the Brand using advertising services available in referred to the Customer Dashboard, under the conditions provided for in these Terms & Conditions in line with their provisions.

(...)

32. **Customer Dashboard** — a separate function within the Ads Service dedicated to Advertisers in the allegro.pl and allegro.cz domains or within interfaces made available by Technical Partners, allowing the Advertisers to use services available within the advertising dashboard.

32. **Ads Service Dashboard** — a separate functionality in the Ads Service dedicated to Advertisers at the [salescenter.allegro.com](https://salescenter.allegro.com) domain or in interfaces made available by Technical Partners, allowing the Advertisers to use advertising services available in the Advertising Services Dashboard.

(...)

Within the Ads Service from the level of the Customer Dashboard available at both [allegro.pl/ads](https://allegro.pl/ads) and [allegro.cz/ads](https://allegro.cz/ads), it is possible to use the service at [allegro.pl](https://allegro.pl) and [allegro.cz](https://allegro.cz), according to the currently available scope of the service at each of these Marketplaces.

As part of the Ads Service, in the Ads Service Dashboard available at: [salescenter.allegro.com](https://salescenter.allegro.com), it is possible to use the service on [allegro.pl](https://allegro.pl), [allegro.sk](https://allegro.sk), [allegro.cz](https://allegro.cz), as well as on [allegro.hu](https://allegro.hu), according to the currently available scope of the service in each of those Marketplaces.

## SECTION 2. TERMS OF PARTICIPATION

(...)

2.2.

Within the Ads Service in the Customer Dashboard, the Company makes functionalities available to Advertisers, allowing, in particular, to conduct advertising activities; the detailed rules on the use of such functionalities are described in the Customer Dashboard. The available formats of the Advertising Message may vary depending on the Marketplace where it is to be used selected in the Customer Dashboard. In the Ads Service Dashboard as part of the Ads Service, the Company makes functionalities



available to Advertisers, allowing, in particular, the conducting of advertising activities; the detailed rules on the use of such functionalities are described in the Ads Service Dashboard. The available formats of the Advertising Message may vary depending on the Marketplace where it is to be used, as selected in the Ads Service Dashboard.

(...)

## SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

3.1.

In order to display an Advertising Message in the Display Space, the Allegro Advertiser must be authorized to use the [Ads Service Customer](#) Dashboard in accordance with paragraph 2.1 of the Terms & Conditions.

3.2.

In order to display an Advertising Message, the Advertiser should perform the following actions in the [Ads Service Customer](#) Dashboard:

- a. indicate the Marketplace on which the Advertising Message is to be published;
- b. specify Listings on Allegro to be promoted under the Advertising Message;
- c. specify the value of the relevant Cost Unit it is willing to pay depending on the selected form of Advertising Message;
- d. specify the start date of the display of the selected Advertising Message;
- e. set the Daily Budget for the selected Advertising Message;
- f. specify the Display Space in which Advertising Messages are to be promoted.

3.3.

In the [Ads Service Customer](#) Dashboard, the Advertiser can define the date of ending the Advertising Message display. Unless the Advertiser defines the aforesaid parameter, the Advertising Message shall be displayed until the Advertiser manually ends the display in the [Ads Service Customer](#) Dashboard or uses the entire Total Budget, provided that the Advertiser has defined the same.

(...)

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 [Ads Service Customer](#) Dashboard ([tab: Advertising and Promotion](#)) 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 [Ads Service 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.

3.8.

In order to display an Advertising Message as part of the Advertisement from the Listing Form in the Display Space, the Advertiser shall obtain access to the [Ads Service Customer](#) Dashboard through settings in the Account on Allegro and set the Daily Budget for the given Advertising Message and advertised Offer. At the same time, in the case of the Advertisement from the Listing Form:

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 [Ads Service Customer](#) Dashboard, uses the entire Daily Budget or the Offer (to which the Advertising Message leads) expires. The Advertising Message applies to a Sponsored Offer. The advertised Offer is one part of the creation of which the Partner approved the use of the advertisement. The daily budget is spread over all advertised Offers.

(...)

## SECTION 4. ADVERTISING MESSAGE DISPLAY

(...)

4.4.

Notwithstanding other provisions of the Terms & Conditions, an Advertising Message will cease to be displayed on the Display Space when, for subsequent 90 days, a given Advertising Message has no Clicks. In the case referred to in the preceding sentence, a given Advertising Message shall be simultaneously archived in the [Ads Service Customer](#) Dashboard.

(...)

4.9.

If the Daily Budget is exhausted in accordance with paragraph 4.5(a) or (b), the display of the Advertising Message shall be suspended and restored after the Daily Budget is increased in the [Ads Service Customer](#) Dashboard, or shall be renewed on the next day according to the specific Daily Budget,





provided that the Advertiser has specified the next day of the Advertising Message display. If the Advertiser has exhausted the Total Budget, the display of the Advertising Message shall be restored after the Advertiser has increased the Total Budget in the [Ads Service Customer Dashboard](#).

4.10. The statistics of the Advertiser's Advertising Messages are made available to the Advertiser in the [Ads Service Customer Dashboard](#). Such statistics are the basis for the assessment of the progress of the Advertising Message display.

4.11.

The Company may block the display of the Advertising Message or suspend the provision of the Ads Service, Ads Express Service or the Advertisement from the Listing Form if activities or content related to the Offer, Advertising Message or the Advertiser's website violate the provisions of the Terms & Conditions, Allegro Terms & Conditions or the Advertising Network Publisher's terms & conditions, applicable laws, or have an adverse effect on the good name of the Company. The Company can take the aforesaid actions also when other actions performed by the User within the Ads Service are inconsistent with the Terms & Conditions or the Allegro Terms & Conditions, [and additionally, if sanctions have been imposed on the User due to a violation of rules regarding selling illegal products under paragraph 8.4 of the Allegro Terms & Conditions.](#)

(...)

## SECTION 5. FEES

(...)

5.3.

The number of fees due to the Company shall be calculated based on the actual use by the Advertiser of the funds allocated for the Sponsored Offer display within the Daily Budget and the Total Budget, if defined, and the statistics made available to the Advertiser in the [Ads Service Customer Dashboard](#).

(...)

## SECTION 6. FINAL PROVISIONS

(...)

6.4.

The current text of the Terms and Conditions is available at <https://allegro.pl/ads> and <https://allegro.cz/ads> <https://salescenter.allegro.com/terms>.

(...)



## Allegro Ads Terms & Conditions for Allegro.sk

(...)

### SECTION 1. DEFINITIONS

(...)

10. **User** — ~~an entity that has obtained access to the services provided by the Company on Allegro pursuant to the Allegro Terms & Conditions~~ **that has obtained access to the services provided by the Company on Allegro pursuant to the Allegro Terms & Conditions.**

(...)

12. **Advertiser** — the Seller, ~~the Partner or the Brand using advertising services available in~~ **referred to the Customer Dashboard, under the conditions provided for in these Terms & Conditions in line with their provisions.**

(...)

32. **Customer Dashboard** — ~~a separate function within the Ads Service dedicated to Advertisers in the allegro.pl, allegro.cz and allegro.sk domains or within interfaces made available by Technical Partners, allowing the Advertisers to use services available within the advertising dashboard.~~

32. **Ads Service Dashboard** — a separate functionality in the Ads Service dedicated to Advertisers at the [salescenter.allegro.com](https://salescenter.allegro.com) domain or in interfaces made available by Technical Partners, allowing the Advertisers to use advertising services available in the Advertising Services Dashboard.

(...)

~~Within the Ads Service from the level of the Customer Dashboard available at both [allegro.pl/ads](https://allegro.pl/ads) and [allegro.sk/ads](https://allegro.sk/ads), it is possible to use the service at [allegro.pl](https://allegro.pl) and [allegro.sk](https://allegro.sk), according to the currently available scope of the service at each of these Marketplaces.~~

As part of the Ads Service, in the Ads Service Dashboard available at: [salescenter.allegro.com](https://salescenter.allegro.com), it is possible to use the service on [allegro.pl](https://allegro.pl), [allegro.sk](https://allegro.sk), [allegro.cz](https://allegro.cz), as well as on [allegro.hu](https://allegro.hu), according to the currently available scope of the service in each of those Marketplaces.

### SECTION 2. TERMS OF PARTICIPATION

(...)

2.2. ~~Within the Ads Service in the Customer Dashboard, the Company makes functionalities available to Advertisers, allowing, in particular, to conduct advertising activities; the detailed rules on the use of such~~



functionalities are described in the Customer Dashboard. The available formats of the Advertising Message may vary depending on the Marketplace where it is to be used selected in the Customer Dashboard. In the Ads Service Dashboard as part of the Ads Service, the Company makes functionalities available to Advertisers, allowing, in particular, the conducting of advertising activities; the detailed rules on the use of such functionalities are described in the Ads Service Dashboard. The available formats of the Advertising Message may vary depending on the Marketplace where it is to be used, as selected in the Ads Service Dashboard.

(...)

## SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

### 3.1.

In order to display an Advertising Message in the Display Space, the Allegro Advertiser must be authorized to use the [Ads Service Customer Dashboard](#) in accordance with paragraph 2.1 of the Terms & Conditions.

### 3.2.

In order to display an Advertising Message, the Advertiser should perform the following actions in the [Ads Service Customer Dashboard](#):

- a. indicate the Marketplace on which the Advertising Message is to be published;
- b. specify Listings on Allegro to be promoted under the Advertising Message;
- c. specify the value of the relevant Cost Unit it is willing to pay depending on the selected form of Advertising Message;
- d. specify the start date of the display of the selected Advertising Message;
- e. set the Daily Budget for the selected Advertising Message;
- f. specify the Display Space in which Advertising Messages are to be promoted.

### 3.3.

In the [Ads Service Customer Dashboard](#), the Advertiser can define the date of ending the Advertising Message display. Unless the Advertiser defines the aforesaid parameter, the Advertising Message shall be displayed until the Advertiser manually ends the display in the [Ads Service Customer Dashboard](#) or uses the entire Total Budget, provided that the Advertiser has defined the same.

(...)

### 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 [Ads Service Customer Dashboard \(tab: Advertising and Promotion\)](#) 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 [Ads Service 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

3.8.

In order to display an Advertising Message as part of the Advertisement from the Listing Form in the Display Space, the Advertiser shall obtain access to the [Ads Service Customer Dashboard](#) through settings in the Account on Allegro and set the Daily Budget for the given Advertising Message and advertised Offer. At the same time, in the case of the Advertisement from the Listing Form:

a. the provisions of paragraphs 3.2(a), (b), (c), (d) and (f), and paragraphs ~~3.4~~ and 3.5 and 3.6 shall not apply. The Advertising Message shall be displayed until the Advertiser manually ends the display in the [Ads Service Customer Dashboard](#), uses the entire Daily Budget or the Offer (to which the Advertising Message leads) expires. The Advertising Message applies to a Sponsored Offer. The advertised Offer is one part of the creation of which the Partner approved the use of the advertisement. The daily budget is spread over all advertised Offers.

(...)

## SECTION 4. ADVERTISING MESSAGE DISPLAY

(...)

4.4.

Notwithstanding other provisions of the Terms & Conditions, an Advertising Message will cease to be displayed on the Display Space when, for subsequent 90 days, a given Advertising Message has no Clicks. In the case referred to in the preceding sentence, a given Advertising Message shall be simultaneously archived in the [Ads Service Customer Dashboard](#).

(...)

4.9.



If the Daily Budget is exhausted in accordance with paragraph 4.5(a) or (b), the display of the Advertising Message shall be suspended and restored after the Daily Budget is increased in the [Ads Service Customer Dashboard](#), or shall be renewed on the next day according to the specific Daily Budget, provided that the Advertiser has specified the next day of the Advertising Message display. If the Advertiser has exhausted the Total Budget, the display of the Advertising Message shall be restored after the Advertiser has increased the Total Budget in the [Ads Service Customer Dashboard](#).

4.10.

The statistics of the Advertiser's Advertising Messages are made available to the Advertiser in the [Ads Service Customer Dashboard](#). Such statistics are the basis for the assessment of the progress of the Advertising Message display.

4.11.

The Company may block the display of the Advertising Message or suspend the provision of the Ads Service or ds Express Service or Advertisement from the Listing Form if activities or content related to the Offer, Advertising Message or the Advertiser's website violate the provisions of the Terms & Conditions, Allegro Terms & Conditions, or the Advertising Network Publisher's terms and conditions applicable laws, or have an adverse effect on the good name of the Company. The Company can take the aforesaid actions also when other actions performed by the User within the Ads Service are inconsistent with the Terms & Conditions or the Allegro Terms & Conditions, [and additionally, if sanctions have been imposed on the User due to a violation of rules regarding selling illegal products under paragraph 8.4 of the Allegro Terms & Conditions.](#)

(...)

## SECTION 5. FEES

(...)

5.3.

The number of fees due to the Company shall be calculated based on the actual use by the Advertiser of the funds allocated for the Sponsored Offer display within the Daily Budget and the Total Budget, if defined, and the statistics made available to the Advertiser in the [Ads Service Customer Dashboard](#).

(...)

## SECTION 6. FINAL PROVISIONS

(...)

6.4.



The current text of the Terms and Conditions is available at ~~<https://allegro.pl/ads> and <https://allegro.sk/ads>~~ <https://salescenter.allegro.com/terms>.

(...)

## Allegro Ads Terms & Conditions for Allegro.hu

(...)

### SECTION 1. DEFINITIONS

(...)

10. **User** — an entity [with a Company Account that has gained access to services provided by the Company within Allegro under the terms specified in the Allegro Terms and Conditions.](#) ~~that has obtained access to the services provided by the Company on Allegro pursuant to the Allegro Terms & Conditions.~~

(...)

12. **Advertiser** — a [the Seller, the Partner, or the Brand using the advertising services referred to in these Terms & Conditions in line with their provisions.](#) ~~referred available in the Customer Dashboard, under the conditions provided for in these Terms & Conditions.~~

(...)

~~32. **Customer Dashboard** — a separate function within the Ads Service dedicated to Advertisers in the allegro.pl and allegro.cz domains or within interfaces made available by Technical Partners, allowing the Advertisers to use services available within the advertising dashboard.~~

[32. \*\*Ads Service Dashboard\*\* — a separate functionality in the Ads Service dedicated to Advertisers at the \[salescenter.allegro.com\]\(https://salescenter.allegro.com\) domain or in interfaces made available by Technical Partners, allowing the Advertisers to use advertising services available in the Advertising Services Dashboard.](#)

(...)

~~Within the Ads Service from the level of the Customer Dashboard available at both [allegro.pl/ads](https://allegro.pl/ads) and [allegro.cz/ads](https://allegro.cz/ads), it is possible to use the service at [allegro.pl](https://allegro.pl) and [allegro.cz](https://allegro.cz), according to the currently available scope of the service at each of these Marketplaces.~~

[As part of the Ads Service, in the Ads Service Dashboard available at: \[salescenter.allegro.com\]\(https://salescenter.allegro.com\), it is possible to use the service on \[allegro.pl\]\(https://allegro.pl\), \[allegro.sk\]\(https://allegro.sk\), \[allegro.cz\]\(https://allegro.cz\), as well as on \[allegro.hu\]\(https://allegro.hu\), according to the currently available scope of the service in each of those Marketplaces.](#)



## SECTION 2. TERMS OF PARTICIPATION

(...)

2.2.

As part of the Ads Service, in the Ads Service Dashboard available at: [salescenter.allegro.com](https://salescenter.allegro.com), it is possible to use the service on [allegro.pl](https://allegro.pl), [allegro.sk](https://allegro.sk), [allegro.cz](https://allegro.cz), as well as on [allegro.hu](https://allegro.hu), according to the currently available scope of the service in each of those Marketplaces. ~~Within the Ads Service in the Customer Dashboard, the Company makes functionalities available to Advertisers, allowing, in particular, to conduct advertising activities; the detailed rules on the use of such functionalities are described in the Customer Dashboard. The available formats of the Advertising Message may vary depending on the Marketplace where it is to be used selected in the Customer Dashboard.~~

(...)

## SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

3.1.

In order to display an Advertising Message in the Display Space, Advertisers must be authorized to use the [Ads Service Customer Dashboard](#) in accordance with paragraph 2.1 of the Terms & Conditions.

3.2.

In order to display an Advertising Message, the Advertiser should perform the following actions in the [Ads Service Customer Dashboard](#):

- a. indicate the Marketplace on which the Advertising Message is to be published;
- b. specify Listings on Allegro to be promoted under the Advertising Message;
- c. specify the value of the relevant Cost Unit it is willing to pay depending on the selected form of Advertising Message;
- d. specify the start date of the display of the selected Advertising Message;
- e. set the Daily Budget for the selected Advertising Message;
- f. specify the Display Space in which Advertising Messages are to be promoted.

3.3.

In the [Ads Service Customer](#) Dashboard, the Advertiser may define the end date for the display of the Advertising Message. Unless the Advertiser defines the aforesaid parameter, the Advertising Message will be displayed until the Advertiser manually ends the display in the [Ads Service Customer](#) Dashboard or uses the entire Total Budget, provided that the Advertiser has defined the same.

(...)

### 3.7.

In order to display an Advertising Message as part of the Ads Express Service in the Display Space, the Advertiser obtains access to the [Ads Service Customer](#) Dashboard ([tab: Advertising and Promotion](#)) via the settings in the Account on Allegro and sets the Daily Budget for the given Advertising Message. The Advertising Message is displayed simultaneously on Allegro's Display Space and the Advertising Network's 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 3.3, 3.4, and 3.5 do not apply. The Advertising Message will be displayed until the Advertiser manually ends the display in the [Ads Service Customer](#) Dashboard, uses the entire Daily Budget, or the Offer (to which the Advertising Message leads) is ended. The Advertising Message applies to a Sponsored Offer, while the advertised Offer is selected automatically. Your daily budget is spread over all advertised Offers.

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

### 3.8

In order to display an Advertising Message as part of the Advertisement from the Listing Form Service in the Display Space, the Advertiser obtains access to the [Ads Service Customer](#) Dashboard via the settings in the Account on Allegro and sets the Daily Budget for the given Advertising Message and advertised Offer. At the same time, in the case of the Advertisement from the Listing Form:

a. the provisions of paragraphs 3.2(a), (b), (c), (d), and (f), and paragraphs 3.54 and 3.65 do not apply. The Advertising Message will be displayed until the Advertiser manually ends the display in the [Ads Service Customer](#) Dashboard, uses the entire Daily Budget, or the Offer (to which the Advertising Message leads) is ended. The Advertising Message applies to a Sponsored Offer. The advertised Offer is one part of the creation of which the Partner approved the use of the advertisement. Your daily budget is spread over all advertised Offers.

(...)

## SECTION 4. ADVERTISING MESSAGE DISPLAY

(...)



4.4.

Notwithstanding any other provisions of the Terms & Conditions, the Advertising Message will no longer be displayed in the Advertising Space if, for a consecutive 90 days, no Click on the Advertising Message occurs. In the case referred to in the preceding sentence, the relevant Advertising Message will be at the same time archived in the [Ads Service Customer Dashboard](#).

(...)

4.9.

If the Daily Budget is exhausted in accordance with paragraph 4.5(a) or (b), the display of the Advertising Message will be suspended and restored after the Daily Budget is increased in the [Ads Service Customer Dashboard](#), or will be renewed on the next day according to the specific Daily Budget, provided that the Advertiser has specified the next day of the Advertising Message display. If the Advertiser has exhausted the Total Budget, the display of the Advertising Message will be restored when the Advertiser increases the Total Budget in the [Ads Service Customer Dashboard](#).

4.10.

The statistics of the Advertiser's Advertising Messages are made available to the Advertiser in the [Ads Service Customer Dashboard](#). Such statistics are the basis for the assessment of the performance of the Advertising Message display.

4.11.

The Company may block the display of the Advertising Message or suspend the provision of the Ads Service or the Ads Express Service or the Advertisement from the Listing Form Service if activities or content related to the Offer, Advertising Message, or the Advertiser's website violate the Terms & Conditions, Allegro Terms & Conditions, or the Advertising Network Publisher's Terms & Conditions, or applicable laws, or have an adverse effect on the good name of the Company. The Company is also entitled to the actions mentioned above if other actions of the User in the Ads Service are inconsistent with the Terms & Conditions or Allegro Terms & Conditions, [and additionally if sanctions have been imposed on the User due to a violation of rules regarding selling illegal products under paragraph 8.4 of the Allegro Terms & Conditions](#).

(...)

## SECTION 5. FEES

(...)

5.3.



The amount of fees due to the Company will be calculated based on the actual use by the Advertiser of the funds allocated for the Sponsored Offer display in the Daily Budget and the Total Budget, if defined, and the statistics made available to the Advertiser in the [Ads Service Customer Dashboard](#).

(...)

## SECTION 6. FINAL PROVISIONS

(...)

6.4. The current revision of the Terms & Conditions is available at: <https://salescenter.allegro.com/terms-allegro.pl/ads-oraz-allegro.sk/ads>.