

## Chargebacks

Chargebacks allow customers to reverse transactions they believe were unauthorized, incorrect, or fraudulent. A chargeback occurs when a customer disputes a transaction with their bank or card issuer and the bank reverses the payment to the merchant's account. Customers have up to 180 days to dispute a charge and file a chargeback.

The merchant generally has 7-30 days to challenge a chargeback, all dependent on the reason for the dispute. For merchants, chargebacks are costly, time-consuming, and can negatively impact their reputation.

Below is an explanation of the chargeback progression, best practices to avoid chargebacks, and the submission process.

### Chargeback Progression

- **Initiation.** The customer contacts their bank and cites a reason (fraud, goods not delivered, etc.) for the chargeback.
- **Dispute Review.** The bank reviews the claim and if they agree it is valid, they issue the chargeback.
- **Chargeback Issuance.** The merchant is debited the transaction from their account and the customer is credited.
- **Merchant Response.** The merchant has a limited period of time to challenge the claim with documentation that validates the transaction.
- **Decision.** The customer's bank reviews the information and determines if the chargeback is valid.

## Chargebacks

### Avoiding Chargebacks

- **Clear billing information.** Ensure the details on the receipt and customers' banking statements identify with your business.
- **Provide accurate product descriptions.**
- **Display well-defined refund and return policies.** These policies should be easily accessible and clearly communicated.
- **Follow the 'Best Practices for Card-Present' and 'Card-Not-Present Transactions'.** You can find the documents under the [Support tab](#).

### Responding to Chargebacks

- **Chargeback notifications delivery.** Ensure the correct person is set to receive the chargebacks via mail, email or fax. This is set during onboarding and can be edited by contacting our support team.
- **Respond promptly.**
- **Provide all documentation.** Include all documentation (receipts, invoices), evidence (pictures), and explanations (a summary of what happened) that support your case.
- **Appeal if necessary.** If you believe the decision is unfavorable, you can appeal the decision for an extra fee. Contact our support team for support with the appeal process.