



Changes to the Ads Service Terms & Conditions from June 16, 2025

Ads Service Terms & Conditions

(...)

Revision valid from ~~June 16~~ February 18, 2025.

Part 1

Allegro Ads Terms & Conditions for Allegro.pl

(...)

SECTION 4. ADVERTISING MESSAGE DISPLAY

(...)

4.16.

The Company reserves that, for the purposes of enabling the display or increasing the visibility of the Sponsored Offer on the Display Space, it may modify the elements of the Offer, including via artificial intelligence solutions, for the purpose of using such modified elements of the Offer in the Sponsored Offer. Modifications of the Offer elements referred to in this paragraph 4.16. do not affect the content of that Offer on Allegro.

(...)

Part 2

Allegro Ads Terms & Conditions for Allegro.cz

(...)

SECTION 4. ADVERTISING MESSAGE DISPLAY

(...)

4.16.



The Company reserves that, for the purposes of enabling the display or increasing the visibility of the Sponsored Offer on the Display Space, it may modify the elements of the Offer, including via artificial intelligence solutions, for the purpose of using such modified elements of the Offer in the Sponsored Offer. Modifications of the Offer elements referred to in this paragraph 4.16. do not affect the content of that Offer on Allegro.

(...)

Part 3

Allegro Ads Terms & Conditions for Allegro.sk

(...)

SECTION 4. ADVERTISING MESSAGE DISPLAY

(...)

4.16.

The Company reserves that, for the purposes of enabling the display or increasing the visibility of the Sponsored Offer on the Display Space, it may modify the elements of the Offer, including via artificial intelligence solutions, for the purpose of using such modified elements of the Offer in the Sponsored Offer. Modifications of the Offer elements referred to in this paragraph 4.16. do not affect the content of that Offer on Allegro.

(...)

Part 4

Allegro Ads Terms & Conditions for Allegro.hu

(...)

SECTION 4. ADVERTISING MESSAGE DISPLAY

(...)

4.16.



The Company reserves that, for the purposes of enabling the display or increasing the visibility of the Sponsored Offer on the Display Space, it may modify the elements of the Offer, including via artificial intelligence solutions, for the purpose of using such modified elements of the Offer in the Sponsored Offer. Modifications of the Offer elements referred to in this paragraph 4.16. do not affect the content of that Offer on Allegro.

(...)