

AI Assistant BETA — terms of use for Sellers

Valid from ~~September 3~~ **October 27**, 2026

By using the AI Assistant, you confirm that you have read and accept the information below.

1. The AI Assistant is an advanced tool for Sellers on Allegro based on artificial intelligence (AI). The AI Assistant is a test version that undergoes constant improvements and is subject to human supervision.
2. The AI Assistant is intended to support Sellers on Allegro in analyzing sales and operational data and to streamline business processes in sales and account management by the Seller ("Purpose").
3. The AI Assistant is based on a group of specialized AI agents that, in the implementation of the Purpose, perform tasks in the following areas:
 - a) Answering questions as regards selling on Allegro: Analyzing questions and generating responses on the basis of content from Help Center articles, Allegro Academy materials, and Allegro Terms & Conditions;
 - b) Sales quality: Support in analyzing quality metrics and suggesting corrective actions;
 - c) Finances and fees: analysis of the fee structure related to your activity on Allegro, performed exclusively based on data from the "Fee summary" section, including information provided by you in the "Offer list" tab regarding your margin level;
 - d) Orders: searching and analyzing order information;
 - e) Sales summary: delivering a sales report for a specified period of time to your email address;
 - f) Top Offer: analyzing your offers and suggesting changes that can increase the chances of obtaining the "Top Offer" badge;
 - g) Product prices: providing suggestions on the pricing strategy for your Products;
 - h) the One Fulfillment by Allegro service: answering queries regarding the One Fulfillment by Allegro service, including a preliminary check of whether your products may be stored under the storage service, based on their physical parameters and possible classification as hazardous materials.
4. The AI Assistant interface may display messages to support sales management ("Recommendations") that are not part of the AI Assistant and do not constitute artificial intelligence output, but are based on automatic analysis of your account parameters. Such Recommendations are intended for reference and assistance only, and you make business decisions on their basis by yourself. In the remaining scope, Recommendations are governed by the relevant provisions of the Allegro Terms & Conditions.

5. You can use the AI Assistant only for the aforementioned Purpose.
6. The processing of personal data is governed by the rules described in Appendix No. 5 to the Allegro Terms & Conditions — Privacy Protection Policy (<https://allegro.pl/regulamin/zalacznik/5>). The AI Assistant processes data, including personal data of Sellers, necessary for its proper functioning. This means that:
 - a. The AI Assistant processes personal data collected in relation to using the account and platform, e.g., sales history, messages, returns/refunds, and parameters; in relation to your offers, which allows it to generate responses tailored to the context of your activity on Allegro;
 - b. The AI Assistant also processes your queries and messages sent to the AI Assistant;
 - c. In its responses, the AI Assistant may also take into account Content from the Allegro Terms & Conditions, Allegro Help Center articles, Allegro Academy, and public data from the platform;
 - d. The AI Assistant does not perform actions profiling the Seller.

The AI Assistant operates on a probabilistic principle. The AI Assistant automatically analyzes your questions and prepares responses based on data patterns. Allegro makes every effort to ensure the highest quality of the AI Assistant's operations, however, the AI Assistant may generate content that is incorrect, inaccurate, or outdated. Any content generated by the tool should only be treated as suggestions and inspiration. This means that we make no guarantees regarding the correctness, reliability, completeness, or usefulness of the content generated by the AI Assistant. **The AI Assistant's response does not constitute a binding decision of Allegro.** As a professional, you are obliged to:

- a. Make a thorough, critical review of each response received to ensure its consistency with the facts and legal status;
 - b. Adapt suggestions by yourself to your business strategy, which includes maintaining full control of financial decisions and the final shape of responses sent to Buyers or changes to offer parameters.
8. Allegro does not guarantee that using the AI Assistant will lead to increased sales, improved quality, or produce any other measurable business effect.
9. As the AI Assistant serves an advisory role only, and you make the final decisions, sole liability for any actions based on its suggestions rests with you. As a result, Allegro is not liable for any direct or indirect damage arising from the use of the AI Assistant, including in particular for any lost profit, operational losses, lost reputation, or penalties imposed in connection with incorrect decisions made on the basis of the AI Assistant's suggestions. Allegro's liability for the operation of the AI Assistant is excluded to the fullest extent permitted by law, except for damage caused by willful misconduct.
10. It is prohibited to enter into the AI Assistant any content that is illegal or violates the rights of third parties, sensitive data, financial data, or content that may be considered an attempt to manipulate Allegro's solutions.

11. It is prohibited to use the AI Assistant for the following purposes:

- a. Generating harmful and illegal content, including hate speech, threats, harassment, sexually explicit content, content that promotes terrorism, violence, or self-harm, and instructions on how to create weapons or illegal substances;
- b. Violating privacy and intellectual property rights, which includes entering data that allows identifying other individuals (e.g., identity documents), biometric data, or attempts to profile people, track or monitor individuals without their consent;
- c. Fraud, misinformation, and cyberattacks, including phishing, spam, malware, attempts to circumvent the tool's security features, impersonating other individuals or institutions (including using another person's image or voice without their consent), and concealing the fact that content was generated by AI;
- d. Exposing minors to harm, including creating or using content that is inappropriate for children;
- e. High-risk operations, including attempts to acquire binding medical diagnoses, legal or financial advice;
- f. Political activities, including election campaigns or lobbying.

12. Any actions in breach of these Terms of Use, the Allegro Terms & Conditions, or provisions of law may result in revoking access to the AI Assistant service.

13. When using the AI Assistant: You retain the rights to the input data to the extent that you hold such rights; You get a non-exclusive right to use the output data (the AI Assistant's responses) solely in the scope of running the activity on Allegro, including business processes on Allegro; You accept that, due to the specific nature of artificial intelligence, the output data may not be unique. The AI Assistant may generate the same or similar responses for other users; You grant us the right to use your input data for the purpose of properly providing the service, resolving technical issues, as well as analyzing and evaluating the performance of the AI Assistant. We do not use your input data to train the base artificial intelligence models.

14. The AI Assistant performs a supporting role and is provided in the "as is" model, which means that it may be changed, temporarily unavailable, or subject to limitations in terms of availability and suitability. Allegro may, at any time, change the AI Assistant's scope of functionality or discontinue providing the AI Assistant without giving a reason.

15. If you encounter any issues related to using the AI Assistant tool or would like to get help directly from our team, you can contact us at any time via <https://allegro.pl/pomoc/kontakt>.

16. Any matters not provided for in these terms of use are governed by the Allegro Terms & Conditions.