



Changes to the Subscription Terms & Conditions from October 21, 2024.

# Subscription Terms & Conditions

Valid from ~~August 19, 2024~~ **October 21, 2024**.

## SECTION 1. DEFINITIONS

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

(...)

~~8.~~ **Allegro.hu** — a separate part of Allegro operated by the Company in accordance with the Allegro Terms & Conditions, available in the [allegro.hu](https://allegro.hu) domain.

~~8.~~ **Marketplace** - a separate part of Allegro operated by the Company in accordance with the Terms & Conditions, the purpose of which includes the performance of Transactions, available in a dedicated national domain.

~~9.~~ **Omnibus Directive** – directive (EU) 2019/2161 of the European Parliament and of the Council of 27 November 2019 amending Council Directive 93/13/EEC and Directives 98/6/EC, 2005/29/EC and 2011/83/EU of the European Parliament and of the Council as regards the better enforcement and modernization of Union consumer protection rules.

~~10.~~ **Goods** — goods, services, or rights which may be the subject of a Transaction in accordance with the Allegro Terms & Conditions.

~~11.~~ **User** — an entity that has obtained access to the services provided by the Company on Allegro pursuant to the Allegro Terms & Conditions;

~~12.~~ **Transactions** — procedures for entering into and performing contracts of sale for Goods between Users on Allegro, in accordance with the Allegro Terms & Conditions.

~~13.~~ **ALLEGRO ANALYTICS** — functionality within the framework of which the User gains access to Reports and other functionalities under the Terms & Conditions.

~~14.~~ **Reports** — lists of data on events relating to the sale of specific Goods, as well as the publication of new Offers and removal or termination of ongoing Offers and sales data relating to the activities of the User or other Users on Allegro.

~~15.~~ **Your Store** — functionality dedicated to presenting products available within the User's Account.

~~16.~~ **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.



~~17.~~ **18. 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.

~~18.~~ **19. 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.

~~19.~~ **20. Tags** — functionality consisting of the ability to create product subcategories on lists of offers within the User's Business Account.

~~20.~~ **21. Sales Management** — functionality that allows the User to manage sales, available in the tabs: Orders and My Assortment.

~~21.~~ **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.

~~22.~~ **23. Authorized Users** — the functionality of allowing a User to grant rights to use the Business Account to other Users.

~~23.~~ **24. Allegro Ads Campaign Planner** — an analytical tool to assess the sales potential of Allegro search phrases.

~~24.~~ **25. Logo** — functionality allowing the display of the User's logo within the User's Offer, list of offers and products.

~~25.~~ **26. 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.

~~26.~~ **27. 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.

~~27.~~ **28. 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%.

Within the Account available at is possible to use the Subscription on both Allegro.pl, and Allegro.cz, and Allegro.sk, and [Allegro.hu](#) according to the currently available scope of service on each of these Marketplaces.

(...)

## SECTION 4. TERM OF THE AGREEMENT



(...)

2. The User may terminate the Agreement at any time in writing or electronically via the website: (allegro.pl) or (allegro.cz) or (allegro.sk) or (allegro.hu) using the "I resign" button, with the provision that the Subscription remains active until the end of the given 30-day billing period.

(...)

## SECTION 5. DETAILED TERMS OF USE OF LOGOS

(...)

5. The logo should meet the technical requirements available on the website (allegro.pl) or website (allegro.cz) or website (allegro.sk) or website (allegro.hu) depending on the Marketplace.

(...)

## SECTION 6. SPECIFIC TERMS AND CONDITIONS FOR THE USE OF COMPANY BANNERS

(...)

2. Company banners should meet the technical requirements available at (allegro.pl) or (allegro.cz) or (allegro.sk) or (allegro.hu), depending on the Marketplace.

(...)

## 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:

Functionality	Allegro.pl	Allegro.cz	Allegro.sk	Allegro.hu
Basic access to Allegro Analytics	✓	✓	✓	✓
Extended access to Allegro Analytics	✓	✓	✓	✓
Your Store	✓	✗	✗	✗
Profile picture	✓	✓	✓	✓
Banners on the Offers list	✓	✓	✓	✓
Product Categories	✓	✓	✓	✓
Offers Tags	✓	✗	✗	✗

Sales Managment	✓	✓	✓	✓
Linked accounts	✓	✓	✓	✓
Authorized Users	✓	✓	✓	✓
No unit transaction fee	✓	✓	✓	✓
Allegro Ads Campaign Planner	✓	✗	✗	✗
Logo on the Offer's Pages	✓	✓	✓	✓
Logo on lists of offers and products	✓	✓	✓	✓
Company banner	✓	✓	✓	✓
Price Conversion Mechanism <sup>1</sup>	✓	✓	✓	✓

(...)

## SECTION 9. FINAL PROVISIONS

(...)

4. The Company has appointed a data protection officer who can be contacted by email at [iod@allegro.pl](mailto:iod@allegro.pl), [iod@allegro.cz](mailto:iod@allegro.cz) or [iod@allegro.sk](mailto:iod@allegro.sk), [iod@allegro.hu](mailto:iod@allegro.hu) or in writing at the following address: Inspektor Ochrony Danych Allegro sp. z o.o., ul. Wierzbęćice 1B, 61-569 Poznań, in any matter relating to the processing of personal data.

(...)