

Terms and Conditions

Amazon.ie – VAT & Filing services promotion 2026

Activate placement in Ireland (Amazon.ie) and get free IE VAT registration + 2 years of filing services if you choose to use one of the Tax Advisers listed below. Eligibility criteria and additional terms apply for this Promotion.

The following Promotion (Amazon.ie – VAT promotion 2026) enrolment period begins on February 1st, 2026, and ends on June 30th, 2026 (the **Promotion Period**). 2 years of filing is granted from the date the Seller receives the VAT ID.

By participating in the Promotion, you agree to these terms and conditions (including all additional terms referred to or linked to within these terms and conditions). Promotion benefits may have additional eligibility criteria set out in the relevant additional terms and conditions.

1. The Promotion

To help grow your business on Amazon.ie, Amazon is offering you the possibility to take advantage of the following benefit as part of this single Promotion:

- **The “VAT Benefit”**: A fixed payment of €1,250 where Amazon reimburses the net cost (excluding VAT) of VAT registration, a 2-year period of VAT Filings, and fiscal representation (if applicable) for Ireland through one of the tax advisers listed under “Manage your VAT” > “Meet your VAT Service Providers” in Seller Central, jointly referred to as the **Tax Adviser(s)**.

If you are already registered for VAT purposes in Ireland or decide to use another service provider than one of the Tax Advisers listed above, you are not eligible for the VAT Benefit.

2. The Promotion Criteria

Selling partners are not eligible for the VAT Benefit if they have uploaded their VAT identification number for Ireland in Amazon Seller Central before February 1st, 2026.

Selling Partners who haven’t previously activated placement in Ireland must, within the Promotion Period, meet the following conditions:

- activate placement in Ireland by selecting the “Yes, I want to store in Ireland” option in the “FBA inventory settings” > “Cross-Border Fulfilment Settings” in Seller Central;
- and for a period of 1 year, a) sell goods via Fulfilment by Amazon (FBA) on Amazon.ie; and b) activate placement in Ireland (point i. above), authorizing Amazon to store their inventory in a fulfilment center in Ireland;
- and sign up for tax services before June 30th, 2026 with one of the Tax Advisers listed under section 1 above for VAT registration and filing services for Ireland;
- and provide to the Tax Adviser, within 60 days of signing up to their tax services, all information, documents and signatures necessary to submit the required VAT registration, as determined by the Tax Adviser;
- and enter their VAT number for Ireland in their Seller Central Seller Account within 15 days of receiving it from the Tax Adviser;
- and have a European Selling on Amazon account active during the Promotion Period.

3. Additional Terms and Conditions

1. The Promotion cannot be transferred to other Selling Partners.

2. If a Selling Partner deactivates its placement in Ireland within 1 year after the placement activation date, the Selling Partner will be informed that it has 14 calendar days to reactivate its placement in Ireland. In case of failure to reactivate placement in Ireland within 14 calendar days, Amazon reserves the right to charge the Selling Partner for the cost of the tax services included in the VAT Benefit (i.e. up to €1,250) or withhold the amount corresponding to the VAT Benefit from future payments to the Selling Partner.
3. By participating in the Promotion and taking advantage of the VAT Benefit, you allow the selected Tax Adviser to share with Amazon information relevant to this Promotion such as but not limited to the date of your sign-up for tax services with them, the progress of the submission of documents.
4. The VAT Benefit only includes a fixed payment by Amazon of €1,250 for reimbursement of the net costs (ex VAT) for VAT registration in Ireland, 2 years of filings for Ireland through one of the Tax Advisers, and fiscal representation in Ireland (if applicable) by that Tax Adviser. Additional costs are at the Selling Partner's own cost and will not be refunded by Amazon. For the avoidance of doubt, examples of costs that are not included in the VAT Benefit but are not limited to: notarization cost, courier cost, and VAT regularization for submitting historic VAT returns.
5. Tax services provided as part of the VAT Benefit are provided by external Tax Advisers and are subject to Tax Advisers' own terms and conditions.
6. If you elect to retain a Tax Adviser as your tax agent, you will be contracting directly with this Tax Adviser, who will be providing services to you at your direction and, except for the services included in the VAT Benefit, at your expense. Amazon does not provide tax advisory or compliance services. Important: You will be solely responsible for the collection and payment of your taxes together with the filing of all relevant returns where required.
7. When you sign up to VAT registration and filing services with one of the Tax Advisers, your selected Tax Adviser will charge you for your selected services according to their pricelist (available [here](#) under 'Meet Your Service Providers' section). Amazon will be notified by the selected Tax Adviser when your VAT number is registered. You will then be eligible for reimbursement once you activate your FBA inventory placement in Ireland and list your FBA offers on Amazon.ie.
8. Qualifying Selling partners will receive the 'VAT Benefit' in the form of a refund via the Seller Central balance up to 3 months post adding their IE VAT number in Amazon Seller Central. The refund amount will be equal to the selected Tax Adviser's charges for VAT registration, 2 years of filing services, and fiscal representation (if applicable to the seller). Once Amazon has confirmed your eligibility to this promotion, any promotional amount granted by Amazon will be deposited as "Miscellaneous Adjustment" in your Amazon Seller Account.
9. If you do not pay the Tax Adviser's invoice or if you do not meet all Promotion Criteria, you remain responsible for paying the Tax Adviser with your own funds and Amazon or our affiliate Amazon Payments Europe S.C.A reserve the right to withhold the amount corresponding to the benefit of the promotion from future payments to you or to recover that amount credited in your Seller Central Seller Account in accordance with [Amazon Terms and Conditions](#).
10. This Promotion offer is void where prohibited.

Important – VAT obligations: Storing Units in an additional country to your home marketplace country will trigger additional VAT registration requirements and obligations for your business and may trigger other reporting requirements such as Intrastat, i.e. enabling placement in Ireland means that you will have VAT obligations in Ireland. You will be solely responsible for meeting these obligations.