



*Changes to the Ads Service Terms & Conditions from September 17, 2025*

# Ads Service Terms & Conditions

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Revision valid from ~~September 17~~ June 16, 2025.

## Part 1

(...)

### SECTION 1. DEFINITIONS

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

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~~9.~~ **Business.allegro.pl** – a formula available to Users for using Allegro.pl, containing functionalities related to business activity conducted by Users.

~~9.~~ **10. Marketplace** — a separate part of Allegro operated by the Company in accordance with the Allegro Terms & Conditions, the purpose of which includes the performance of Transactions and the provision of the Ads Service, available in a dedicated national domain.

~~10.~~ **11. Goods** — goods, services, or rights which may be the subject of a Transaction in accordance with the Allegro Terms & Conditions. **User** — a party owning Business Account, who has obtained access to services provided by the Company in accordance with the Allegro Terms & Conditions.

~~11.~~ **12. 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.

~~12.~~ **13. Transactions** — procedures for entering into and performing contracts of sale for Goods between Users on Allegro, in accordance with the Allegro Terms & Conditions.

~~13.~~ **14. Advertiser** — the Seller, the Partner, or the Brand using advertising services referred to in these Terms & Conditions in line with their provisions.

~~14.~~ **15. Seller** — a User who takes steps to sell or who sells Goods in an Offer, in accordance with the Allegro Terms & Conditions.

~~15.~~ **16. Partner** — a professional entity who deals with creating advertising campaigns and individual product or service advertisements for other Advertisers (e.g. Advertising Agencies, Media Agencies).

~~16.~~ **17. Technical Partner** — an entity who provides services for other Advertisers, using the REST API software for that purpose, i.e. a service provided by the Company, allowing the use of an access interface employing the REST architecture as a method of communication of external applications with Allegro resources.

~~17.~~ **18. Brand** — an entrepreneur who conducts business activity, being the manufacturer or distributor of Goods.

~~18.~~ **19. Allegro Display Space** — the space on Allegro designated for Advertising Messages.

~~19.~~ **20. Advertising Network Publisher** — an entity that operates a website or conducts other activity related to offering advertising space on the Internet, other than the Company, that offers advertising space on the Internet where Advertising Messages can be displayed.

~~20.~~ **21. Advertising Network Display Space** — a designated piece of the Display Space on the websites operated by individual Advertising Network Publishers, intended for displaying Advertising Messages.

~~21.~~ **22. Display Space** — a collective name for the Allegro Display Space or the Advertising Network Display Space.

~~22.~~ **23. Advertising Message** — an advertising format offered as part of the Ads Service, i.e., a graphic or text-graphic format containing a hypertext link to the relevant Advertiser's Offer or Advertiser's website. Allegro Ads offers the following forms of Advertising Messages: Sponsored Offers and Display Ads.

~~23.~~ **24. Video Display Ads** — a form of Advertising Message comprising of an advertising clip and a link to the Advertiser's Offer; displayed as part of the Ads Service on the Display Space.

~~24.~~ **25. Sponsored Offer** — a form of an Advertising Message containing a hypertext link to the relevant Advertiser's Offer or Advertiser's website, displayed as part of the Ads Service in the Display Space.

~~25.~~ **26. Display Ad** — a form of Advertising Message containing the graphic mark of the Seller or advertised Goods and the trademark registered for the given Goods, advertising text or hypertext links to the Advertiser's Offers or Advertiser's websites, or a banner type ad containing advertising text or hypertext links to the Advertiser's Offers or Advertiser's websites, displayed within the Ads Service in the Display Space.

~~26.~~ **27. Advertiser's Website** — the website operated by the Advertiser as part of Allegro.

~~27.~~ **28. Click** — a single action consisting of the User clicking on the Advertising Message placed in the Display Space.

~~28.~~ **29. 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.

~~29.~~ **30. Product** — the product of the maximum price per one Click or 1,000 (one thousand) Impressions 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 Goods subject to the given Advertising Message to the subject of the website on which the Allegro Display Space is located.

~~30.~~ **31. Product Ranking** — the sequence of all Advertising Messages for a given form of Advertising Message on Allegro, calculated on a case by case basis.

~~31.~~ **32. Maximum Number of Advertisements** — the maximum number of Advertising Messages displayed in the given Display Space.

~~32.~~ **33. 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 prepared to pay for one Click, up 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.

~~33.~~ **34. 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.

~~34.~~ **35. Total Budget** — the maximum gross budget that the Advertiser is willing to allocate for the display of the Advertising Message in the Display Space.

~~35.~~ **36. 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.

~~36.~~ **37. Ads Service** — the service provided by the Company under the conditions laid down in the Terms & Conditions.

~~37.~~ **38. Ads Express Service** — the way of using the Ads Service, with limited functionalities, the detailed conditions of which are specified in paragraph 3.10 of the Terms & Conditions, allowing Advertisers to publish Advertising Messages quickly via a Business Account on Allegro.

~~38.~~ **39. Advertisement from the Listing Form** — a way of using the Ads Service with limited functionality, the detailed conditions of which are specified in paragraph 3.11. of the Terms & Conditions, allowing the Advertiser to quickly publish Advertising Messages from the level of the Allegro Listing Form.



~~39.~~ **40. Classified ad** — a classified ad type Offer within the meaning of paragraph 3.3 of the Allegro Terms & Conditions

~~40.~~ **41. Ads4Brands functionality** — a functionality that allows one Advertiser (a Partner within the meaning of the "Allegro Ads Partner Program Terms & Conditions," or a manufacturer or Brand owner) to promote Offers from multiple Sellers with Goods of a brand selected 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")

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