Changes to the Allegro Terms & Conditions from October 28, 2025.

This document contains changes in the regulations concerning Allegro.pl. 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.

Appendix No. 2

Appendix No. 2. Rules on creating Offer description

(...)

Section 3. Additional options

When creating an Offer and after its creation, the following additional options to distinguish an Offer visually on the list of Offers on Allegro shall be made available for a fee:

~~3.1.~~

~~Bold — bolding (using a bold font for) the title of an Offer;~~

~~3.2.~~

~~Highlight — an Offer is displayed against a blue background;~~

3.1. ~~3.3.~~

Feature — for all forms of sorting except relevance, consists in placing an Offer on the list of featured Offers, i.e. in a clearly separated part of the list of Offers displayed above other Offers, covering only featured Offers, and on the list of featured Products, in the case of an Offer that is a Product Representative. For sorting by relevance on the list of Products, Feature involves increasing the probability of the Product appearing higher on a given list.

The Feature may only be used by Sellers who have an active Business Account that is not suspended or subject to a temporary restriction regarding access to specific services provided within Allegro and whose sales quality is defined as at least "Neutral". After the loss of the "Neutral" sales quality level, the Seller may continue to use the Feature for additional 7 days, only for the Offers featured on the last day of possessing the sales quality rated at least "Neutral".

Only Buy Now Offers for Goods with the “New”, “Digital Product,” “Collectible Product,” or “Investment Product” condition are eligible for Feature, and when not combined into a bundle of different Products or a bundle consisting of multiple units of the same Product.

3.2. ~~3.4.~~

Promotion on a Category Page — the Offer information is presented on the category's main page (the page displayed directly upon selecting the category name from the catalog presented on the Allegro homepage), using a mechanism that each time randomly selects fifteen Offers to display. The option does not apply to Offers from the "Erotica" category and "Live Animals" subcategory in the "Home and Garden" category;

~~3.5.~~

~~Promo Package — an Offer is promoted simultaneously using the methods described above in paragraphs 3.1–3.3. The fee for this package is lower than the aggregate of separate fees for all individual options from the package bought separately.~~

~~In the case of Offers posted as part of Allegro Stores service, the fee for this package is the same as the aggregate of separate fees for all individual options.~~

3.3. ~~3.6.~~

Fees for individual additional options described in this Section 3 are provided in Appendix No. 4 of Terms & Conditions.

3.4. ~~3.7.~~

This Section 3 shall not apply to Offers available in the category: Kids > Kids' Feeding > Kids' Foods > Modified Milk > First Milk and Offers concerning other Goods, the advertising of which is forbidden by the provisions of generally applicable law.

(...)

Appendix No. 4

Appendix No. 4 Fees and sales commissions

(...)

PART I. GENERAL PROVISIONS

SECTION 1. GENERAL COMMENTS

(...)

6. The terms: "Feature~~,~~" ~~"Bold," "Highlight," "Promo Package"~~ and "Promotion on a Category Page," written with a capital letter in this Appendix, shall have the meaning assigned to them in Section 3 (3.1)–(3.2)~~(3.5)~~ of Appendix No. 2 of Terms & Conditions.

(...)

Allegro.pl

SECTION 10. FEES FOR ADDITIONAL OPTIONS (ALLEGRO.PL)

(...)

6. Fees for additional options.

Fees for additional options are as follows:

Option	Fee	Additional sales commission
Feature Settled Flexibly *	PLN 2.90 / 1 day	0.75 of the amount of the sales commission applicable in the relevant category
~~Promo Package *~~	~~PLN 3.90 / 1 day~~	~~0.75 of the amount of the sales commission applicable in the relevant category~~
Promotion on a Category Page	PLN 29.90 / 10 days	none

(...)