

# Subscription Terms & Conditions

Valid from ~~February 18, 2025~~ [July 8, 2025](#).

(...)

## SECTION 1. DEFINITIONS

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

(...)

~~17. Profile picture~~ — functionality that allows the User to place a graphic in size 64x64px, file type: jpg, png, which will relate to the image of the User's store. The Profile picture is displayed at the Message Center.

**1718. Banners in the list of offers** — functionality that allows the User to place above the list of User's offers five graphics in size 980 x 180 px, file type: jpg, png, slide title: up to 25 characters. Banners are displayed in rotation above the User's list of offers.

**1819. Product Categories** — functionality that allows the User to place images of Goods and corresponding to these Goods twelve graphics in size 160 x 160 px, file type: jpg, png, series title: up to 25 characters. Product Categories are displayed in the User's Offer.

~~20. Tags~~ — functionality consisting of the ability to create product subcategories on lists of offers within the User's Business Account.

**1921. Sales Management** — functionality that allows the User to manage sales, available in the tabs: Orders and My Assortment.

~~22. Linked Accounts~~ — functionality enabling switching between several Business Accounts registered to the same User without the necessity of signing in separately to each of the Business Accounts.

~~23. Authorized Users~~ — the functionality of allowing a User to grant rights to use the Business Account to other Users.

~~24. Allegro Ads Campaign Planner~~ — an analytical tool to assess the sales potential of Allegro search phrases.



**2025. Logo** — functionality allowing the display of the User's logo within the User's Offer, list of offers and products.

**2126. Company banner** — functionality that allows the User to place a graphic in size 407 x 76 p, file type: jpg,png. Banner is displayed in the User's Offer-"about seller" section.

**2227. Price Conversion Mechanism** — a mechanism activated in a User's Offers that converts the price of the Goods to the currency of the Marketplace where the Offer will be visible, according to the reference exchange rate announced by the European Central Bank from the day preceding the conversion.

**2328. Automatic Price Conversion** — a functionality that triggers the Price Conversion Mechanism whenever the reference exchange rate announced by the European Central Bank from the day preceding the conversion changes by at least 1%.

24. Premium materials available within the Allegro Academy - additional materials for Sellers prepared within the Allegro Academy.

25. Hotline access and priority email service - access to a hotline for Sellers open Monday through Friday from 9:00 a.m. to 5:00 p.m.

26. Stationary events organized as part of Allegro Academy - the opportunity for Sellers to participate in stationary events organized as part of Allegro Academy.

The Subscription can be used from the Sales Center Account available at <https://salescenter.allegro.com/>. ~~Within the Account available at is possible to use the Subscription on both Allegro.pl, and Allegro.cz, and Allegro.sk, Allegro.hu according to the currently available scope of service on each of these Marketplaces.~~

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### III. SUBSCRIPTION TYPES AND FEES

1. The Company offers three types of Subscription, which include the functionalities listed below:

#### A. Basic Subscription:

- Basic access to Allegro Analytics
- Your Store
- Profile picture
- Banners on the offer list
- Product Categories



- ~~○ Offers Tags~~
- Sales management
- ~~○ Linked accounts~~
- ~~○ Authorized Users~~
- No unit transaction fee

#### B. Professional Subscription

- all functionalities available under the Basic Subscription
- Extended access to Allegro Analytics
- ~~○ Allegro Ads Campaign Planner~~
- Company banner
- Price Conversion Mechanism<sup>1</sup>
- Premium materials available within the Allegro Academy

#### C. Expert Subscription

- All functionalities available under the Basic and Professional Subscriptions
- Logo on lists of offers and products
- Hotline access and priority email service
- Stationary events organized as part of Allegro Academy

<sup>1</sup>If the price of the Item is not indicated in the currency of the Marketplace where the Offer is to be displayed, the Seller agrees to use the Price Conversion Mechanism. The functionality will be automatically enabled in the User's Account as soon as the Subscription is activated — the User may disable it at any time in My Allegro or in the Sales Center.

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### ~~SECTION 8. THE POSSIBILITY TO USE PARTICULAR FUNCTIONALITIES WITHIN THE FRAMEWORK OF A SUBSCRIPTION~~

~~The availability of the various functionalities under the Subscription for each Marketplace is indicated below:~~

|                                              |                       |                       |                       |              |
|----------------------------------------------|-----------------------|-----------------------|-----------------------|--------------|
| <del>Basic access to Allegro Analytics</del> | <del>Allegro.pl</del> | <del>Allegro.cz</del> | <del>Allegro.sk</del> | <del>✓</del> |
|                                              | ✓                     | ✓                     | ✓                     | ✓            |

|                                             |                                                                                                   |                                                                                                   |                                                                                                     |                                                                                       |
|---------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Extended access to Allegro Analytics</b> | Allegro.pl<br>   | Allegro.cz<br>   | Allegro.sk<br>   |    |
| <b>Your Store</b>                           | Allegro.pl<br>   | Allegro.cz<br>   | Allegro.sk<br>   |    |
| <b>Profile picture</b>                      | Allegro.pl<br>   | Allegro.cz<br>   | Allegro.sk<br>   |    |
| <b>Banners on the Offers list</b>           | Allegro.pl<br>   | Allegro.cz<br>   | Allegro.sk<br>   |    |
| <b>Product Categories</b>                   | Allegro.pl<br>   | Allegro.cz<br>   | Allegro.sk<br>   |    |
| <b>Offers Tags</b>                          | Allegro.pl<br>   | Allegro.cz<br>   | Allegro.sk<br>   |    |
| <b>Sales Managment</b>                      | Allegro.pl<br> | Allegro.cz<br> | Allegro.sk<br> |    |
| <b>Linked accounts</b>                      | Allegro.pl<br> | Allegro.cz<br> | Allegro.sk<br> |  |
| <b>Authorized Users</b>                     | Allegro.pl<br> | Allegro.cz<br> | Allegro.sk<br> |  |
| <b>No unit transaction fee</b>              | Allegro.pl<br> | Allegro.cz<br> | Allegro.sk<br> |  |
| <b>Allegro Ads Campaign Planner</b>         | Allegro.pl<br> | Allegro.cz<br> | Allegro.sk<br> |  |
| <b>Logo on the Offer's Pages</b>            | Allegro.pl<br> | Allegro.cz<br> | Allegro.sk<br> |  |
| <b>Logo on lists of offers and products</b> | Allegro.pl<br> | Allegro.cz<br> | Allegro.sk<br> |  |
| <b>Company banner</b>                       | Allegro.pl<br> | Allegro.cz<br> | Allegro.sk<br> |  |

|                                               |            |            |            |   |
|-----------------------------------------------|------------|------------|------------|---|
| <b>Price Conversion Mechanism<sup>1</sup></b> | Allegro.pl | Allegro.cz | Allegro.sk | ✓ |
|                                               | ✓          | ✓          | ✓          |   |

~~1 If the price of the Item is not indicated in the currency of the Marketplace where the Offer is to be displayed, the Seller agrees to use the Price Conversion Mechanism. The functionality will be automatically enabled in the User's Account as soon as the Subscription is activated — the User may disable it at any time in My Allegro or in the Sales Center.~~

## SECTION 8 ~~SECTION 9~~. FINAL PROVISIONS

1. The Company is the Controller of User's personal data in connection with the provision of the Service, within the meaning of Article 4 paragraph 7 of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and the free movement of such data, and repealing Directive 95/46 / EC (General Data Protection Regulation).

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