

# Chargeback Checklist

In order to win a chargeback, you need to prove that the disputed purchase was actually valid. That means including strong evidence — but what exactly does that mean? Get started with this checklist to make sure you're creating comprehensive evidence documents for every chargeback.

**Product/Service description**

Describe the product or service purchased by the customer and the payment amount. It's helpful to include a screenshot of the product page. If they purchased multiple products, try to provide an itemized list.

**Card verification checks**

If the customer's billing information has passed credit card verification checks, make sure to include that information. It's a great indication that the transaction was not faulted.

**Purchase flow**

Include screenshots of the pages accessed by your customer when they created an account and made a purchase. This can include a sign up page, product page, checkout page, and especially pages where the customer accepted your terms and conditions.

**Transaction history**

Include the dates and amounts of any prior transactions the customer has completed with you. This is strong evidence that the disputed charge is not faulted.

**Customer communication**

Do you send welcome, purchase confirmation, and/or shipping confirmation emails to your customers? Include screenshots of those emails to show that you are communicating directly with your customers about their purchase.

**Terms and Conditions**

When your customers sign up or make a purchase on your site, they are accepting your terms and conditions. Include a screenshot of your terms and conditions to show that they are clear and available on your site.

**Refund and return policies**

You should also include any refund and return policies that you disclose on your site. Include screenshots and highlight the most important sections.

Additional items for subscription businesses:

**Subscription policy**

When a customer makes a purchase, do you make it clear that it is a recurring transaction? Include screenshots of the pages on your site that make it clear. If you have a subscription policy included in your terms and conditions and/or FAQ, include screenshots of that too.

**Cancellation options**

Include screenshots of your subscription cancellation flow to make it clear that this option was available to your customer—show that there is a button in their account page, instructions on the site, and/or a phone number they could call.

**chargehound**

This checklist was compiled by Chargehound. Chargehound fully automates the disputes process so you can win more money in less time. You can learn more about how to win chargebacks at [Chargehound.com](https://Chargehound.com) Happy disputing!