



## E-book security via PDF stamping (a DRM alternative)

For our merchants selling e-books in PDF format, we have been working on a couple of ways to protect their PDFs from distribution.

We tried the DRM angle, but it was really making the buyer experience poor, was not supported by all the PDF readers and it was apparent that in various scenarios, it can cause additional customer support issues for the merchants to handle. So, we decided to scrap that.



And then we worked on the PDF stamping feature .. basically, we can now stamp the buyer's name, e-mail and the transaction ID on the top-left of each page of the PDF before the download. Unlike DRM, this is a simple, non-intrusive way to discourage buyers from sharing their PDFs.

### EXAMPLE

Purchase a test PDF for \$0.00 at <https://www.e-junkie.com/ecom/gb.php?c=cart&i=3103&cl=37&ejc=2>

### NOTE

Although we have tested it with various kinds of PDFs, we still consider it an experimental feature and we recommend that you enable it for only one of your products first, do a test purchase (create a 100% discount code and checkout for \$0.00), see how your PDF is coming out and if you are happy with the results over the next few days, enable it for your other PDFs.

### INSTRUCTIONS

While adding or editing your product, enable "Send payment data to a URL" option and then in the information URL field enter -

[http://www.e-junkie.com/ecom/o\\_plug.php?ej\\_stamp\\_pdf=true&pdf\\_pwd=ZZ&pdf\\_allow\\_copy=y&pdf\\_allow\\_print=y](http://www.e-junkie.com/ecom/o_plug.php?ej_stamp_pdf=true&pdf_pwd=ZZ&pdf_allow_copy=y&pdf_allow_print=y)

a) ZZ should be replaced with your PDF's owner password if you have set one while creating it. If your PDF does not have an owner password, simply remove the &pdf\_pwd=ZZ part.

b) *Not recommended* - If you do NOT want the buyer to be able to print your PDF, replace &pdf\_allow\_print=y with &pdf\_allow\_print=n

c) *Not recommended* - If you do NOT want the buyer to be able to copy content from your PDF (copying is different from extraction, which we disable by default, but we do allow extraction for screen readers), replace &pdf\_allow\_copy=y with &pdf\_allow\_copy=n

*Ed. note - b & c are "not recommended" .. not due to technical issues, but simply due to the fact that it is not the best user experience for the buyers to not be able to print or copy content from an e-book that they have paid for.*

d) If you are already using the o\_plug URL for any of the other integration features we offer, just append the parameters at the end of your existing URL.

## **A FEW THINGS TO KEEP IN MIND**

1. This will not work for package products, only individual files.
2. PDFs for sales which happen within 15 minutes of a new file upload will NOT be stamped.
3. Do not enable this for product which are remotely hosted as although it will work fine, it might have unexpected results in various scenarios.
4. Ordinarily, if you update a file, and if a buyer goes back to the download link again after that, they get the updated file. In case you enable the stamping, the buyer will always get the original file .. even if you re-activate the link.