

WORKING TEMPLATE · PURCHASE EVENT

Data Contract Blueprint

One purchase. One definition.

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01 Define a purchase

02 Assign ownership

03 Check the result

Agree when a purchase counts and how to check the numbers. Adapt the example to your shop and fill in the blanks. This template contains all the steps you need to get started.

1. Who is responsible?

Decision	Your details
Shop / project	_____
Business owner	Name: _____
Technical implementation	Name: _____
Contact for data issues	Name / channel: _____
Approved by / on	_____

2. When does a purchase count?

Trigger: The shop backend confirms payment for the first time. Reloading the thank-you page does not count as another purchase.

Amount: Net merchandise value after discounts, excluding tax and shipping. Example: 2 items × €49.50 net = €99.00 purchase value. Currency in this example: EUR.

Unique orders: Each order has a stable order ID. Sending the same order again must not create another purchase in the receiving system.

Refunds: Record separately and reference the original order ID. Agree how to handle partial payments and other currencies before using them.

Changes for our shop:

3. Which data do we need?

Field	Example / meaning
Event	purchase = confirmed purchase
Order ID	example-order-1042, from the shop backend
Timestamp	Time of confirmed payment, with time zone
Amount and currency	EUR 99.00 as defined on page 1
Items	Item ID, net unit price after discounts, quantity

Do not send names, email addresses or free text. Order IDs can also be linked to individuals; agree appropriate access and retention.

4. Where may the data go?

For each destination, such as reporting or ads, record the purpose, required fields, consent rule and retention. Check permission for that destination before forwarding, including server-side delivery. Agree any AI usage separately.

Destination / purpose / permission / retention: _____

5. What do we check before launch?

- ☐ A paid test order arrives with the correct ID, time, amount and currency. The item total matches.
- ☐ An unpaid order does not count. Reloading or resending does not create a second purchase.
- ☐ A missing order ID or incorrect amount is detected; the responsible person is notified.
- ☐ No data goes to a destination without its required consent.
- ☐ Eligible purchases in the destination are reconciled with the shop backend. Missing and duplicate orders are detected.

6. What happens next?

Check frequency / acceptable delay: _____

The named contact investigates discrepancies. Agree changes to definitions or fields with affected teams beforehand and record the date. Then repeat the checklist.

Start with this agreement and checks in your existing setup. Add a dedicated schema or further platforms when the actual use case calls for them.