



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

Subscription Terms & Conditions

Valid from ~~February 29, 2024.~~ [August 19, 2024.](#)

SECTION 1. DEFINITIONS

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

(...)

11. **User** — an entity that has obtained access to the services provided by the Company on Allegro pursuant to the Allegro Terms & Conditions, [having a Company Account](#).

(...)

26. **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. **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%.

(...)

III. SUBSCRIPTION TYPES AND FEES

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

(...)

B. Professional Subscription

- all functionalities available under the Basic Subscription
- Extended access to Allegro Analytics
- Allegro Ads Campaign Planner
- Company banner
- [Price Conversion Mechanism](#)

(...)

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

(...)

3. Company banners should not display promotions related to specific products or contain fields imitating buttons. A User's logo, along with not more than one line of text, may be included. [The User is not allowed to use any markings that imitate badges assigned by the Company in its programs dedicated to Sellers, such as in particular Super Seller.](#)

(...)

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
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 ¹	✓	✓	✓
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¹If 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.

(...)