

Calculating taxes is not a simple task, especially in today's complex global world. This explanation gives you an overview.

Usually prices shown in the ActiNovo shop are prices including VAT. But at what rate? And do you have to pay VAT?

You are an end consumer and live in the European Union

In this case you must pay VAT. The actual rate depends on the country you are living. To offer products at the same price to all customers in the EU, we calculate the tax from the final shop price. Meaning, if a product is advertised for 30 Euros, you will always pay 30 Euros inside the EU, but the actual included VAT might be different, depending on the country you live in. For some EU countries, we, as the shop owner and seller, will pay national VAT of the destination country, in some other EU countries, we pay German VAT to the tax authorities. To you, this is transparent.

You are an end consumer and live outside the European Union

In this case you do NOT have to pay VAT. As soon as the system can see from your shipping country that you are non-EU, prices get lower, reduced by German VAT. So, you get the products cheaper, quite considerably. On the other hand, once the parcel arrives at your destination country, your national customs service might collect import-VAT and/or duties from you. Since this is completely out of our scope (we can't possibly know what your country's customs agency is going to charge you), you must bear this possible cost in mind.

You are a professional or other business customer in Germany

You will have to pay German VAT, but the German VAT is shown on your invoice, so you can deduct this VAT at your German tax authority.

You are a professional or other business customer in the EU, but not in Germany

If you can provide a VAT-ID that we have confirmed to match your delivery address and company details, we are allowed to not bill you any VAT. Instead, we have to transfer your purchase with the VAT-ID to the European tax register. Be aware that using a VAT-ID that does not match your company with your company's address for not paying VAT is tax fraud and a criminal offence. Therefore, we are obliged to verify your VAT-ID, which can result in delays in order processing.

You are a professional or other business customer outside the EU

Same rules as for end consumers outside the EU apply. You do not pay any VAT (prices are lower), but your national customs agency may charge your local duties and/or taxes.

What about the UK?

Rules might change in the future, but in post-Brexit there is a special scenario for the UK. We pay UK VAT directly to the UK tax office, that's why you have to pay UK VAT to us. The price you see is the same as for other EU customers and does include UK VAT. Upon importing the product into the UK, you shall not pay any taxes.

What about shipping cost?

The VAT rate of the shipping cost always follows the VAT rate of the main product. So, if you do not pay VAT on your product, you won't pay VAT on the shipping rate.