



Changes to the Allegro Terms & Conditions from September 1, 2025.

This document contains changes in the regulations concerning Allegro.pl, Allegro.cz, Allegro.sk and Allegro.hu. You want to know what we are going to change? For earlier versions of the Allegro Terms & Conditions and descriptions of changes made and planned, see [repository](#).

Allegro Terms & Conditions

(...)

Section 3. Offers

(...)

3.6.

The Company may include the Seller's Offer published within a Business Account in the Allegro Prices program whose detailed Terms & Conditions are provided in Appendix no. 21 hereto. As part of that program, the Seller consents for automatic reduction of the price of the Goods, as a result of which the Buyer can purchase it at a discounted price. In return, the Company provides the Seller with a transactional rebate lowering the fee due to the Company for the services performed as part of Allegro, corresponding to the difference between the original and discounted price of the Goods, [taking into account the discount declared by the Seller](#). The Seller may exclude any of its Offers or Accounts from the Allegro Prices program.

(...)

Appendix No. 12

Appendix No. 12 Terms & Conditions of the "Allegro Smart!" service for the Sellers

(...)

Allegro.pl

(...)

III. TERMS & CONDITIONS OF THE SERVICE (ALLEGRO.PL)

(...)

2. General terms and conditions for the Seller's eligibility to use the Services:

a. the sales quality level of all Linked Accounts of the Seller is not lower than "Neutral", according to the sales quality scale adopted by the Organizer specified at: <https://help.allegro.com/sell/en/a/what-you-will-find-in-the-my-sales-quality-tab-eKW0504rhX#how-many-points-you-can-earn>, unless the Account to be covered by the above Service has a sales quality level higher than Neutral ~~or the Seller has at least five unique "Recommended" ratings on Seller's Account over the past 12 months and a recommendation ratio of at least 98%, or has a Super Seller status, in accordance with the Super Seller Terms & Conditions available at: <https://allegro.pl/regulaminy/regulamin-programu-super-sprzedawca-nnRVzPdO6iB>~~;

(...)

Appendix No. 21

Appendix No. 21. Details of the Allegro Prices program

This appendix presents the terms and conditions of the Allegro Prices program (hereinafter: "**Program**").

Section 1. Scope of Program

The aim of the Program is to ensure competitive prices of selected Goods on Allegro, including in comparison with other offers on the domestic market. As part of the Program, the Seller agrees to an automatic decrease of the Goods price, as a result of which the Buyer can acquire it at a reduced price. **In return, the Company will grant the Seller a transaction rebate that will reduce the Company's remuneration (hereinafter: "Rebate"). The Rebate shall correspond to the difference between the original price and the reduced price after deducting an amount not higher than the value of the discount previously declared by the Seller.** ~~In return, the Company provides the Seller with a transaction rebate that lowers the fee due to the Company for the services performed as part of Allegro, corresponding to the difference between the original and discounted Goods price (hereinafter: "Rebate").~~ Participation in the Program and the granting of the Rebate does not affect the Seller's exclusive right to determine the sales price.

(...)

Section 4. Offer qualification and selection

(...)

4.2.

The selection of Offers for the Program from among the eligible Offers is automated, using an algorithm. Firstly, the algorithm considers the shipping time declared in the Offer (the comparison of the declared shipping times is made considering Offers from the category in which the Offer is listed) and the financial result that the Company will achieve despite the Goods reduced price. The result is calculated as the



difference between the value of the sales commission on the sale of the Goods covered by the Program (incl. the additional sales commission on Featured Offers) and the value of the Rebate.

If the result of comparing two or more Offers from one or more Sellers according to the above criteria, the Program is identical, the Company will be guided by the following auxiliary requirements (in order from the most important to the least important):

- a. the Offer is included in Allegro Smart! delivery;
- b. the Seller declares a shorter dispatch time in the Offer;
- c. the Offer is listed by the Seller with a higher Sales Quality;
- d. the Offer achieved a higher sales value during the last 30 days;
- e. The number of views of the Offer was higher during the last 30 days;
- f. The Seller listed the Offer earlier.

The Company also reserves the right to select Offers for the Program

- with a machine learning-based algorithm that takes into account, among other things, the Offer price and the effect of price changes on the demand, the Seller's quality index, the Offer quality, the delivery options available in the Offer, as well as seasonal effects that have an impact on the demand.
- use an additional criterion, i.e., the country of dispatch of the Offer depending on the respective domestic market.

(...)