

From the year of 2026 the activity of influencers, content creators and bloggers are in focus of the Tax Authority. Incomes can be checked as the bank figures are available for the Tax Authority if they want.

A good news, that 10 000 HUF tax liability is not leading to documentary and tax returns liability (in Hungary it means aprx. 66 666 HUF income in a tax year). If you have, as individual person, the more income in a tax year, you have to apply for tax number at the Tax Authority.

Are you missing the code of the activity ? – I help you to apply for tax number at the State Tax Authority moreover to optimize your tax liabilities in the tax return.

If you prefer to run your activities as Individual Entrepreneur I help you to find the ÖVTJ-code(s) but you have to submit the application to the Local Authority to have your Entrepreneur ID 😞 In this case - I offer you the flat-rate taxation in Hungary which is available for you; keeping records and calculation of tax and tax returns will be my task.

If in addition working or studies you blog or work as an influencer for the purpose of "capital accumulation" or just "this is my hobby" and you generate a relatively significant income from this activity, then I recommend you to found an own Company. I can help with this, and if you want to be subject to small business tax (KIVA), I can also take on the accounting in addition to my tax consulting services.

As a KATA taxsubject, you can prepare the necessary records and annual returns yourself, but this is currently only possible as a full-time Individual Entrepreneur - content provider, blogger, influencer - in Hungary.

Please call, I will help you!

Ria 😊