

Reverse charge - Meta, Google, Upwork

Igor Kyrzewski · 25.05.2025 · Księgowość - JDG, Księgowość - Spółki

▣ Introduction

Many entrepreneurs use the services of companies based outside Poland, such as:

- **Meta Platforms (Facebook, Instagram)** – advertising,
- **Google Ireland** – Google Ads, YouTube Premium, Workspace,
- **Upwork, Fiverr, Freelancer.com** – B2B orders,
- **LinkedIn, Adobe, Amazon AWS, Notion, Zoom** – SaaS subscriptions.

If you are a recipient of these services as a company, **you must settle VAT in Poland yourself** – even if the contractor did not add the tax. This is due to the **reverse charge mechanism** – mandatory and controlled by tax authorities.

▣ 1. What is reverse charge?

This is a principle according to which **the VAT settlement obligation rests with the buyer of the service**, and not with its foreign supplier. It operates under Article 28b of the VAT Act.

▣ If you buy a service from a company based in the EU or outside it, you are obliged to:

1. calculate VAT in Poland (e.g., 23%),
2. report it as due VAT,
3. (optionally) deduct this same VAT as input VAT – if you have the right to deduct.

▣ 2. When does reverse charge apply?

▣ **You apply it if:**

- you are a **business registered for VAT-UE** (you have an active VAT-UE number),
- the foreign contractor provides you with a **digital, advertising, consulting service, etc.**,
- the service is used in Poland.

☐ Reverse charge applies **regardless of the legal form** – sole proprietorship, company, foundation, etc.

☐ 3. Typical services with reverse charge:

Meta (Facebook Ads) - advertising, marketing | ☐ Yes

Google (Ads, Workspace) - advertising, cloud, email | ☐ Yes

Upwork, Fiverr - B2B services from freelancers from the EU/world | ☐ Yes

LinkedIn Ads - promotion, campaigns | ☐ Yes

Adobe / Notion / Slack - SaaS subscriptions | ☐ Yes

Amazon AWS / hosting - cloud, servers, IT | ☐ Yes

☐ 4. What does an invoice with reverse charge look like?

☐ Example invoice from Google Ireland:

Amount: 100 EUR

VAT: 0% (reverse charge)

Buyer VAT ID: PL1234567890

Note: Reverse charge – art. 196 VAT Directive

☐ The absence of VAT on the invoice **does not mean you do not have to settle it.**

☐ 5. How to settle reverse charge in practice?

If you are a **VAT-registered entity**:

1. You calculate Polish VAT (e.g., 23%) from the invoice amount,

2. You report it as VAT **due and input** (i.e., neutrally),
3. You include this in the **JPK_V7 declaration** in the appropriate fields:
 - **K_27** (VAT due)
 - **K_29** (input VAT)

If you are **exempt from VAT** but have an **active VAT-UE number**:

- you only report the due VAT,
- **you cannot deduct it**, so you must pay it out of your own pocket,
- you are also required to submit a **VAT-9M declaration** and pay by the 25th of the month.

▣ 6. How to prepare?

▣ What you need to have to apply reverse charge legally:

- **Active VAT-UE number** (register through VAT-R),
- Check the contractor in the VIES system:
https://ec.europa.eu/taxation_customs/vies/,
- Keep a register of reverse charge invoices (for accounting and control),
- Timely submit JPK_V7 or VAT-9M.

▣ Legal basis

- **VAT Act**, art. 28b, art. 17 sec. 1 point 4
- **Directive 2006/112/EC** (VAT Directive), art. 196
- Tax explanations by the Ministry of Finance
- Interpretations by the KIS – incl. 0114-KDIP1-2.4012.239.2022.1.JŻ

📄 Summary

- Do I have to pay VAT for an invoice from Meta/Google? - ☐ Yes, under reverse charge
- Does an invoice with 0% VAT mean I don't have to do anything? - ☐ No – you must calculate VAT yourself
- Does a sole proprietorship on a lump sum also settle reverse charge? - ☐ Yes, if it has a VAT-UE number
- Do I need a VAT-UE number to cooperate with Upwork? - ☐ Yes, if you are settling a B2B service from the EU