

Changes to the Ads Service Terms & Conditions from February 16, 2026

Ads Service Terms & Conditions

(...)

Revision valid from [February 16, 2026](#) ~~October 20, 2025~~.

Part 1

Allegro Ads Terms & Conditions for Allegro.pl

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

(...)

3.8.

The Company has the right to refuse to perform an Insertion Order or to stop the Display of an Advertising Message on Allegro if its content:

- a. violates or there are reasonable grounds to suspect that it will violate the rights of individuals or third parties,
- b. may negatively affect the image and reputation of Allegro,
- c. may be considered bothersome to Allegro users,
- d. may be considered as political advertising,**
- e. d.** no Advertising Message may contain the website addresses of Advertisers or third parties,
- f. e.** is inconsistent with the Terms & Conditions, Allegro Terms & Conditions, or Advertising Network Publisher's Terms & Conditions,
- g. f.** is not in compliance with the requirements of the law or involves products that are not allowed to be advertised.

(...)

SECTION 5. FEES

(...)

5.5.

~~The Advertiser shall choose the method of settlement of fees for Advertising Message displays performed through a Partner, between:~~

- ~~a. making payments separately to the Company, as the provider of the Ads Service, and separately to the Partner, as the entity running and managing Advertiser's Advertising Messages, in accordance with the agreement between the Advertiser and the Partner,~~
- ~~b. making payments for the total of the Ads Service and the running and managing the Advertiser's Advertising Messages to the Partner, in accordance with the agreement between the Advertiser and the Partner, who shall then make relevant settlements with the Company.~~

If the Advertiser orders the display of Advertising Messages via the Partner, they are required to make payments separately to the Company as an Ads Service provider and separately to the Partner in accordance with the provisions of the agreement concluded by the Advertiser with the Partner as the entity running and managing the Advertiser's Advertising Messages. Where the Ads4Brands functionality is used, if the order to display Advertising Messages is made by the Partner, the payment to the Company is made by the Partner.

(...)

Part 2

Allegro Ads Terms & Conditions for Allegro.cz

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

(...)

3.6.

The Company has the right to refuse to perform an Insertion Order or to stop the Display of an Advertising Message on Allegro if its content:

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(...)

Part 3

Allegro Ads Terms & Conditions for Allegro.sk

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

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(...)

Part 4

Allegro Ads Terms & Conditions for Allegro.hu

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY

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(...)

SECTION 5. FEES

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Allegro sp. z o. o.
ul. Wierzbęcice 1B
61-569 Poznań

Allegro sp. z o.o. z siedzibą w Poznaniu, przy ul. Wierzbęcice 1B, 61-569 Poznań, wpisana do rejestru przedsiębiorców prowadzonego przez Sąd Rejonowy Poznań - Nowe Miasto i Wilda w Poznaniu, VIII Wydział Gospodarczy Krajowego Rejestru Sądowego pod numerem KRS: 0000635012, kapitał zakładowy: 40 000 000 złotych, posiadająca numer identyfikacji podatkowej NIP 525-26-74-798, REGON 365331553



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