

AI got your business wrong.

Use this checklist for one disputed fact at a time. Fill it in digitally or print it. Assign one owner, preserve the evidence and keep the verified correction specific.

BUSINESS / PERSON / LOCATION

INCIDENT OWNER

DATE FIRST OBSERVED

PLATFORM AND PRODUCT SURFACE

PRIORITY

EXACT INCORRECT CLAIM

VERIFIED REPLACEMENT FACT, WITH EFFECTIVE DATE

EVIDENCE URL / PRIVATE REFERENCE

FIRST RESPONSE

- ☐ **Save the complete answer.** Keep the prompt, screenshot, citations, date and response reference.
- ☐ **Record the conditions.** Note location, search mode, account context and prior conversation.
- ☐ **Verify the fact with its owner.** Distinguish a factual error from an opinion, omission or unverified claim.
- ☐ **Check the entity.** Does the answer or cited page concern a different business, branch or person?
- ☐ **Address immediate harm.** Give customer support the evidenced correction; escalate serious claims promptly.

Keep the evidence private. Share only the response passages needed to explain the error.

Fix the record you can verify.

Inspect the available sources before choosing a correction. Keep the original answer and record what changed, who changed it and when you verified the live page.

SOURCE CORRECTIONS

- ☐ **Open the cited sources.** Find the passage supporting the claim. Record a mismatch or unknown origin honestly.
- ☐ **Check independent evidence.** Syndicated copies of one article are one reporting chain.
- ☐ **Correct owned pages and profiles.** Align the relevant page, visible text, business profile and existing markup.
- ☐ **Request third-party corrections.** Supply the exact claim, precise replacement and an inspectable evidence link.
- ☐ **Report the actual AI response.** Include the query, entity, error, source mismatch and verified correction.
- ☐ **Verify completion.** Save live-page changes and report receipts separately. An acknowledgment is not a correction.

SOURCE / REPORT REFERENCE AND NEXT FOLLOW-UP

OFFICIAL REPORTING RESOURCES

Click a resource below for current instructions. Controls may vary by account and device.

Google AI Overviews

Negative feedback / report a problem

Gemini Apps

Response feedback and details

Perplexity

Answer flag or support ticket

Claude

Response feedback / support

Microsoft Copilot

Give feedback / response flag

ChatGPT

Safety / legal route only when applicable

ChatGPT factual errors: use the response feedback control. The linked safety/legal process is separate; do not misclassify an ordinary factual mistake.

Measure what changed.

Repeat the original questions in fresh conversations under comparable conditions. A corrected source, a submitted report and a better answer are separate outcomes.

RETEST PROTOCOL

- ☐ **Freeze the questions.** Keep the original prompt and neutral variants; save exact wording and target fact.
- ☐ **Match the conditions.** Separate platforms, markets and API results from direct consumer-interface checks.
- ☐ **Use clean sessions.** Do not supply the correct answer before testing. Record technical failures and missing AI answers.

PROMPT SET / PRIVATE TEST LOG REFERENCE

RECORD EACH OUTCOME

Use one target fact per comparison. Report completed answers and failures separately. If counting multiple claims, deduplicate response IDs before reporting response totals.

TARGET FACT OUTCOME	BASELINE	FOLLOW-UP
Supported and correct		
Incorrect		
Unsupported		
Conflicting		
Not answered		
Completed responses (total)		
Failed / skipped / no AI answer		

Error recurrence: incorrect target-fact responses / completed responses. Keep all other outcome counts visible. A small test sample does not estimate every customer's experience.

NEXT REVIEW DATE

NEXT ACTION / OWNER