



Changes to the Ads Service Terms & Conditions from June 17, 2024.

Ads Service Terms & Conditions

(...)

Version effective as of ~~May 6, 2024.~~ [June 17, 2024.](#)

Part 1

Allegro Ads Terms & Conditions for Allegro.pl

(...)

SECTION 1. DEFINITIONS

The following terms and phrases used in these Terms and Conditions have the following meanings:

(...)

31. **Cost Unit** – the fee for the display of the Advertising Message, which, subject to the contents of paragraph 5.4 below, includes the following sales model:

a. Max CPC — a unit used to settle Sponsored Offers based on the number of clicks on an Advertising Message. The Advertiser determines the maximum gross price it is ready to pay for one Click [with consideration to the amount of the Daily Budget and taking into account the Total Budget](#), while the possibility of specifying the maximum gross price does not apply to the Advertising Network Display Space. In this case, the fee for one Click is determined in accordance with the rules specified by a given Advertising Network Publisher, up to the amount of the Daily Budget and taking into account the Total Budget,

b. Max CPM — a unit used to settle Display Ads based on the number of impressions of the Advertising Message. 1 CPM is the cost of every initiated 1,000 Impressions. The Advertiser shall set the maximum gross price it is willing to pay for every initiated 1,000 Impressions.

(...)

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.

~~At the same time, Advertisers being brand owners and/or brand manufacturers of products offered on Allegro, including Partners and Technical Partners with advertising expenditures within Allegro Ads or Allegro Advertising Bureau (<https://allegro.pl/reklama>, <https://allegro.cz/reklama>) exceeding PLN 1 million net within the last 12 months or who declare such expenditures for advertising activities within Allegro Ads or Allegro Advertising Bureau, the Company may grant special rights within the Customer Dashboard consisting in the extension of functionalities within the access to targeting options for Advertising Messages, Display Space, or other types of advertisements. The possibility of granting the special rights referred to in the previous 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>.~~

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 the Customer 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 4. ADVERTISING MESSAGE DISPLAY

(...)

4.8.

Each Clicking on, or each Impression of, the Advertising Message by the User shall reduce the Daily Budget and the Total Budget, if defined, by the smallest amount per Cost Unit allowing for the display of the Advertising Message on the current position in the Max CPC or max CPM model (not more than the amount declared by the User as the maximum amount and not less than the minimum price per Cost Unit). — taking into account the content of paragraph ~~29(a)~~ [31\(a\)](#) and this amount is a dynamic value, changing depending on market economic factors, such as the popularity of the offer, advertising demand and advertising effectiveness . If the group of Advertising Messages created by the Advertiser includes Advertising Messages relating to different categories, the value of the minimum price per Cost Unit is considered to be the highest of the minimum prices per Cost Unit provided for these categories.

(...)

Part 2

Allegro Ads Terms & Conditions for Allegro.cz

(...)

SECTION 1. DEFINITIONS

The following terms and phrases used in these Terms and Conditions have the following meanings:

(...)

29. **Cost Unit** – the fee for the display of the Advertising Message, which, subject to the contents of paragraph 5.4 below, includes the following sales model:

a. Max CPC — a unit used to settle Sponsored Offers based on the number of clicks on an Advertising Message. The Advertiser shall set the maximum gross price it is willing to pay for one Click [with consideration to the amount of the Daily Budget and taking into account the Total Budget](#), while the possibility of specifying the maximum gross price does not apply to the Advertising Network Display Space. In this case, the fee for one Click is determined in accordance with the rules specified by a given Advertising Network Publisher, up to the amount of the Daily Budget and ~~including~~ [taking into account the Total Budget](#).

b. Max CPM — a unit used to settle Display Ads based on the number of impressions of the Advertising Message. 1 CPM is the cost of every initiated 1,000 Impressions. The Advertiser shall set the maximum gross price it is willing to pay for every initiated 1,000 Impressions.

(...)

SECTION 4. ADVERTISING MESSAGE DISPLAY

(...)

4.8.

Each Click [or each Impression](#) on the Advertising Message by the User shall reduce the Daily Budget and the Total Budget, if defined, by the smallest amount per Cost Unit allowing for the display of the Advertising Message on the current position in the Max CPC or max CPM model (not more than the amount declared by the User as the maximum amount and not less than the minimum price per Cost Unit). — taking into account the content of paragraph ~~28(a)~~ [29\(a\) and this amount is a dynamic value, changing depending on market economic factors, such as the popularity of the offer, advertising demand and advertising effectiveness](#) . If the group of Advertising Messages created by the Advertiser



includes Advertising Messages relating to different categories, the value of the minimum price per Cost Unit is considered to be the highest of the minimum prices per Cost Unit provided for these categories.

(...)

Part 3

Allegro Ads Terms & Conditions for Allegro.sk

(...)

SECTION 1. DEFINITIONS

The following terms and phrases used in these Terms and Conditions have the following meanings:

(...)

25. Impression — a single action consisting of the publication by the Company, on the User's request, of an Advertising Message placed in the Display Space.

~~25.~~ **26. Product** – the product of the maximum price per one Click and the ratio of the number of Clicks to the number of Impressions of Advertising Message during the Advertising Message display, modified by the parameter of matching the Item subject to the given Advertising Message to the subject of the website on which the Allegro Display Space is located.

~~26.~~ **27. Product Ranking** — the sequence of all Advertising Messages for a given form of Advertising Message on Allegro, calculated on a case by case basis.

~~27.~~ **28. Maximum Number of Advertisements** — the maximum number of Advertising Messages displayed in the given Display Space.

~~28.~~ **29. Cost Unit** – the fee for the display of the Advertising Message, which, subject to the contents of paragraph 5.4 below, includes the following sales model:

a. Max CPC — a unit used to settle Sponsored Offers based on the number of clicks on an Advertising Message. The Advertiser shall set the maximum gross price it is willing to pay for one Click **with consideration to the amount of the Daily Budget and taking into account the Total Budget**, while the possibility of specifying the maximum gross price does not apply to the Advertising Network Display Space. In this case, the fee for one Click is determined in accordance with the rules specified by a given Advertising Network Publisher, up to the amount of the Daily Budget and ~~including~~ **taking into account the Total Budget**.



b. Max CPM — a unit used to settle Display Ads based on the number of impressions of the Advertising Message. 1 CPM is the cost of every initiated 1,000 Impressions. The Advertiser shall set the maximum gross price it is willing to pay for every initiated 1,000 Impressions.

~~29.~~ **30. Daily Budget** — the maximum gross daily budget that the Advertiser is willing to allocate for the display of the Advertising Message in the Display Space.

~~30.~~ **31. Total Budget** — the maximum gross budget that the Advertiser is willing to allocate for the display of the Advertising Message in the Display Space.

~~31.~~ **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.~~ **33. Ads Service** – the service provided by the Company under the conditions laid down in the Terms & Conditions.

~~33.~~ **34. Ads Express Service** — the Ads Service mentioned in paragraph 3.7. of the Terms & Conditions, a service with limited functionality allowing Advertisers to publish Advertising Messages quickly via an Account on Allegro.

35. Advertisement from the Listing Form — the Ads Service mentioned in paragraph 3.8 of the Terms & Conditions, a service with limited functionality allowing Advertisers to publish Advertising Messages quickly via the Listing Form.

~~35.~~ **36. Ads4Brands functionality** — a functionality that allows one Advertiser (a Partner within the meaning of the "Allegro Ads Partner Program Terms & Conditions") or a Brand owner or Brand producer to promote Offers from multiple Sellers of a brand chosen by the Brand Partner. The functionality is available only on the Accounts of Brands and Partners participating in the Allegro Ads Partner Program (within the meaning of "Allegro Ads Partner Terms & Conditions").

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

(...)

3.5.

By using the Ads Service, [and Advertisement from the Listing Form](#) and Ads Express Service and the Advertisement from the Listing Form, the User warrants that:

a. The Advertising Message published in the Display Space will not violate third-party rights and will not be misleading to Allegro Users, in particular as to the description and properties of the Goods offered under the given Offer;



b. it has the right to dispose of the Advertiser's website and its resources, and the traffic directed to it as a result of the Ads Service will not violate third-party rights;

c. it holds all rights to use the marks of Goods sold by it and advertised through the Advertising Messages, or Seller's marks, including trademarks, and to dispose of the same within the scope provided for in these Terms & Conditions.

d. the creative meets all the requirements specified when creating the Advertising Message on the form appropriate for the given advertising format.

(...)

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 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 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.

~~3.8.~~ 3.9.

In order to broadcast an Advertising Message on the Display Space regarding Goods classified as hazardous substances or mixtures within the meaning of Regulation (EC) No. 1272/2008 of the European Parliament and of the EU Council of 16 December 2008 on the classification, labeling and packaging of substances and mixtures, The Advertiser is obliged to include the hazard classes and categories related to this substance in the Advertising Message.

(...)

SECTION 4. ADVERTISING MESSAGE DISPLAY

(...)

4.8.

Each Click or each Impression on the Advertising Message by the User shall reduce the Daily Budget and the Total Budget, if defined, by the smallest amount per Cost Unit allowing for the display of the Advertising Message on the current position in the Max CPC or max CPM model (not more than the



amount declared by the User as the maximum amount and not less than the minimum price per Cost Unit). — taking into account the content of paragraph 28(a)–29(a) and this amount is a dynamic value, changing depending on market economic factors, such as the popularity of the offer, advertising demand and advertising effectiveness . If the group of Advertising Messages created by the Advertiser includes Advertising Messages relating to different categories, the value of the minimum price per Cost Unit is considered to be the highest of the minimum prices per Cost Unit provided for these categories.

(...)

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.

(...)

SECTION 6. FINAL PROVISIONS

(...)

6.2.

Users may be offered promotional actions related to the Ads Service or Ads Express Service or [Advertisement from the Listing Form](#). The type and scope of such actions shall be set forth in separate terms and conditions. For the purpose of promotional actions, Users' rights and obligations may be shaped differently than in the Terms & Conditions. Users need to accept relevant terms and conditions in order to use such actions.

(...)