



Website Payments Standard Integration Guide

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PayPal Website Payments Standard Integration Guide

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Preface

About This Guide

The *Website Payments Standard Integration Guide* describes how to integrate your website with PayPal by using HTML buttons and forms. Website Payments Standard lets you accept payments for:

- **Single-item purchases with Buy Now buttons** – Sell from websites that offer single or mutually exclusive products.
- **Contribution payments with Donate buttons** – Raise financial support for any cause.
- **Recurring bills with Subscribe buttons** – Collect membership dues, set up installment plans, and offer other subscription services.
- **Multiple-item purchases with Add to Cart and View Cart buttons** – Sell from online stores with catalogs and shopping carts.

The following table summarizes the contents of this guide.

TABLE P.1 Summary of the Contents of This Guide

Feature	Description	See
Buy Now Buttons	Accept payments for single items at one time.	Chapter 1, “Single-Item Payments – Buy Now Buttons”
Donate Buttons	Accept payments for donation and contributions.	Chapter 2, “Contribution Payments – Donate Buttons”
Subscribe Buttons	Accept recurring payments for membership dues, installment plans, and other subscription services.	Chapter 3, “Recurring Payments – Subscribe Buttons”
The PayPal Shopping Cart	Accept payments for multiple items at one time.	Chapter 4, “The PayPal Shopping Cart – Add to Cart and View Cart Buttons”
Third-Party Shopping Carts	Develop a third-party shopping cart that is compatible with PayPal and Website Payments Standard.	Chapter 5, “Third-Party Shopping Carts – The Cart Upload Command”
Button Protection and Encrypted Website Payments	Protect against fraudulent payments by protecting the code in your payment buttons with the encryption setting when you create buttons on the PayPal website or with Encrypted Website Payments when you write or generate payment buttons yourself.	Chapter 6, “Securing Your Website Payments Standard Buttons”

TABLE P.1 Summary of the Contents of This Guide

Feature	Description	See
Automatic Calculation of Sales Tax	Specify tax rates that PayPal uses to calculate taxes automatically.	“Automatic Calculation of Sales Tax” on page 285
Automatic Calculation of Shipping Charges	Specify shipping rates that PayPal uses to calculate shipping charges automatically.	“Automatic Calculation of Shipping Charges (U.S. Merchants Only)” on page 290 – or – “Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)” on page 304
Custom Payment Pages	Brand the PayPal checkout pages with your own logo and colors.	“Co-Branding the PayPal Checkout Pages” on page 267
PayPal Account Optional	Let people pay by credit card without having to sign up for a PayPal account.	“PayPal Account Optional” on page 276
Auto Return	Redirect people to your website automatically after they pay you on PayPal.	“Auto Return” on page 271
Payer Contact Telephone	Prompt people for their contact telephone numbers when they pay you on PayPal.	“Getting Contact Telephone Numbers” on page 274
Multi-User Access	Create separate user names for your account with different permission levels.	“Allowing Multiple Users to Access Your PayPal Account” on page 312
Authorization & Capture	Authorize payments during checkout, and capture payment amounts or portions of them later.	Chapter 8, “Using Authorization & Capture”
Refunds	Refund entire payments or portions of them.	Chapter 9, “Issuing Refunds”

Intended Audience

This guide is for:

- Merchants and developers who want to understand:
 - The checkout experiences that people go through when they make payments with Website Payments Standard payment buttons
 - How account profile settings affect the way that Website Payments Standard works
- Developers who want to learn how to implement Website Payments Standard

Revision History

The following table lists the revisions made to the *Website Payments Standard Integration Guide*.

TABLE P.2 Revision History for This Guide

Date Published	Description
September 2008	<p>Revised information on creating payment buttons on the PayPal website, including saving buttons in your PayPal account and tracking inventory; see button-specific chapters for details.</p> <p>Added sample code for Add to Cart buttons that open the PayPal Shopping Cart in the same window as the merchant website and how to use the <code>shopping_url</code> variable to control which merchant page buyers return to when they click the Continue Shopping button; see “Sample HTML Code for Add to Cart Buttons” on page 228.</p>
June 2008	<p>Added chapter on Subscribe buttons; see Chapter 3, “Recurring Payments – Subscribe Buttons.” Added chapter on Third-Party Shopping Carts; see Chapter 5, “Third-Party Shopping Carts – The Cart Upload Command.”</p>
March 2008	<p>Changes to definition of authorization honor periods; see “Honor Period and Authorization Period” on page 321.”</p>
January 2008	<p>Separate checkout experience and command for Donate buttons; see Chapter 2, “Contribution Payments – Donate Buttons.”</p>
August 2007	<p>Shipping calculations with tiered rates in different destination regions; see “Automatic Calculation of Shipping Charges (U.S. Merchants Only)” on page 290.</p>
May 2007	<p>Added information on securing buttons; see Chapter 6, “Securing Your Website Payments Standard Buttons.”</p>
April 2007	<p>Added Appendix B, “Address Handling (U.S. Merchants Only).”</p>
October 2006	<p>Minor clarifications.</p>

TABLE P.2 Revision History for This Guide

Date Published	Description
August 2006	New PayPal Shopping Cart variable, shopping_url The value _ext-enter of the cmd variable for FORM prepoulation is now no longer necessary. Clarification of values for the rm variable – 0, 1, or 2; not the strings "GET" or "POST".
July 2006	Added information on how to use PayPal Authorization & Capture with Website Payments Standard, including how to capture multiple authorizations in batches on the PayPal website; see Chapter 8, “Using Authorization & Capture.”
March 2006	Miscellaneous minor corrections. Expanded description of creating Encrypted Website Payments buttons.

Where to Go for More Information

- [*Merchant Gift Certificates Guide*](#)
- [*Order Management Integration Guide*](#)
- [*Sandbox User Guide*](#)
- [*Password Management Installation Guide*](#)

Documentation Feedback

Help us improve this guide by sending feedback to:

documentationfeedback@paypal.com

1

Single-Item Payments – Buy Now Buttons

Use Buy Now buttons to accept single-item purchase payments. A Buy Now button can sell one or more units of a single item. Make additional Buy Now buttons for additional items that you want to sell.



You can create Buy Now buttons that you add to your website by using a tool on the PayPal website, or you can write the HTML code for Buy Now buttons manually. You can create buttons with limited functionality before you create your PayPal account or with JavaScript disabled in your browser.

Read the following topics to learn more about Buy Now buttons:

- “Getting Started With Buy Now Buttons” on page 18
- “The Checkout Experience With Buy Now Buttons” on page 25
- “Managing Buy Now Transactions” on page 34
- “Advanced Features of Buy Now Buttons” on page 36
- “Creating Advanced Buy Now Buttons on the PayPal Website” on page 37
- “Sample HTML Code for Buy Now Buttons” on page 61
- “Sample URL Code for a Buy Now Email Payment Link” on page 67

Getting Started With Buy Now Buttons

The easiest way to add a Buy Now button to your website is by using the button creation tool on the PayPal website. As soon as you add the button, you can begin accepting payments on your website.



Follow one of these procedures to get started creating your own Buy Now buttons:

- “Using the Button Creation Tool for a Basic Buy Now Button” on page 18
- “Creating Basic Buy Now Buttons With JavaScript Disabled” on page 19
- “Creating Buy Now Buttons Before You Create Your PayPal Account” on page 22

NOTE: For more detailed instructions, see “Creating Advanced Buy Now Buttons on the PayPal Website” on page 37.

Using the Button Creation Tool for a Basic Buy Now Button

To use the button creation tool for a basic Buy Now button:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

The **My Account Overview** page opens.

2. Click the **Profile** subtab.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **Create new button** link.

The **Create PayPal payment button** page opens.

4. In the **Accept payments for** dropdown menu, select “Products” or “Services”.

5. Select the **No; create a “Buy Now” button** radio button.

6. Enter the payment details of your item.

– **Item name** – Enter the name of the item or service that you wish to sell.

– **Price** – Enter the price of your item.

7. Scroll to the bottom of the page, and click the **Create Button** button.

The **You are viewing your button code** page opens.

8. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
9. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.

10. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

11. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Creating Basic Buy Now Buttons With JavaScript Disabled

The button creation tool for Buy Now buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

Read these topics to learn more about creating Buy Now buttons with JavaScript disabled:

- “[Limitations When Creating Payment Buttons With JavaScript Disabled](#)” on page 19
- “[Creating a Basic Buy Now Button With JavaScript Disabled](#)” on page 20
- “[Enabling JavaScript in Your Browser](#)” on page 21

Limitations When Creating Payment Buttons With JavaScript Disabled

The alternative tool that works with JavaScript disabled lets you create Buy Now buttons on the PayPal website. However, the following features are not supported by the alternative tool:

- Saving your buttons in your PayPal account
- Tracking inventory
- Product options with separate pricing
- Language choices for button images
- Creating payment buttons before you create your PayPal account

To use any of the above features when creating payment buttons on the PayPal website, you must enable JavaScript in your browser.

For more information, see “Enabling JavaScript in Your Browser” on page 21.

Creating a Basic Buy Now Button With JavaScript Disabled

To create a basic Buy Now button for your website with JavaScript disabled:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

The **My Account Overview** page opens.

2. Click the **Edit Profile** link.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **Create New Button** link.

The **Create PayPal payment** button page opens.

4. Click the **Buy Now** link.



The **Buy Now buttons** page opens.

5. Enter the details of your item.

- **Item name/service** – Enter the name of the item or service that you wish to sell.
- **Price** – (optional) Enter a fixed price for your item. If you leave the field blank, buyers “name their own price” after they click the Buy Now button.

IMPORTANT: PayPal recommends that you enter a price so that you collect an appropriate amount for the item.

6. Scroll to the bottom of the page, and click the **Create Button Now** button.

The **Add a Buy Now button to your website** page displays the generated code.

7. Click the **HTML code for Websites** text box to select all of the generated HTML code.

8. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- **or** –
- right-clicking your mouse, and selecting **Copy**.

9. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

10. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

Enabling JavaScript in Your Browser

PayPal recommends that you keep JavaScript enabled at all times. Many features of the PayPal website require that JavaScript be enabled in your browser.

Read one of the following topics to learn how to enable JavaScript in your browser.

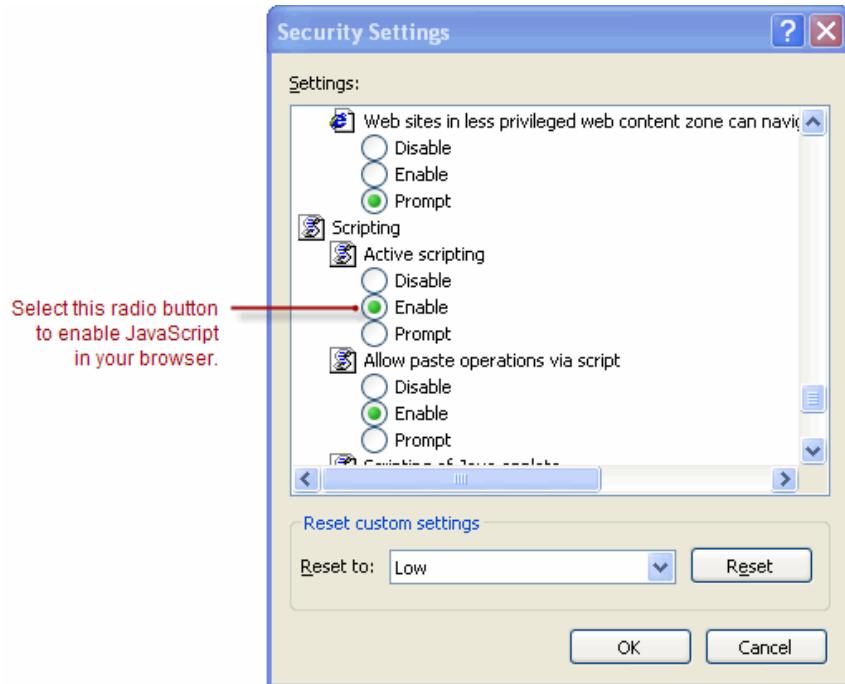
- “[Enabling JavaScript in Internet Explorer](#)” on page 21
- “[Enabling JavaScript in FireFox](#)” on page 22

After you enable JavaScript in your browser, you can create a basic Buy Now button by following the instructions for “[Using the Button Creation Tool for a Basic Buy Now Button](#)” on page 18

Enabling JavaScript in Internet Explorer. To enable JavaScript in Internet Explorer:

1. Select **Tools > Internet Options...** from the menu bar.
The **Internet Options** dialog box opens.
2. Click the **Security** tab.
3. Select the **Trusted sites** icon in the box of Web content zones.
4. Click the **Custom level...** button.
The **Security Settings** dialog box opens.

5. Scroll down to the **Scripting** section, and then select the **Enable** radio button as the option for active scripting.



6. Click the **OK** button to dismiss the **Security Settings** dialog box.

A **Warning** message box asks if you are sure you want to change the security settings.

7. Click the **Yes** button to dismiss the message box.
8. Click the **OK** button to dismiss the **Internet Options** dialog box.

Enabling JavaScript in Firefox. To enable JavaScript in Firefox.

1. Select **Tools > Options...** from the menu bar.

The **Options** dialog box opens.

2. Select the **Content** icon at the top of the dialog box.
3. Select the **Enable JavaScript** checkbox.
4. Click the **OK** button.

Creating Buy Now Buttons Before You Create Your PayPal Account

You can create basic Buy Now buttons, add them to your website, and begin accepting payments before you sign up for your PayPal account. Read the following topics to learn more about creating Buy Now buttons before you create your PayPal account.

- “Limitations of Buy Now Buttons Created Without a PayPal Account” on page 23
- “Unclaimed Payments From Buttons Created Without a PayPal Account” on page 23
- “Creating a Basic Buy Now Button Without a PayPal Account” on page 24

Limitations of Buy Now Buttons Created Without a PayPal Account

Consider the following limitations of payment buttons that you create and add to your website before you sign up for your PayPal account.

- You cannot claim the payments that people authorize during checkout. PayPal collects and holds the payments as unclaimed until you sign up for your PayPal account.
- Buyers must have a PayPal account to pay you. Any ability to pay by credit card is disabled.
- PayPal limits the features that you can specify with the button creation tool, such as:
 - Saving your buttons in your PayPal account
 - Tracking inventory

NOTE: You cannot create payment buttons without a PayPal account if Javascript is disabled in your browser.

Unclaimed Payments From Buttons Created Without a PayPal Account

For buttons that you create without a PayPal account, payments that buyers authorize are held as unclaimed by PayPal until you sign up. PayPal holds your unclaimed payments under the email address that you specify when you create the buttons. Make sure to use the same email address when you sign up for your account. Otherwise PayPal cannot transfer your unclaimed payments to your PayPal account balance.

In their PayPal accounts, buyers see unclaimed payments that they made to you from Buy Now buttons that you created without a PayPal account. Such unclaimed payments are displayed in their recent account activity and in their transaction history. Until you finish signing up for your PayPal account, buyers can cancel your unclaimed payments and recover their funds.

FIGURE 1.1 Unclaimed Payments From Buttons Created Without a PayPal Account

Account history: [All account activity](#) | [Payments sent](#) | [Payments received](#)

Recent activity - Last updated 7/21/2008 10:49 PDT

File	Type	To/From	Name/Email/Phone	Date	Status	Details	Action	Amount
<input type="checkbox"/>	Payment	To	stvshpd@xyzzyu.com	Jul. 21, 2008	Unclaimed	Details	Cancel	-\$5.00 USD

[File Selected Items](#) [File All](#)

Payers click the Cancel button to recover unclaimed payments from buttons created without a PayPal account.

Creating a Basic Buy Now Button Without a PayPal Account

To create a basic Buy Now button without a PayPal account:

1. Visit the PayPal website at <https://www.paypal.com>.
2. Click the **Business** tab.
3. Under the **Need to accept credit cards?** heading, click the **On your website** link.
The **Choose a payment solution page** opens.
4. Under the **Website Payments Standard** heading, click the **Learn more** link.
The **PayPal Website Payments Standard: Overview** page opens.

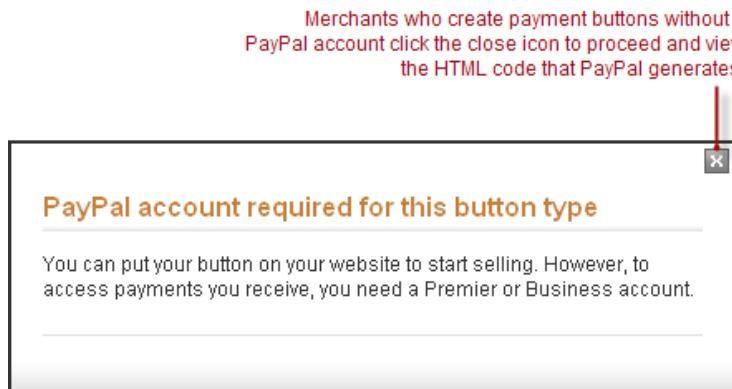
5. Under the **Sell single items** heading, click the **Create payment button** link.

The **Create PayPal payment button** page opens.

6. In the **Accept payments for** dropdown menu, select “Products” or “Services”.
7. Select the **No; create a “Buy Now” button** radio button.
8. Enter the payment details of your item.
 - **Item name** – Enter the name of the item or service that you wish to sell.
 - **Price** – Enter the price of your item.
 - **Email address to receive payments** – Enter the email address that you will use when you sign up for your PayPal account.
9. Click the **Create Button** button.

The **PayPal account required for this button type** message box appears.

10. Click the close icon in the upper right corner of the message box to proceed.



The **You've created your button** page opens.

11. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.

12. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- **or** –
- right-clicking your mouse, and selecting **Copy**.

13. In your web editing tool, open the webpage where you want the button to be seen.

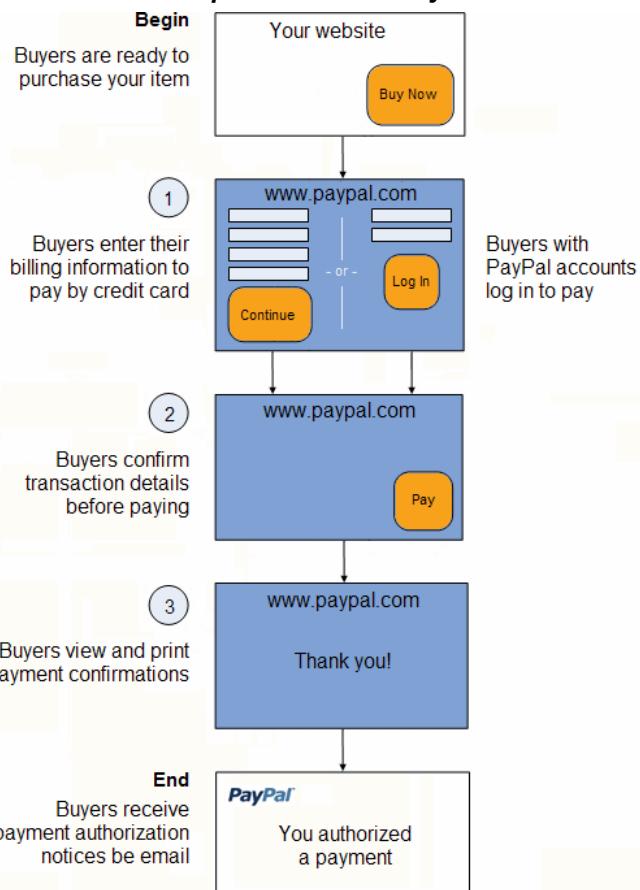
IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

14. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

The Checkout Experience With Buy Now Buttons

This section demonstrates the PayPal checkout experience for people who click Buy Now buttons on your website. The following diagram illustrates the steps.

FIGURE 1.2 The Checkout Experience with Buy Now Buttons

Read these topics to better understand the checkout experience with Buy Now buttons:

- “Begin – Buyers are Ready to Purchase Your Item on Your Website” on page 26
- “1 – Buyers Enter Their Billing Information or They Log In to PayPal” on page 27
- “2 – Buyers Confirm Their Transaction Details Before Paying” on page 29
- “3 – Buyers View and Print Their PayPal Payment Confirmations” on page 30
- “End – Buyers Receive Payment Authorization Notices by Email” on page 31
- “Enhancing the Checkout Experience With Buy Now Buttons” on page 32

Begin – Buyers are Ready to Purchase Your Item on Your Website

The basic checkout experience with Buy Now begins when someone on your website is ready to purchase your item.

FIGURE 1.3 Buyers Begin on Your Website When They Are Ready To Buy Your Item

Herschel's Hot Sauce

Home **Buy It Now!** Testimonials Contact Us

Buy It Now - By the bottle or by the case!

Herschel gives you two ways to buy. Stock your kitchen with a single 12 oz. bottle for \$5.95 USD. Or, if you're planning a big event, buy a case of 6 bottles and save 30% when compared to the price of a single bottle.

Single 12 oz. Bottle
\$5.95 USD*
Buy Now
- OR -
Case of 6 Bottles
\$19.95 USD*
Buy Now

Herschel makes it easy to pay. Pay with credit cards and debit cards, or use your PayPal account. *Prices include tax and shipping.

In this example, Steve begins on Herschel's Hot Sauce website and decides to try a bottle. He clicks the **Buy Now** button for a single 12 oz. bottle to check out.

1 – Buyers Enter Their Billing Information or They Log In to PayPal

PayPal displays a billing information/log-in page, which lets buyers enter their credit card information or log in to PayPal to pay.

Single-Item Payments – Buy Now Buttons

The Checkout Experience With Buy Now Buttons

FIGURE 1.4 Buyers Enter Their Billing information or Log In to PayPal

The screenshot shows a PayPal checkout page for "Herschel's Hot Sauce - 12 oz. Bottle". At the top right, there is a language selection dropdown set to "U.S. English". Below it, the total amount is displayed as "Total: \$5.95 USD".

On the left, there is a section titled "Pay with Credit Card or Log In" with a link to "Learn more about PayPal". Below this, there is a form for "Enter your billing information" with fields for Country (United States), First Name (Stephen), Last Name (Shepherd), Credit Card Number (1111111111111111), Payment Type (VISA, MasterCard, DISCOVER, AMEX), Expiration Date (01 / 10), CSC (000), Billing Address Line 1 (1234 5th Street), Billing Address Line 2 (optional), City (Anytown), State (CA), ZIP Code (12345), Home Telephone (111-555-1234), and Email (stevshprd@zyxxyu.com). There is also a "Save your information with PayPal" button.

On the right, there is a section titled "Already have a PayPal account?". It contains a "Please log in" form with fields for Email and Password, and a "Log In" button. Below the log-in form, there is a link "Forgot email address or password?". A red arrow points from the text "Buyers enter email addresses and passwords and then click this button to pay with PayPal accounts." to the "Log In" button.

At the bottom center, there is a large orange "Review Order and Continue" button. A red arrow points from the text "Buyers enter billing information and email addresses and then click this button to pay by credit card." to this button.

For Buy Now buttons, the PayPal billing information/log-in page shows transaction details near the top, such as item name and transaction subtotal.

If buyers are satisfied with the details, they do one of the following to select a payment method:

- **To pay with a credit card** – Buyers enter their billing information. They also enter their contact information – email address and home phone number– so that PayPal can send them their PayPal transaction receipts and can contact them if necessary to complete the transaction. Then, they click the **Review Order and Continue** button.
- **To pay with a PayPal account** – Buyers enter their PayPal credentials and click the **Log in** button.

In this case, Steve is satisfied with the total transaction amount of \$5.95 USD. He doesn't have a PayPal account. Instead, he enters his billing and contact information, and then he clicks the **Review Order and Continue** button.

2 – Buyers Confirm Their Transaction Details Before Paying

PayPal displays a transaction confirmation page to let buyers confirm the details before they complete their transactions and authorize their payments.

FIGURE 1.5 Buyers Confirm Their Payment Details Before Paying

Herschel's Hot Sauce

Review Your Payment

Review the payment details below and click **Pay** to complete your secure payment. Visit [Funding Sources](#) to learn more about PayPal policies and your payment source rights and remedies, or to change debit card processing options.

Item	Unit Price	Qty	Total
Herschel's Hot Sauce - 12 oz. Bottle	\$5.95	1	\$5.95

[Enter Gift Certificate, Coupon, or Reward](#)

Subtotal: \$5.95
Total: \$5.95 USD

Pay Now

Payment Method: Credit Card : XXXX-XXXX-XXXX-7710 \$5.95 USD
This credit card transaction will appear on your bill as "HERSCHELSHO".
[Change](#)

Shipping Address: 1234 5th Street
Anytown, AA 12345
[Change](#)

Contact Information: stevshprd@zyxxyu.com

Buyers click either button to complete their transactions and make their payments.

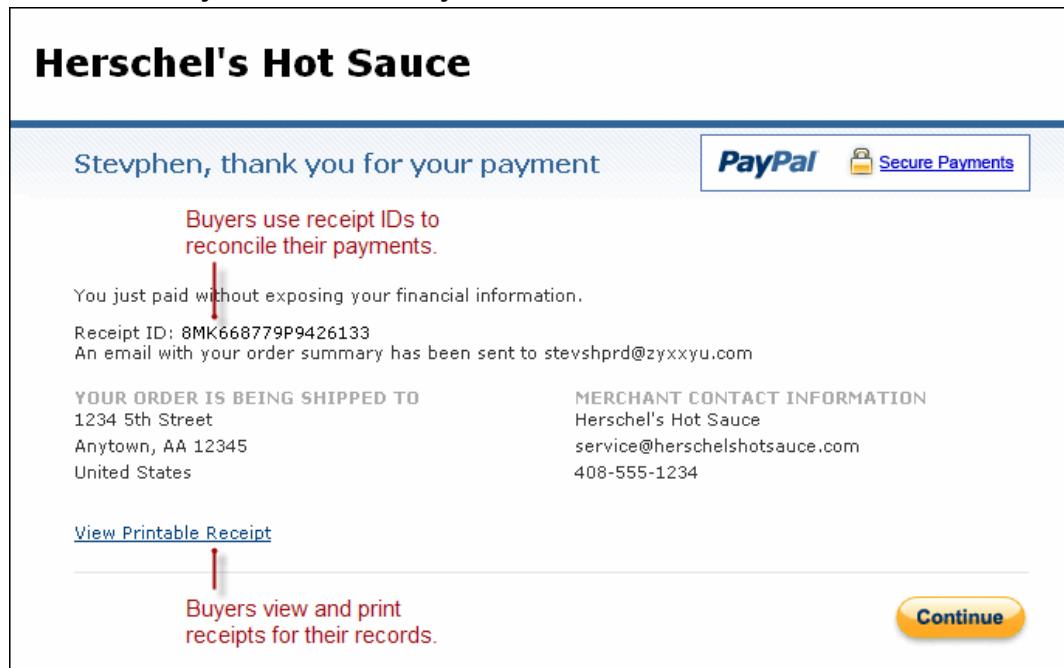
Pay Now

In this case, Steve reviews the transaction details and clicks the **Pay \$5.95 Now** button to complete the transaction and make his payment.

3 – Buyers View and Print Their PayPal Payment Confirmations

PayPal displays a payment confirmation page after buyers pay to let them know that they have completed their transactions and authorized their payments successfully.

FIGURE 1.6 Buyers View Their Payment Confirmations



From the payment confirmation page, buyers can:

- View the **PayPal Receipt ID** – the transaction ID – to reconcile their payments.
- Click the **View Printable Receipt** link to print receipts for their records.

FIGURE 1.7 Buyers Print Their PayPal Payment Receipts

The screenshot shows a PayPal payment receipt for "Herschel's Hot Sauce". The receipt includes the following details:

Receipt		PayPal Secure Payments	
Ship To:	Stephen Shepherd 1234 5th Street Anytown, AA 12345 United States	Seller Information:	Herschel's Hot Sauce service@herschelshotsauce.com
Transaction ID: 8MK668779P9426133		Placed on May 22, 2008	
Payment For	Quantity	Price	
Herschel's Hot Sauce - 12 oz. Bottle	1	\$5.95 USD	
	Subtotal:	\$5.95 USD	
	Total Amount:	\$5.95 USD	

At the bottom, there are "Print" and "Done" buttons.

In this case, Steve prints the PayPal payment receipt for his records.

End – Buyers Receive Payment Authorization Notices by Email

PayPal sends buyers a payment authorization notice by email to confirm the transaction that they made with the merchant.

Single-Item Payments – Buy Now Buttons

The Checkout Experience With Buy Now Buttons

FIGURE 1.8 Buyers Receive Payment Authorization Notices by Email

From: service@paypal.com
 To: stevshprd@zyxxyu.com
 Date: May 22, 2008 16:42:49 PDT
 Subject: Receipt for Your Payment to Herschel's Hot Sauce

Dear Stevphen Shepherd,

This email confirms that you have paid Herschel's Hot Sauce \$5.95 USD using PayPal.

This credit card transaction will appear on your bill as "HERSCHELSHO".

Payment Details

Transaction ID: 8MK668779P9426133
 Item Price: \$5.95 USD
 Total: \$5.95 USD
 Order Description: Herschel's Hot Sauce - 12 oz. Bottle
 Buyer: Stephen Shepherd

Business Information

Business: Herschel's Hot Sauce
 Contact E-Mail: service@herschelshotsauce.com

Your CONFIRMED Address

Stephen Shepherd
 1234 5th Street
 Anytown, IL 12345
 United States

If you have questions about the shipping and tracking of your purchased item or service, please contact Herschel's Hot Sauce at service@herschelshotsauce.com.

Thank you for using PayPal!
 The PayPal Team

Your monthly account statement is available anytime; just log in to your account at <https://www.sandbox.paypal.com/us/HISTORY>. To correct any errors, please contact us through our Help Center at <https://www.sandbox.paypal.com/us/HELP>. Please do not reply to this email. This mailbox is not monitored and you will not receive a response. For assistance, log in to your PayPal account and click the Help link located in the top right corner of any PayPal page.

In this case, PayPal sends Steve an email message notifying him of his transaction with Herschel's Hot Sauce and his authorization for payment of \$5.95 USD.

Enhancing the Checkout Experience With Buy Now Buttons

Website Payments Standard offers these features to enhance the basic checkout experience for your buyers:

- Calculating Tax and Shipping Amounts
- Co-Branding the Checkout Pages with Your Logo and Colors
- Prepopulating the Checkout Pages With Billing and Shipping Addresses
- Returning People to Your Website After They Check Out

Calculating Tax and Shipping Amounts

The basic checkout experience handles tax and shipping, if you provide the information. You can enhance the checkout experience by specifying tax and shipping rates in your account profile. PayPal calculates the charges automatically for each transaction. In addition, you can specify tax and shipping charges individually for items in the payment buttons that you create.

For more information, see:

- “Automatic Calculation of Sales Tax” on page 285
- “Automatic Calculation of Shipping Charges (U.S. Merchants Only)” on page 290
- “Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)” on page 304

Co-Branding the Checkout Pages with Your Logo and Colors

The basic checkout experience displays your email address or your business name in the upper left corner of the checkout pages. You can enhance the checkout experience by setting up custom page payments in your account profile to specify logos and colors that match the style of your website. PayPal uses the logo and colors to display the checkout pages. In addition, you can specify logos and colors with advanced HTML variables that you add to the code of your button.

For more information, see:

- “Co-Branding the PayPal Checkout Pages” on page 267
- “HTML Variables for Displaying PayPal Checkout Pages” on page 358

Prepopulating the Checkout Pages With Billing and Shipping Addresses

The basic checkout experience has forms for filling in billing and shipping information. You can enhance the checkout experience by prepopulating the forms with information that you have on your website about the buyer.

To learn more, see “HTML Variables for Prepopulating PayPal Checkout Pages” on page 361.

Returning People to Your Website After They Check Out

The basic checkout experience leaves people on the PayPal website after they check out. Use one of the following techniques to enhance the checkout experience so that people return to your website, instead.

- **Return URL** – Let people return to a page on your website if they click a return link or button on the PayPal payment confirmation page.

To learn more, see Step 5 of “Step 3 – Adding Advanced Features to Your Buy Now Button” on page 47 or “HTML Variables for Displaying PayPal Checkout Pages” on page 358.

- **Auto Return** – Have PayPal return people automatically to a page on your website.

IMPORTANT: PayPal recommends that you turn Payment Data Transfer on when you turn Auto Return on. With Auto Return on, PayPal redirects people to your website from an alternative PayPal payment confirmation page that does not display a **View Printable Receipt** link, so people cannot print PayPal payment receipts. Payment Data Transfer provides the transaction information that you need to let people print receipts from your website.

To learn more, see “[Auto Return](#)” on page 271.

- **Payment Data Transfer** – PayPal includes information about the completed transaction when you use a return URL or Auto Return to send people back to your website. Use the information that Payment Data Transfer provides to display a “thank you, print your receipt” page on your website.

To learn more, see the [Order Management Integration Guide](#).

Managing Buy Now Transactions

Read the following topics to learn how PayPal helps you manage Buy Now transactions:

- [Using Email Notices to Track Buy Now Transactions](#)
- [Using Recent Activity to Track Buy Now Transactions](#)
- [Using Transaction History to Track Buy Now Transactions](#)
- [Using Downloadable History Logs to Track Buy Now Transactions](#)
- [Using Instant Payment Notification to Track Buy Now Transactions](#)

Using Email Notices to Track Buy Now Transactions

PayPal sends you email notices when:

- Payments are made.
- Payments are pending.
- Payments are canceled.

Generally, PayPal sends email notices to the primary email address of your account.

PayPal can send email notices to an alternate email address, such as to someone in your organization who handles order processing or accounting. Add the additional email address to your account profile. Then, use that email address as the one to receive payments when you use the button creation tool on the PayPal website. Specify the alternate email address as the value for the business HTML variable when you write the HTML code yourself.

For more information, see [Step 10](#) in the instructions for “[Step 1 – Specifying Basic Features of Your Buy Now Button](#)” on page 40, or [Appendix A](#), “[HTML Variables for Website Payments Standard](#).”

Using Recent Activity to Track Buy Now Transactions

PayPal displays Buy Now transactions in your recent activity, soon after buyers complete their transactions by clicking Buy Now buttons on your website.

FIGURE 1.9 Using Recent Activity to Track Buy Now Transactions

The screenshot shows the 'Recent activity' table on the PayPal My Account Overview page. The table has columns for File, Type, To/From, Name/Email/Phone, Date, Status, Details, Action, and Amount (\$). One row is visible, showing a completed payment from Stephen Shepherd for \$5.95 USD. At the bottom of the table are two buttons: 'File Selected Items' and 'File All'.

File	Type	To/From	Name/Email/Phone	Date	Status	Details	Action	Amount (\$)
<input type="checkbox"/>	Payment	From	Stephen Shepherd	May 18, 2008	Completed	Details		\$5.95 USD

To view your recent history:

1. Log in to your PayPal account.
2. Navigate to **My Account > Overview**.
The **My Account Overview** opens.
3. Scroll down to the **Recent Activity** table near the bottom of the page.

Using Transaction History to Track Buy Now Transactions

PayPal lets you search for Buy Now transactions on the History page. The status of payments found there can be:

- **Completed** – Transactions were successful, and funds were credited to your account
- **Cleared** – Payments cleared senders' accounts, and funds were credited to your account
- **Uncleared** – Payments have not cleared sender's accounts, and funds were not credited

To learn how to work with transaction history, see the [Order Management Integration Guide](#).

Using Downloadable History Logs to Track Buy Now Transactions

PayPal lets you download your Buy Now transactions to your computer from the History page. You can specify a date range for the transactions and the file format of the download file.

To learn how to work with downloadable history logs, see the [Order Management Integration Guide](#).

Using Instant Payment Notification to Track Buy Now Transactions

PayPal lets your web server receive messages about Buy Now transactions and payment activity on your account. If you activate Instant Payment Notification, PayPal sends messages when:

- Payments are first made, with a status of completed or pending.
- Payments clear, fail, or are denied, if the initial status was pending.

To learn more about Instant Payment Notification, see “[Instant Payment Notification – notify_url](#)” on page 343 and the [Order Management Integration Guide](#).

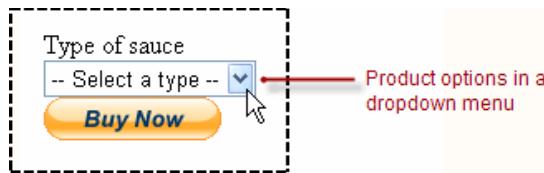
Advanced Features of Buy Now Buttons

Read the following topics to learn about these advanced features of Buy Now buttons:

- “[Offering Product Options With Buy Now Buttons](#)” on page 36
- “[Prompting for Item Quantities With Buy Now Buttons](#)” on page 37

Offering Product Options With Buy Now Buttons

Prompt buyers for product options, such as size or color. You can prompt buyers for their option selections with dropdown menus or with text boxes. PayPal limits you to 7 product options on a single payment button. Up to 5 options can prompt for selections with dropdown menus, and up to 2 options can prompt for selections with text boxes.



With Buy Now buttons, you can offer a product option that has separate prices for each selection by using 1 of the 5 allowable dropdown menus.

Specifying Product Options With Buy Now Buttons

Do one of the following to create Buy Now buttons that offer product options:

- Specify the product options when you create your Buy Now buttons by using the creation tool on the PayPal website.
See Step 7 of “[Step 1 – Specifying Basic Features of Your Buy Now Button](#)” on page 40.
- Specify the product options in the HTML button code that you write manually.
See “[Sample HTML Code for Buy Now Buttons With Product Options](#)” on page 62.

Prompting for Item Quantities With Buy Now Buttons

By default, PayPal allows buyers to purchase single quantities of your product items with Buy Now buttons. You can have PayPal prompt buyers for item quantities, instead.



Do one of the following to create Buy Now buttons that prompt for item quantities:

- Select the **Yes** radio button for prompting buyers for item quantities when you create Buy Now buttons by using the creation tool on the PayPal website.
See [Step 1 of “Step 3 – Adding Advanced Features to Your Buy Now Button” on page 47](#).
- Specify that you want PayPal to prompt buyers for item quantities in the HTML button code that you write manually.
See [“Sample HTML Code for a Buy Now Button that Prompts for Quantities” on page 66](#).

Creating Advanced Buy Now Buttons on the PayPal Website

Read the following topics to learn more about creating Buy Now buttons on the PayPal website:

- [“Generating Code for Payment Buttons and Email Payment Links” on page 37](#)
- [“Protecting HTML Code for Payment Buttons” on page 38](#)
- [“Using the Button Creation Tool for Advanced Buy Now Buttons” on page 38](#)
- [“Creating Advanced Buy Now Buttons With JavaScript Disabled” on page 52](#)

Generating Code for Payment Buttons and Email Payment Links

When you create Buy Now buttons with tools on the PayPal website, PayPal generates HTML code for website payment buttons. Then, you copy and paste the HTML code onto the pages of your website.

In addition to HTML code, PayPal generates URL code for email payment links. Use email payment links to add Buy Now functionality to your email messages. If your web editing tool or your service provider does not allow you to paste HTML code onto your webpages, you may be able to paste the URL code for email payment links onto your webpages instead.

Protecting HTML Code for Payment Buttons

When you create Buy Now code with tools on the PayPal website, PayPal lets you protect the HTML button code that it generates by encrypting part of it. Protecting the HTML code of your payment buttons helps protect against malicious tampering and fraudulent payments.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payments Standard buttons.

For more information, see [Chapter 6, “Securing Your Website Payments Standard Buttons”](#)

Using the Button Creation Tool for Advanced Buy Now Buttons

Read the following topics to learn how to use the button creation tool for Buy Now buttons:

- “[The Basic Steps for Using the Tool With Buy Now Buttons](#)” on page 38
- “[Saving Buy Now Buttons in Your PayPal Account](#)” on page 39
- “[Tracking Inventory](#)” on page 39
- “[Adding Advanced Features to Buy Now Buttons With HTML Variables](#)” on page 40
- “[Step 1 – Specifying Basic Features of Your Buy Now Button](#)” on page 40
- “[Step 2 – Tracking Inventory With Your Buy Now Button](#)” on page 44
- “[Step 3 – Adding Advanced Features to Your Buy Now Button](#)” on page 47
- “[Copying and Pasting the Buy Now Code](#)” on page 50

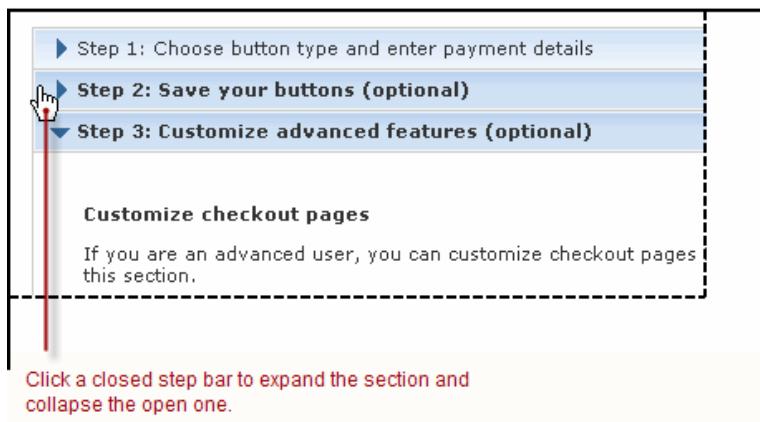
NOTE: If JavaScript is disabled in your browser, PayPal provides an alternative tool described in “[Creating Advanced Buy Now Buttons With JavaScript Disabled](#)” on page 52.

The Basic Steps for Using the Tool With Buy Now Buttons

The button creation tool for Buy Now buttons is a single webpage with three sections:

- **Step 1 – Choose button type and enter payment details** – This section lets you specify the details of your Buy Now button. You can specify product options that buyers can choose, and you can specify item-specific charges for shipping and tax.
- **Step 2 – Track inventory (optional)** – This section lets you control whether to save your button in your PayPal account. If you save your button, you can enter information that PayPal uses to track inventory on the item.
- **Step 3 – Customize advanced features (optional)** – This section lets you work with advanced features of Buy Now buttons, including letting buyers change item quantities. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard buttons, you can enter them here.

One section at a time is open for you to work with. To work with another section, click its step bar to expand it.



You can switch between the sections as often as you like, until you click the **Create Button** button at the bottom of the page. Then, PayPal generates the code for your button and displays it on the **You are viewing your button code** page. Copy the code and paste it onto your webpage, and your payment button is complete.

Saving Buy Now Buttons in Your PayPal Account

By default, the button creation tool saves payment buttons in your PayPal account. The tool saves your button and generates the code when you click the **Create Button**. You must copy and paste the generated code onto your webpages, whether or not you save your button at PayPal. The generated code is shorter for saved buttons, because PayPal keeps most of the information about your button in your account, instead of placing it in the code that you add to your website.

Saving your payment buttons in your PayPal account has these benefits:

- Your payment buttons are more secure, because the generated code that add to your website contains no information that can be tampered with to produce fraudulent payments.
- You can edit the details and options for your payment buttons in your PayPal account, without changing the button code that you added to your website.

NOTE: If you change product options, you must copy and paste the code newly generated by PayPal to replace the code that you pasted previously.

- You can track inventory.

Use the Step 2 section of the button creation tool to control whether your button is saved in your PayPal account. You can have a maximum of 1,000 saved buttons in your PayPal account.

Tracking Inventory

PayPal can track inventory for items that you sell with Buy Now buttons if you save them in your PayPal account. You can track inventory for the item itself or by its product options.

If you track inventory, PayPal helps you avoid oversold situations. PayPal sends you an alert by email when your inventory on hand falls to or below the alert level you specify. You have the option to let oversold transactions go through or to warn buyers and prevent them from buying more than your quantity on hand.

Use the Step 2 section of the button creation tool to specify the information that PayPal uses to track inventory.

Adding Advanced Features to Buy Now Buttons With HTML Variables

Some advanced features of payment buttons can be specified only with HTML variables. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard payment buttons, you can enter them in the button creation tool before the button code is generated.

Use the Step 3 section of the button creation tool to enter advanced HTML variables that you want to include in your payment button.

For more information, see [Step 6 of “Step 3 – Adding Advanced Features to Your Buy Now Button” on page 47](#).

Step 1 – Specifying Basic Features of Your Buy Now Button

To begin using the button creation tool for Buy Now buttons:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

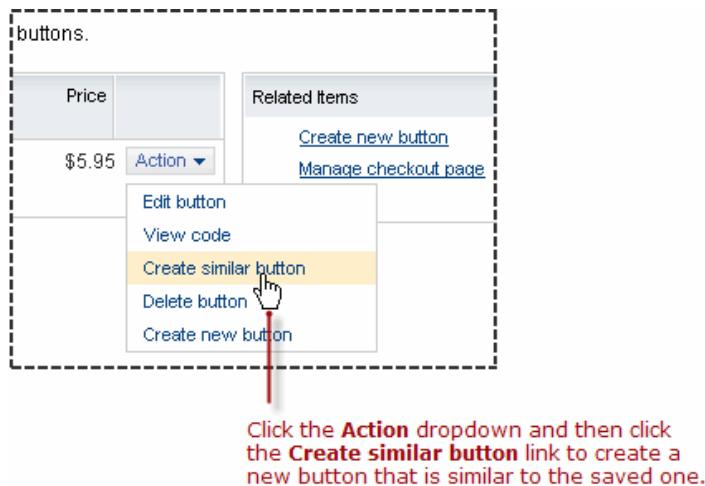
The **My Account Overview** page opens.

2. Click the **Profile** subtab.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, do one of the following:

- Click the **My Saved Buttons** link, and then click the **Create new button** link in the upper right of the page, if you previously saved payment buttons in your PayPal account. To create a new button that is similar to a button that you saved, find the saved button in the list. Then, click the **Action** dropdown menu at the right and click the **Create similar button** link.



- Click the **Create New Button** link, if you have no buttons saved in your PayPal account. The **Create PayPal payment button** page opens.
4. In the **Accept payments for** dropdown menu, select “Products” or “Services”.
 5. Select **the No; create a “Buy Now” button** radio button.
 6. Enter the payment details of your item.
 - **Item name** – Enter the name of the item or service that you wish to sell.
 - **Item ID** – (optional) Enter the inventory ID or tracking number of your item, if you assign such IDs to your products.
If you want to set up your item so that PayPal tracks inventory levels, enter a value that is unique among all the items that you sell and want PayPal to track. For more information, see “[Step 2 – Tracking Inventory With Your Buy Now Button](#)” on page 44.
 - **Price** – Enter the price of your item.
If you want to add product options with different prices for each option that buyers can select, do not enter a price here. For more information, see [Step 7](#) below.
 - **Currency** – Select the currency in which you priced the item; the dropdown menu automatically selects the currency of your primary balance.
If you want to customize the country and language of the button, make sure that you select an appropriate currency here. For more information, see [Step 8](#) below.
 7. Customize your button with product options (optional).

Do any of the following:

- **Add dropdown menu with price/option** – Select this checkbox to add a dropdown menu of product options, with a separate price for each option.
Enter a name for the dropdown menu, such as “Color”. For each menu option, enter a name, such as “Red”, “Blue”, or “Green”, and the price you want buyers to pay. Select the currency for your prices from the dropdown menu. You can add a maximum of 10 priced options to the menu.
Click the **Done** button to preview the effect in the **Buyer’s View** pane.
Click the **Edit** link to change the name and options of your dropdown menu. To remove an option, clear the menu option name and price, and then click the **Done** button.
Click the **Delete** link to remove the dropdown menu from your button.
- **Add dropdown menu without prices** – Select this checkbox to add a dropdown menu of product options, without separate prices.
Enter a name for the dropdown menu, such as “Size”. For each menu option, enter a name, such as “Small”, “Medium”, or “Large”.
Click the **Done** button to preview the effect in the **Buyer’s View** pane.
Click the **Edit** link to change the name and options of your dropdown menu. To remove an option, clear the menu option name and click the **Done** button.
Click the **Delete** link to remove the dropdown menu from your button.
Click the **Add another dropdown menu** link to open a set of fields for another dropdown menu of options without prices. You can add a maximum of 4 dropdown menus, with a maximum of 10 options per menu.
- **Add text field** – Select this checkbox to add a text box in which buyers can enter option information.
Enter a name for the text box, such as “Enter the text you want engraved”.
Click the **Done** button to preview the effect in the **Buyer’s View** pane.
Click the **Edit** link to change the name of the text field.
Click the **Delete** link to remove the text box from your button.
Click the **Add another text box** link to open a field for the name of another text box. You can add a maximum of 2 text boxes.
For more information, see “Offering Product Options With Buy Now Buttons” on page 36.

8. Customize the appearance and the language of your button (optional).

Click the **Customize appearance** link and select one of the following:

- **PayPal button** – Select this radio button to use a button image that is hosted by PayPal. You can configure the size of the button, whether the button displays payment card logos, and the country and language for the button text.
If you change the country, ensure the currency that you selected in Step 6 above is appropriate.
- **Use your own button** – Select this radio button to specify the URL of your own button image that is not hosted by PayPal. Use your own button image if the buttons hosted by PayPal do not fit the look of your website.
If your image is hosted securely, change the text box to begin with `https://`.

9. Add shipping charges and tax rates to your item (optional).

You can add shipping charges and tax rates for your item here. They override the tax and shipping rates that PayPal calculates automatically based on rates that you specify in your account profile.

- **Shipping** – Enter a specific amount to charge for shipping this item.

The currency for the amount is the same as the currency for the item. Enter zero (0.00) for items that do not incur shipping charges. The amount you enter here overrides the automatic calculation of shipping charges on the item.

NOTE: Before you can accept payments from Buy Now buttons with specific shipping costs entered here, you must enable the override of shipping methods in the Shipping Calculations section of your account profile. You can create your button successfully, but you cannot accept payments from your button until you enable shipping cost overrides. Ensure that you enable shipping cost overrides for all the shipping methods that you set up for your account. For more information, see “Automatic Calculation of Shipping Charges (U.S. Merchants Only)” on page 290 or “Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)” on page 304.

- **Tax** – Enter a percentage to calculate the tax on this item, regardless of quantity.

The currency for the calculated tax will be the same as the currency for the item. Enter zero (0.000) for non-taxable items to override automatic sales tax calculation on the item.

10. Choose between your merchant ID and your email address.

Select one of the following radio buttons to associate transactions from your button with your PayPal account.

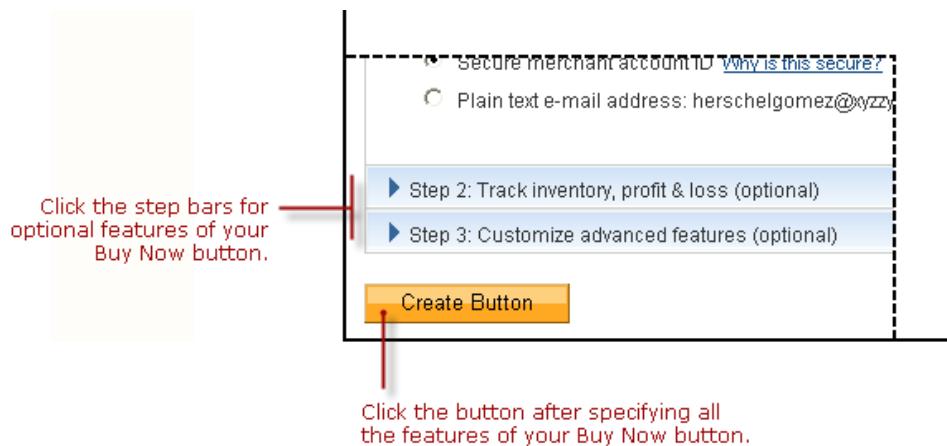
- **Secure merchant account ID** – Select this radio button to associate your button with your PayPal account by using your merchant ID. PayPal assigns a unique merchant ID to your account and includes it automatically in the code for your button.

Your merchant ID is a more secure way to associate your button with your account than using your email address. Only PayPal can match your merchant ID and PayPal account, and your PayPal email address is never exposed in the HTML button code of your webpages.

- **Plain text email** – Select this radio button to associate your button with your PayPal account by using your email address. Select from the email addresses in your PayPal account. For example, you might select the email address of the person in your organization who handles order fulfillment or accounting. All payments are deposited to your PayPal account balance, regardless of which email address receives payments from this button. Only confirmed email addresses can be used to receive payments.

IMPORTANT: Your email address is a less secure way to associate your button with your PayPal account than by using your merchant ID. Your email address is exposed on webpages wherever you paste the HTML code for your button.

11. Do one of the following:



- Click the **Create Button** button if you specified all the features for your button.
Follow the instructions for “[Copying and Pasting the Buy Now Code](#)” on page 50.
- Click the **Step 2** bar if you want PayPal to track inventory levels for your item or if you do not want to save your button in your PayPal account.
Follow the instructions for “[Step 2 – Tracking Inventory With Your Buy Now Button](#)” on page 44.
- Click the **Step 3** bar if you want to specify advanced features for your button, such as prompting buyers for item quantities.
Follow the instructions for “[Step 3 – Adding Advanced Features to Your Buy Now Button](#)” on page 47.

Step 2 – Tracking Inventory With Your Buy Now Button

Use the **Step 2** section of the button creation tool to control whether to save the important details your button in your PayPal account and to provide inventory tracking information for your item.

For more information, see “[Tracking Inventory](#)” on page 39.

1. Select the **Save button at PayPal** checkbox to save your button in your PayPal account and to enable your ability to track inventory for your item.
2. Select the **Track inventory** checkbox to enable entering information that PayPal uses to track inventory for your item. Then, do one of the following:
 - **By Item** – Select this radio button if you want to track inventory regardless of product options selected by buyers.
Enter the quantity that you currently have in stock and an alert level. PayPal sends you an alert by email when your inventory on hand falls to or below the alert level.
 - **By Option** – Select this radio button if want to track inventory by product options that you specified during [Step 7](#) of “[Step 1 – Specifying Basic Features of Your Buy Now](#)

[Button](#)” on page 40. If you set up product options with prices, the radio button is selected automatically.

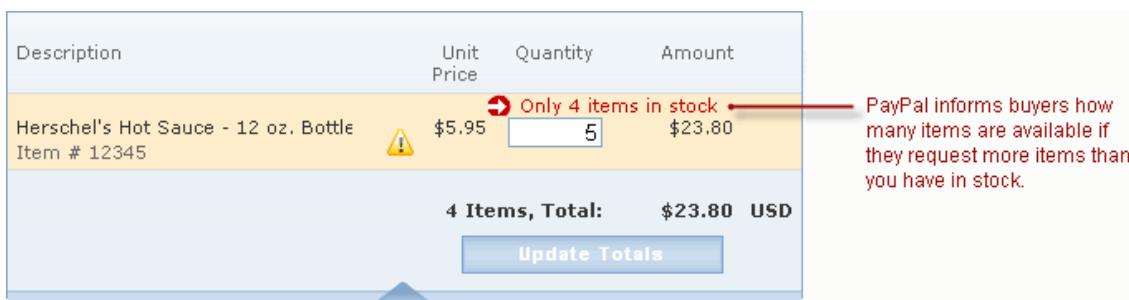
For each option listed, enter a unique item ID, the quantity that you currently have in stock, and an alert level. PayPal sends you an alert by email when your inventory on hand for any option falls to or below its alert level.

Under the **Can customers buy an item when it is sold out?** heading, do one of the following:

- **Yes** – Select this radio button to let buyers checkout and authorize their payments, even when inventory tracking shows that your item would become oversold. Buyers are not informed of oversold or out-of-stock situations nor that their items will be on back order after they complete their transactions.
- **No** – Select this radio button to prevent buyers from checking out and authorizing their payments when inventory tracking shows that your item would become oversold. In the text box, enter the URL of a page on your website where you want PayPal to send buyers

of out of stock items. When PayPal detects an oversold situation, PayPal lets buyers know that the item is out of stock.

If there are some items in stock, but not enough to fulfill a buyer's request, PayPal proposes the amount currently available.



The screenshot shows a shopping cart with one item: "Herschel's Hot Sauce - 12 oz. Bottle". The item details are:

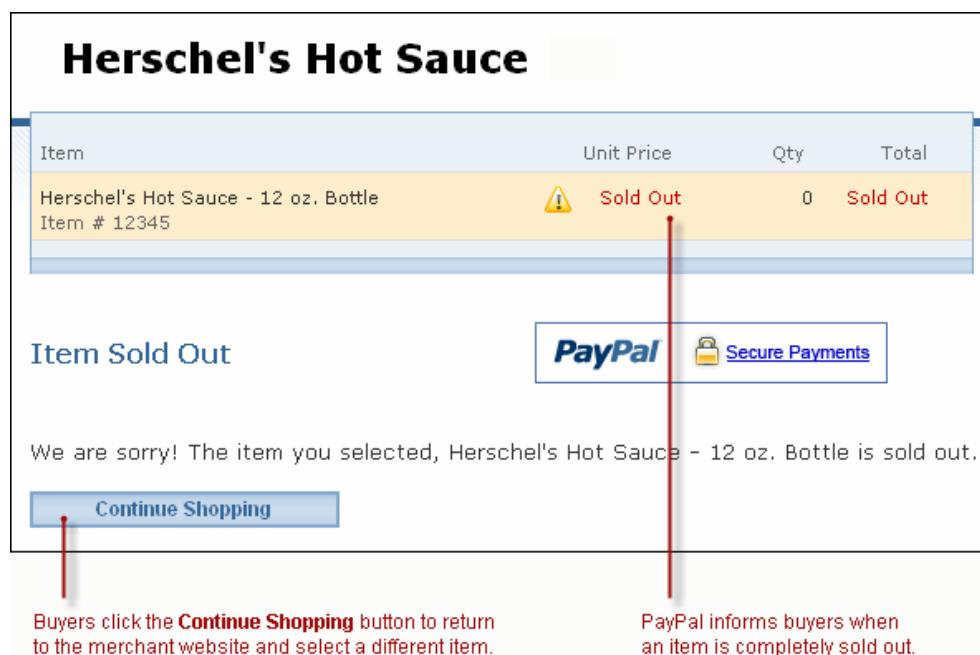
Description	Unit Price	Quantity	Amount
Herschel's Hot Sauce - 12 oz. Bottle Item # 12345	\$5.95	5	\$23.80

A red arrow points from the text "Only 4 items in stock" to the quantity input field. A red callout box states: "PayPal informs buyers how many items are available if they request more items than you have in stock."

Below the table, it says "4 Items, Total: \$23.80 USD" and there is a blue "Update Totals" button.

Buyers can adjust their request to match the quantity on hand. Otherwise, they cannot check out.

If there are no items in stock, PayPal lets buyers know that the item is completely sold out.



Herschel's Hot Sauce

Item	Unit Price	Qty	Total
Herschel's Hot Sauce - 12 oz. Bottle Item # 12345	!	Sold Out	0 Sold Out

Item Sold Out

We are sorry! The item you selected, Herschel's Hot Sauce - 12 oz. Bottle is sold out.

Continue Shopping

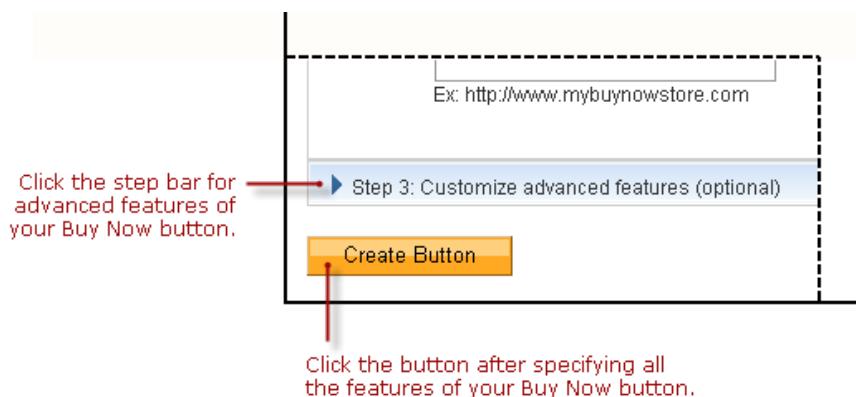
Buyers click the **Continue Shopping** button to return to the merchant website and select a different item.

PayPal informs buyers when an item is completely sold out.

Buyers click the **Continue Shopping** button to return to the webpage at the URL that you specified.

."No" is the default choice for this feature.

3. Do one of the following:



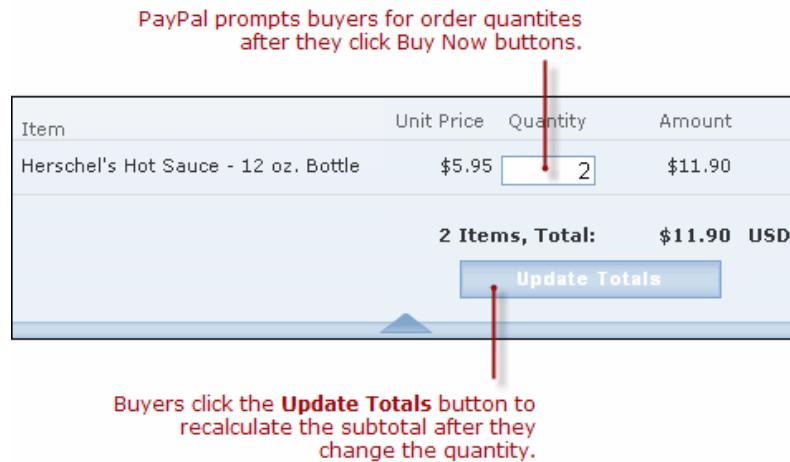
- Click the **Create Button** button if you specified all the features for your button.
Follow the instructions for “[Copying and Pasting the Buy Now Code](#)” on page 50.
- Click the **Step 3** bar if you want to specify advanced features for your button, such as prompting buyers for item quantities.
Follow the instructions for “[Step 3 – Adding Advanced Features to Your Buy Now Button](#)” on page 47.
- Scroll to the top of the page and click the **Step 1** bar if you want to adjust the basic features of your button.
Follow the instructions for “[Step 1 – Specifying Basic Features of Your Buy Now Button](#)” on page 40, beginning with **Step 6**.

Step 3 – Adding Advanced Features to Your Buy Now Button

Use the **Step 3** section of the button creation tool to specify advanced features of your button.

1. Do you want to let buyers change order quantities (optional)?

- **Yes** – Select this radio button to prompt buyers for item quantities. PayPal prompts buyers for quantities after they click your Buy Now button.



Use this feature cautiously, because buyers could specify quantities greater than you could fulfill.

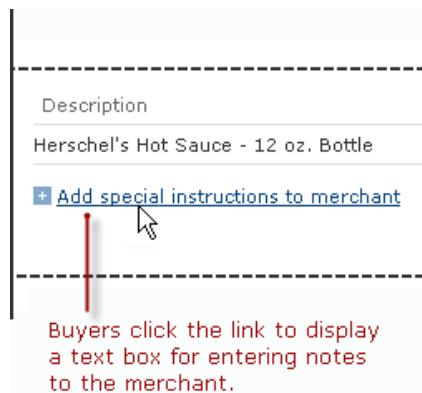
If you save your button in your PayPal account and you set up inventory tracking for your item in “[Step 2 – Tracking Inventory With Your Buy Now Button](#)” on page 44, PayPal can help prevent buyers from purchasing more items than you can fulfill.

- **No** – Select this radio button to let buyers purchase only one item at a time. “No” is the default choice for this advanced feature.

2. Can your buyers add special instructions in a message to you (optional)?

- **Yes** – Select this radio button to let buyers add special instructions to you during checkout. In the **Name of message box** text box, enter the text that you want displayed

for the text box in which buyers enter their special instructions; the default value is “Add special instructions to merchant”.



“Yes” is the default choice for this feature.

- **No** – Select this radio button if you do not want a text box for special instructions.
3. Do you need your buyers’ shipping addresses (optional)?
- **Yes** – Select this radio button to prompt buyers to select or enter shipping addresses during checkout.
“Yes” is the default choice for this feature.
 - **No** – Select this radio button if you do not want to prompt buyers for shipping addresses. Select this option for items that do not require shipping, such as digital goods that buyers download, or if the item is a service that does not require on-site delivery.

4. Take buyers to a specific webpage (URL) after checkout cancellation (optional)?

Select the checkbox and enter a URL in the text box if you have a special page on your website where you want buyers to return if they cancel their checkouts before completing their transactions.

5. Take buyers to a specific webpage (URL) after successful checkout (optional)?

Select the checkbox and enter a URL in the text box if you have a special page on your website where you want buyers to return after they complete their checkouts successfully.

NOTE: If you have a special webpage for buyers who return to your website after checking out successfully, consider implementing Payment Data Transfer so that you can display information about the completed transactions. For more information, see the [Order Management Integration Guide](#).

6. Add advanced variables to the HTML code of your payment button (optional).

If you are familiar with the HTML programming and the advanced HTML variables supported by Website Payments Standard payment buttons, you can enter them here. Select the checkbox, and then enter the variables in the text box below it.

Enter any advanced HTML variables in the following, name/value-pair format:
`variableName=allowableValue`

For example, if you want to handle purchases as orders rather than as final sales, use the HTML variable `paymentaction` with the value `order`. If you were to include the variable in HTML code that you write manually, you would use the standard HTML format:

```
<input type="hidden" name="paymentaction" value="order">
```

Enter the variables in the text box using the shortened, name/value-pair format, instead:
`paymentaction=order`

Do not enclose values in quotes, even if values contain spaces. PayPal surrounds the value from the equal sign (=) to the end of the line with quotes in the generated HTML code.

For more information, see [Chapter 11, “HTML Form Basics for Website Payments Standard.”](#)

7. Do one of the following:

- Click the **Create Button** button if you specified all the features for your button.
Follow the instructions for [“Copying and Pasting the Buy Now Code” on page 50](#).
- Scroll to the top of the page and click the **Step 1** bar if you want to adjust the basic features of your button.
Follow the instructions for [“Step 1 – Specifying Basic Features of Your Buy Now Button” on page 40](#), beginning with **Step 6**.
- Scroll to the top of the page and click the **Step 2** bar if you want to adjust information that PayPal uses to track inventory levels or if you do not want to save your button in your PayPal account.
Follow the instructions for [“Step 2 – Tracking Inventory With Your Buy Now Button” on page 44](#).

Copying and Pasting the Buy Now Code

After you click the **Create Button** button, PayPal displays the **You are viewing your button code** page. The page contains tabs with Buy Now code for specific situations:

- **Website** – Copy and paste the HTML button code on this tab onto the pages of your website.
- **Email** – Copy and paste the URL email payment link code on this tab into email templates and messages, or paste it onto webpages if your hosting provider does not allow you to paste HTML code.

Regardless of saving your buttons in your PayPal account, you must copy and paste the code that PayPal generates onto your own webpages and into email templates and messages.

Copying and Pasting the HTML Code for the Buy Now Button. The **Website** tab on the **You are viewing your button code** page contains the generated HTML code for your Buy Now payment button.

If in “[Step 2 – Tracking Inventory With Your Buy Now Button](#)” on page 44 you specified that you do not want to save your button in your Paypal account, PayPal protects the generated HTML button code with encryption. Protected HTML code helps secure your buttons against malicious tampering and fraudulent payments.

You can expose the code of your payment button by clicking the **Remove code protection** link at the upper right of text box. For example, you might remove protection so that you can edit the code later to change the item price. If you remove code protection, you must use other methods that PayPal recommends to secure your payment button. Click the **Protect code** link to restore the button protection that you removed.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payment Standard buttons. For more information, [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the HTML code for your Buy Now payment button:

1. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Copying and Pasting the Code for the Buy Now Email Payment Link. The **Email** tab on the **You are viewing your button code** page contains the generated URL code for your Buy Now email payment link.

NOTE: PayPal cannot protect the URL code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the URL code for your Buy Now email payment link:

1. Click the **Select Code** button on the **Email** tab to select all of the generated URL code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. Open the email template or message that you want to send.
4. Paste the text that you copied from the clipboard into your email, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Creating Advanced Buy Now Buttons With JavaScript Disabled

The button creation tool for Buy Now buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

Read the following topics to learn how to create Buy Now buttons with JavaScript disabled.

- “The Pages in the Button Creation Tool for Buy Now Buttons” on page 52
- “Page 1 – Specifying the Basic Features of the Buy Now Button” on page 52
- “Page 2 – Specifying Advanced Features of Your Buy Now Button” on page 56
- “Copying and Pasting the Buy Now Code With JavaScript Disabled” on page 59

NOTE: The alternative tool lets you create Buy Now buttons on the PayPal website, but it does not allow you to save your buttons in your PayPal account.

The Pages in the Button Creation Tool for Buy Now Buttons

The button creation tool for Buy Now buttons with JavaScript disabled has three pages:

- **Buy Now buttons** – the initial page to specify the required and most often used optional features
- **Buy Now buttons – Page 2** – an optional page to specify additional, advanced features
- **Add a Buy Now button to your website** – the final page that has the generated code for your payment button

You can switch between the first and second pages until you click the **Create Button Now** button to display the third page that has the generated code.

Page 1 – Specifying the Basic Features of the Buy Now Button

To create code for a Buy Now button or email payment link by using a tool on the PayPal website with JavaScript disabled:

1. Log in to your PayPal account at <https://www.paypal.com>.

2. Click the **Edit Profile** link.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **Create New Button** link.

The **Create PayPal payment button** page opens.

4. Under the **Create button without JavaScript enabled** heading, click the **Buy Now** link.



The **Buy Now buttons** page opens.

5. Enter the details of your item.

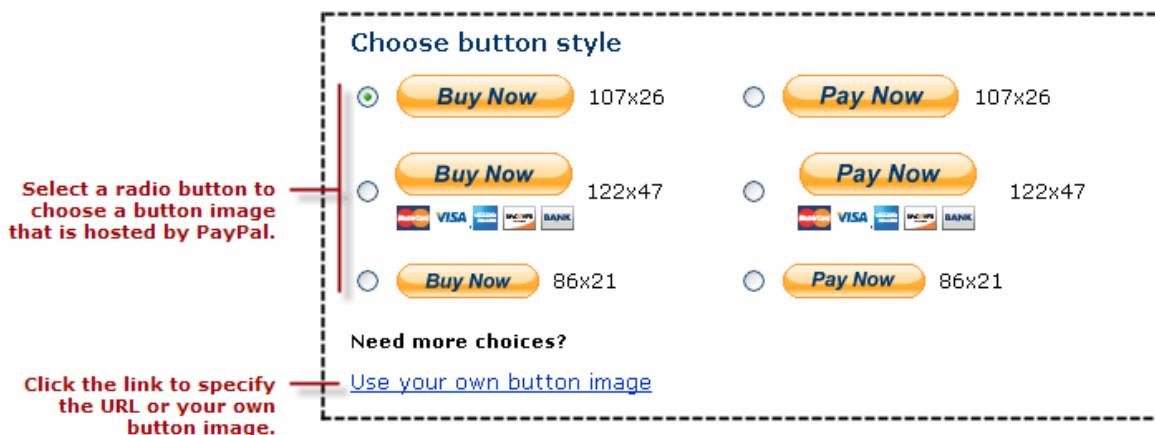
- **Item name/service** – (optional) Enter the name of the item or service that you wish to sell. If you do not enter anything in this field, buyers can fill it in at the time of purchase. PayPal recommends entering an item name to make it easier for you to ship the order.
- **Item ID/number** – (optional) Enter the inventory ID or tracking number of your item. The value that you enter is displayed to buyers at the time of payment, and it is displayed in the transaction details that both by merchants and buyers can view on the PayPal website.
- **Price** – (optional) Enter a fixed price for your item. If you leave the field blank, buyers “name their own price” after they click the Buy Now button.

IMPORTANT: PayPal recommends that you enter a price so that you collect an appropriate amount for the item.

- **Currency** – From the dropdown menu, select the currency in which you priced the item or in which you want the prices that buyers name to be denominated. The dropdown menu automatically selects the currency of your primary balance.
- **Buyer's default country** – From the dropdown menu, select a country for the PayPal log-in or sign-up page that buyers see when they click the button. The content on the page will be appropriate for the country you select. Buyers can change the country that you select, after the log-in or sign-up page appears.

6. Choose a button style for your Buy Now button.

Select the radio button next to the image that you want to use, if you are going to be accepting payments from your website instead of using an email payment link. Button images that read “Pay Now” are suitable if you accept payments for single services instead of single goods. The image that you select is hosted by PayPal.



To display your own image that is hosted on your website:

- Click the **Use your own button image** link.
- An additional radio button and text box appear.
- In the **Button Image URL** text box, enter the URL of your button image.
- If your image is hosted securely, change the entry to begin with `https://`.

Use your own button image if the buttons hosted by PayPal do not fit the look of your website.

7. Specify whether to use button encryption.

- Select the **Yes** radio button to encrypt the generated code for the payment button.
- **or**
- Select the **No** radio button to leave the generated code for the payment button and the email payment link as clear text.

PayPal highly recommends that you use button encryption to protect the HTML code of your payment button. Encryption protects payment details from fraudulent alteration by third parties, thus increasing the security of the payments you accept. However, consider the limitations that encryption imposes:

- Encrypted HTML code does not support option fields, which you can specify on the **Buy Now buttons – Page 2** page.
- Select the **No** radio button if you want to add option fields to your Buy Now button.
- Encrypted HTML code cannot be edited.
- Select the **No** radio button if you want to edit the HTML code for your button after the code is generated.

- Encrypted HTML code cannot be used for email payment links.
Select the **No** radio button if you want to create an email payment link instead of or in addition to your button.

If you select the **No** radio button for any reason, use an alternative strategy described in [Chapter 6, “Securing Your Website Payments Standard Buttons”](#) to secure the payments you receive from the payment button or the email payment link.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payment Standard buttons.

8. Specify a shipping method option.

- Select the **Use my shipping calculations** radio button if you set up shipping rates for your account and you want the shipping charges for the item to be calculated automatically.
– **or** –
- Select the **Use a flat rate amount** radio button if you have not set up shipping rates for your account or you want to exclude the item from automatic calculation of shipping charges.

In the text box, enter a fixed amount that will be added to the shipping charges for purchases that include the item. Enter zero (0.00) for items that do not incur shipping charges. The currency for the amount that you enter is the same as the currency for the item.

For more information, see [“Automatic Calculation of Shipping Charges \(U.S. Merchants Only\)” on page 290](#) or [“Automatic Calculation of Shipping Charges \(non-U.S. Merchants Only\)” on page 304](#).

9. Specify a sales tax option.

- Select the **Use my sales tax calculations** radio button if you set up tax rates for your account and you want taxes on the item to be calculated automatically.
– **or** –
- Select the **Use a flat rate amount** radio button if you have not set up sales tax calculations for your account or you want to exclude the item from automatic calculation of taxes.

In the text box, enter a fixed amount that will be added to the taxes for purchases that include the item. Enter zero (0.00) for non-taxable items. The currency for the amount that you enter is the same as the currency for the item.

IMPORTANT: If you specify that buyers can purchase quantities of your item, in [Step 4](#) of [“Select your quantity and shipping preferences.” on page 58](#), do not specify a flat rate amount for sales tax. PayPal applies the flat rate amount as the tax for the item, regardless of the quantity that the buyer selects.

For more information, see [“Automatic Calculation of Sales Tax” on page 285](#).

10. If you have additional details to specify for your button, such as option fields or a custom payment page style that has your own logo and colors, click the **Add More Options** button

and follow the instructions for “[Page 2 – Specifying Advanced Features of Your Buy Now Button](#)” on page 56.

– or –

If you entered all the basic and advanced features for your button, go to “[Copying and Pasting the Buy Now Code With JavaScript Disabled](#)” on page 59.

Page 2 – Specifying Advanced Features of Your Buy Now Button

Use the **Buy Now buttons – Page 2** page to specify advanced features of your button with JavaScript disabled.

1. Add option fields to your button.

Option fields lets buyers select or specify options when they purchase the item, such as color or size. Options must not change the price of the item.

Buy Now buttons can have one or two option fields. You can use a dropdown menu, with choices that you specify, or a text box, in which buyers type their option choice.

- **Option Field Type** – Select either “drop-down menu” or “text box” as the type of option field.
- **Option Name** – Enter the name of your option, for example, “Size” or “Color”. Enter no more than 60 characters.
- **Drop-Down Menu Choices** – (if applicable) If you selected “drop-down menu” as the type of option field, enter the menu choices. Choices cannot exceed 30 characters. Use a carriage return (press **ENTER**) to separate choices. Enter no more than 10 choices.

IMPORTANT: Option fields cannot be used if you are creating an email payment link. To include Buy Now links in email messages for items with options, either send HTML emails with links to Buy Now buttons on your website that have option fields, or ask buyers to enter the option information in the **Note** field.

2. Customize your payment pages.

Use these settings to give donors a visually seamless payment experience by customizing the PayPal payment pages to match the visual style of your website.

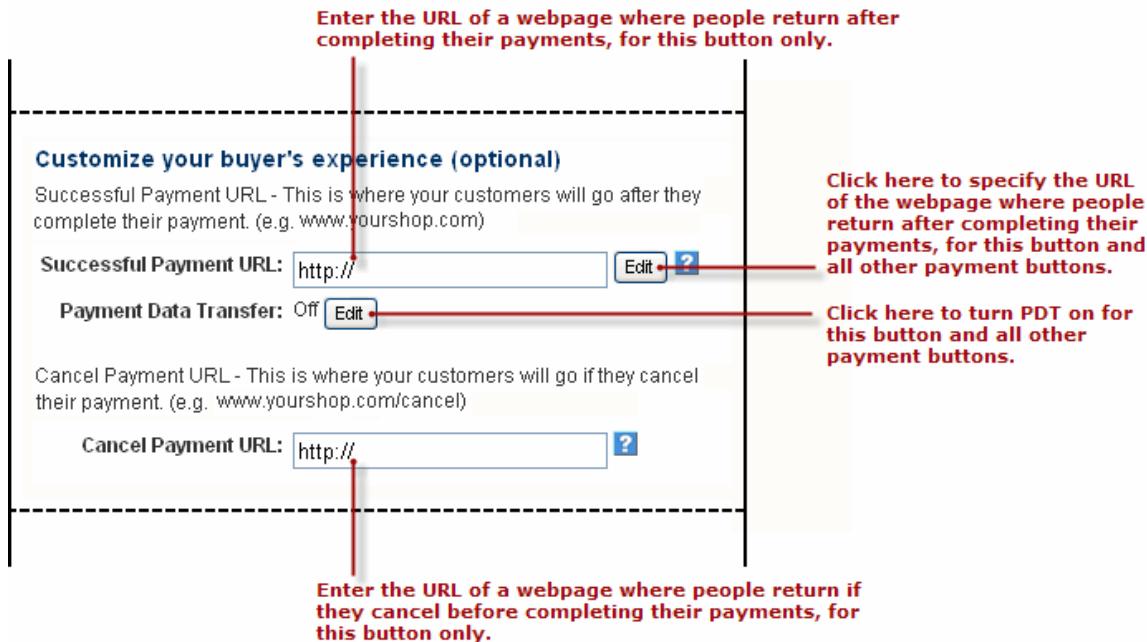
- **Primary Page Style** – (display only) The payment pages that your donors see are displayed with the page style that is specified here, unless you select a different custom payment page style below.
- **Custom Payment Page Style** – (optional) If you already added Custom Payment Page Styles in your account profile, they are listed here. Choose the page style that you would like to appear when buyers click your Buy Now button.

To learn more about creating page styles, see “[Co-Branding the PayPal Checkout Pages](#)” on page 267.

- **Preview** – Click the **Preview** button to see a mock-up of the payment page style that donors see when they click your Buy Now button.

3. Customize your buyer's experience.

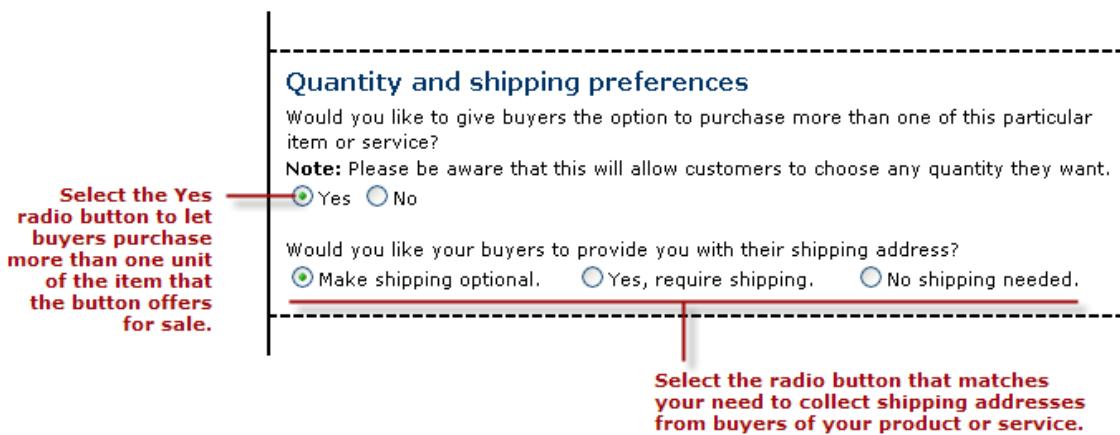
Use these settings to give buyers a payment experience that is easy to navigate.



- **Successful Payment URL** – (optional) Do one of the following:
Enter the URL of a page on your website that you want buyers redirected to after they complete their payments. The URL that you enter is used by this payment button only.
Click the **Edit** button to change the return URL that this button and all your other payment buttons use to redirect buyers to your website after they complete their payments. For more information, see “[Auto Return](#)” on page 271.
- **Payment Data Transfer** – Click the **Edit** button to turn Payment Data Transfer on or off for all your payment buttons.
For more information about Payment Data Transfer, see the [Order Management Integration Guide](#).
- **Cancel Payment URL** – (optional) Enter the URL for the page on your website that you want buyers redirected to if they cancel their payments at any point before completing the checkout. If you do not enter a URL, buyers who cancel are taken to a PayPal webpage. The URL that you enter is used by this payment button only.

4. Select your quantity and shipping preferences.

Use these settings to control how many units of the item you want to let buyers purchase and how you collect their shipping addresses.



- Select the **Yes** radio button to let buyers purchase more than one unit of the item or service when they click the Buy Now button that you are creating.

IMPORTANT: If you allow buyers to purchase more than one unit of your item, do not specify a flat rate amount as your tax option in [Step 9 of “Page 1 – Specifying the Basic Features of the Buy Now Button” on page 52.](#) PayPal applies the flat rate amount as the tax for the item, regardless of the quantity that the buyer selects.

If you leave the **No** radio button selected, buyers can purchase only a single unit of the item when they click the Buy Now button.

- Select the radio button that matches your need to collect shipping addresses from buyers:
- Make shipping optional** – Select this radio button if you want to prompt buyers to enter their shipping addresses as an option.

– or –

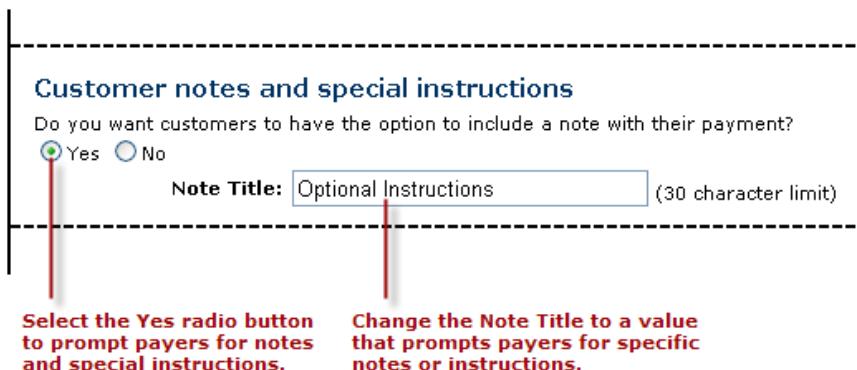
Yes, require shipping – Select this radio button if you want to require buyers to enter their shipping addresses.

– or –

No shipping needed – Select this radio button if the product does not require shipping, such as a digital good that buyers download, or if the item is a service that does not require on-site delivery.

5. Collect customer notes and special instructions from buyers.

Use these settings to prompt buyers to enter notes or special handling instructions.



- Select the **Yes** radio button if you want buyers to enter notes to you when they make their payments. If you leave the **No** radio button selected, buyers cannot include notes.
- **Note Title** – If you selected the **Yes** radio button, change the default value for the field label to prompt buyers for specific information, such as their customer IDs or special handling instructions. Enter no more than 30 characters.

6. Select an email address to receive payment.

(optional) In the **Email Address** dropdown menu, select the email address through which you want to receive payments when people click the payment button that you are creating. The dropdown menu selects your primary email address by default. You might select the email address of the person in your organization who handles order fulfillment or accounting. All payments are deposited to your PayPal account balance, regardless of which email addresses receive particular payments. Only confirmed email addresses can be used to receive payments.

7. If you want to change any of the details that you entered on the previous page, click the **Edit** button and follow the instructions for “[Page 1 – Specifying the Basic Features of the Buy Now Button](#)” on page 52, beginning with Step 5.

– or –

If you have entered all the details and options for your button, go to “[Copying and Pasting the Buy Now Code With JavaScript Disabled](#)” on page 59.

Copying and Pasting the Buy Now Code With JavaScript Disabled

After you enter the basic and advanced features that you want for your Buy Now button, click the **Create Button Now** button. PayPal generates Buy Now code for:

- a payment button, which you can paste onto your website
- an email payment link, which you can paste into email

The **Add a Buy Now button to your website** page displays the generated code.

Copying and Pasting the HTML Code for the Buy Now Button With JavaScript Disabled.

To copy and paste the HTML code for the Buy Now payment button:

1. Click the **HTML code for Websites** text box to select all of the generated HTML code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. In your web editing tool, open the webpage where you want the button to be seen.
4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Copying and Pasting the Code for the Buy Now Email Payment Link With JavaScript Disabled.

PayPal does not generate code for email payment links if you select the **Yes** radio button in the **Button Encryption** section on the first page of the button creation tool. To turn button encryption off, return to the first page and click the **No** radio button in the **Button Encryption** section. Then click the **Create Button Now** button again.

NOTE: You cannot use Encrypted Website Payments to encrypt the code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the code for the Buy Now email payment link:

1. Click the **Link for Emails** text box to select all of the generated URL code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. Open the email template or message that you want to send.
4. Paste the text that you copied from the clipboard into your email, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Creating More Buy Now Buttons With JavaScript Disabled. After you copy and paste the Buy Now code, you can create another Buy Now button for a different item. Scroll to the

bottom of the **Add a Buy Now button to your website** page and click the **Create Another Button** button. Then follow the instructions for “[Page 1 – Specifying the Basic Features of the Buy Now Button](#)” on page 52, beginning with **Step 5**. The pages of the button creation tool retain the options that you previously specified.

Avoiding Problems With Pasted HTML Code

After you paste the code onto your webpage or into your email, ensure that it matches exactly the code that you copied from PayPal. Pasted code may not match the generated code for the following reasons:

- You did not copy all of the generated code.
- Your editing tool may have special areas for pasting HTML code and other areas for pasting URLs and display text. Be sure you paste the generated code into a field that accepts HTML code or URLs.
- Your editing tool might change some characters in the pasted code.

Sample HTML Code for Buy Now Buttons

The sample HTML code in this section demonstrates various features of Buy Now buttons:

- “[Sample HTML Code for a Basic Buy Now Button](#)” on page 61
- “[Sample HTML Code for Buy Now Buttons With Product Options](#)” on page 62
- “[Sample HTML Code for a Buy Now Button that Prompts for Quantities](#)” on page 66

To protect against malicious users tampering with the HTML code for your Buy Now buttons and submitting fraudulent contributions, see [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

IMPORTANT: Organizations with significant payment volume are required to take precautions on securing Website Payment Standard buttons.

Sample HTML Code for a Basic Buy Now Button

The sample HTML code below illustrates a basic Buy Now button with these features:

- An item named “Hot Sauce–12 oz. Bottle”.
- An item price of \$5.95 USD.
- PayPal calculates tax and shipping based on rates that you set up in your PayPal account.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">  
  
    <!-- Identify your business so that you can collect the payments. -->  
    <input type="hidden" name="business" value="herschelgomez@xyzzyu.com">
```

```

<!-- Specify a Buy Now button. -->
<input type="hidden" name="cmd" value="_xclickitem_name" value="Hot Sauce-12 oz. Bottle">
<input type="hidden" name="amount" value="5.95">
<input type="hidden" name="currency_code" value="USD">

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
       src="https://www.paypal.com/en_US/i/btn/btn_buynow_LG.gif"
       alt="PayPal - The safer, easier way to pay online">

</form>

```

Sample HTML Code for Buy Now Buttons With Product Options

When you add production options to your Buy Now buttons with HTML code that you write yourself, you can have a maximum of ten product options, each with their own sets of choices. The options can be either dropdown menus or text boxes. Only one of the dropdown menu options can have options with prices.

Read the following topics for sample code that illustrates various ways to add product options to Buy Now buttons.

- “[Sample Code for a Buy Now Button With Product Options](#)” on page 62
- “[Sample Code for a Buy Now Button With Product Options With Prices](#)” on page 63
- “[Sample Code for a Buy Now Button With Product Options as a Text Box](#)” on page 65

For more information, see “[Offering Product Options With Buy Now Buttons](#)” on page 36.

Sample Code for a Buy Now Button With Product Options

The sample code below illustrates a basic Buy Now button with a dropdown menu of product options.

```

<form action="https://www.paypal.com/cgi-bin/webscr"
      method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="herschelgomez@xyzzyu.com">

    <!-- Specify a Buy Now button. -->
    <input type="hidden" name="cmd" value="_xclickitem_name" value="Hot Sauce-12 oz. Bottle">
    <input type="hidden" name="amount" value="5.95">
    <input type="hidden" name="currency_code" value="USD">

```

```

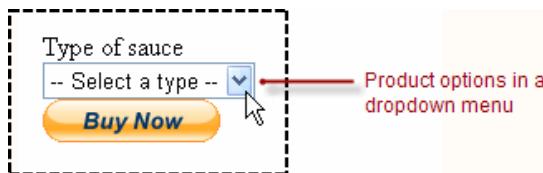
<!-- Provide a dropdown menu option field. -->
<input type="hidden" name="on0" value="Type" > Type of sauce <br />
    <select name="os0">
        <option value="Select a type">-- Select a type --</option>
        <option value="Red">Red sauce</option>
        <option value="Green">Green sauce</option>
    </select> <br />

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
    src="https://www.paypal.com/en_US/i/btn/btn_buynow_LG.gif"
    alt="PayPal - The safer, easier way to pay online">

</form>

```

The sample code above produces the following result on your webpage:



Paste the code onto your webpage below an image or a text description of the item.

Sample Code for a Buy Now Button With Product Options With Prices

The sample code below illustrates a basic Buy Now button with a dropdown menu of product options that have separate prices for each option. Only one of the dropdown menus in the set product options that your Buy Now button offers can have prices.

Product options with prices specify the prices in two places:

- The dropdown menu displays the prices for each option – buyers see the prices they pay for each option.
- A list of hidden HTML variables repeats the prices for each option – PayPal uses these prices to charge buyers for the options they choose.

Dropdown menus with option prices use the following variables:

- **currency_code** – sets the currency for option prices
- **item_index** – identifies which dropdown menu of product option has prices
- **option_select*** and **option_amount*** – repeats the prices for each option

NOTE: You cannot specify item IDs for production options with prices to have PayPal track inventory for your item. PayPal can track inventory by product option only for buttons that you save in your PayPal account.

```

<form action="https://www.paypal.com/cgi-bin/webscr"
    method="post">

    <!-- Identify your business so that you can collect the payments. -->

```

Single-Item Payments – Buy Now Buttons

Sample HTML Code for Buy Now Buttons

```

<input type="hidden" name="business" value="herschelgomez@xyzzyu.com">

<!-- Specify a Buy Now button. -->
<input type="hidden" name="cmd" value="_xclick">

<!-- Specify details about the item that buyers will purchase. -->
<input type="hidden" name="item_name" value="Hot Sauce">
<input type="hidden" name="currency_code" value="USD">

<!-- Provide a dropdown menu option field. -->
<input type="hidden" name="on0" value="Type">Type of sauce <br />
<select name="os0">
    <option value="Select a type">-- Select a type --</option>
    <option value="Red">Red sauce</option>
    <option value="Green">Green sauce</option>
</select> <br />

<!-- Provide a dropdown menu option field with prices. -->
<input type="hidden" name="on1" value="Size">Size <br />
<select name="os1">
    <option value="06oz">6 oz. bottle - $5.95 USD</option>
    <option value="12oz">12 oz. bottle - $9.95 USD</option>
    <option value="36oz">3 12 oz. bottles - $19.95 USD</option>
</select> <br />

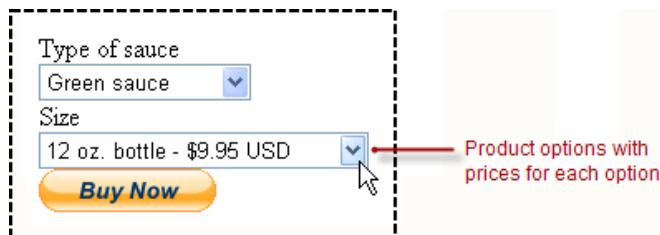
<!-- Specify the price that PayPal uses for each option. -->
<input type="hidden" name="option_index" value="1">
<input type="hidden" name="option_select0" value="06oz">
<input type="hidden" name="option_amount0" value="5.95">
<input type="hidden" name="option_select1" value="12oz">
<input type="hidden" name="option_amount1" value="9.95">
<input type="hidden" name="option_select2" value="36oz">
<input type="hidden" name="option_amount2" value="19.95">

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
       src="https://www.paypal.com/en_US/i/btn/btn_buynow_LG.gif"
       alt="PayPal - The safer, easier way to pay online">

</form>

```

The sample code above produces the following result on your webpage:



Paste the code onto your webpage below an image or a text description of the item.

Sample Code for a Buy Now Button With Product Options as a Text Box

The sample code below illustrates a basic Buy Now button with a text box for entering product options.

```
<form action="https://www.paypal.com/cgi-bin/webscr"
      method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="herschelgomez@xyzzyu.com">

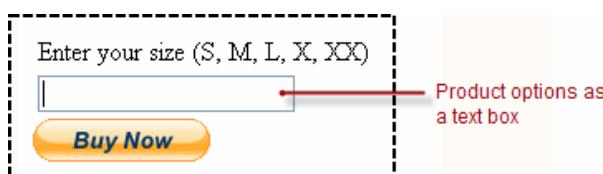
    <!-- Specify a Buy Now button. -->
    <input type="hidden" name="cmd" value="_xclick">

    <!-- Specify details about the item that buyers will purchase. -->
    <input type="hidden" name="item_name" value="Hot Sauce-12 oz. Bottle">
    <input type="hidden" name="amount" value="5.95">
    <input type="hidden" name="currency_code" value="USD">

    <!-- Provide the buyer with a text box option field. -->
    <input type="hidden" name="on0"
          value="Size">Enter your size (S, M, L, X, XX) <br />
    <input type="text" name="os0" maxlength="60"> <br />

    <!-- Display the payment button. -->
    <input type="image" name="submit" border="0"
          src="https://www.paypal.com/en_US/i/btn/btn_buynow_LG.gif"
          alt="PayPal - The safer, easier way to pay online">
    
</form>
```

The sample code above produces the following result on your webpage:



Single-Item Payments – Buy Now Buttons

Sample HTML Code for Buy Now Buttons

Paste the code onto your webpage below an image or a text description of the item.

Sample HTML Code for a Buy Now Button that Prompts for Quantities

The sample HTML code below illustrates a basic Buy Now button that prompts buyers to specify item quantities. Use this feature cautiously, because buyers could specify quantities greater than you could fulfill.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="herschelgomez@xyzzyu.com">

    <!-- Specify a Buy Now button. -->
    <input type="hidden" name="cmd" value="_xclick">

    <!-- Specify details about the item that buyers will purchase. -->
    <input type="hidden" name="item_name" value="Hot Sauce-12 oz. Bottle">
    <input type="hidden" name="amount" value="5.95">
    <input type="hidden" name="currency_code" value="USD">

    <!-- Prompt buyers to enter their desired quantities. -->
    <input type="hidden" name="undefined_quantity" value="1">

    <!-- Display the payment button. -->
    <input type="image" name="submit" border="0"
        src="https://www.paypal.com/en_US/i/btn/btn_buynow_LG.gif"
        alt="PayPal - The safer, easier way to pay online">
    
</form>
```

The sample code above produces the following result during checkout.

PayPal prompts buyers for order quantities after they click Buy Now buttons.

Item	Unit Price	Quantity	Amount
Herschel's Hot Sauce - 12 oz. Bottle	\$5.95	<input type="text" value="2"/>	\$11.90
2 Items, Total: \$11.90 USD <input type="button" value="Update Totals"/>			

Buyers click the **Update Totals** button to recalculate the subtotal after they change the quantity.

Use this feature cautiously, because buyers could specify quantities greater than you could fulfill.

If you save your button in your PayPal account and you set up inventory tracking for your item in “[Step 2 – Tracking Inventory With Your Buy Now Button](#)” on page 44, PayPal can help prevent buyers from purchasing more items than you can fulfill.

For more information, see “[Prompting for Item Quantities With Buy Now Buttons](#)” on page 37.

Sample URL Code for a Buy Now Email Payment Link

You can write your own URL code for Buy Now email payment links.

The same variables and values that you include in HTML code for Buy Now buttons can be used in Buy Now email payment links. Separate the variables and their values from each other with ampersands (&). Do not enclose values in quotation marks; use plus signs (+) as substitutes for spaces in values, if needed.

NOTE: You cannot include variables for product options in email payment links.

You can use the following URL as a starting point for writing your own URL for Buy Now email payment links. The value for the business variable must match a confirmed email address on file with your PayPal account. You can change the values for other variables, with the exception of _xclick.

EXAMPLE 1.1 URL for a Buy Now Email Payment Link

```
https://www.paypal.com/cgi-bin/webscr?cmd=_xclick&business=herschelgomez@xyzzyu.com&item_name=Hot  
Sauce-12+oz.+Bottle&item_number=12345&amount=5%2e95&currency_code=USD
```


Contribution Payments – Donate Buttons

Use Donate buttons to collect contribution payments. Donate buttons let you collect pre-determined amounts or amounts entered by donors.



You can create Donate buttons that you add to your website by using a tool on the PayPal website, or you can write the HTML code for Donate buttons manually. You can create buttons with limited functionality before you create your PayPal account or with JavaScript disabled in your browser.

Read the following topics to learn more about Donate buttons:

- “Getting Started With Donate Buttons” on page 69
- “The Checkout Experience With Donate Buttons” on page 76
- “Managing Contributions” on page 85
- “Creating Advanced Donate Buttons on the PayPal Website” on page 87
- “Sample HTML Code for Donate Buttons” on page 104

Getting Started With Donate Buttons

The easiest way to add a Donate button to your website is by using the button creation tool on the PayPal website. As soon as you add the button, you can begin accepting contribution payments on your website.



Follow one of these procedures to get started creating your own Donate buttons:

- “Using the Button Creation Tool for a Basic Donate Button” on page 70
- “Creating Basic Donate Buttons With JavaScript Disabled” on page 71
- “Creating Donate Buttons Before You Create Your PayPal Account” on page 74

NOTE: For more detailed instructions, see “Creating Advanced Donate Buttons on the PayPal Website” on page 87.

Using the Button Creation Tool for a Basic Donate Button

To use the button creation tool for a basic Donate button:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

The **My Account Overview** page opens.

2. Click the **Profile** subtab.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **Create new button** link.

The **Create PayPal payment button** page opens.

4. In the **Accept payments for** dropdown menu, select “Donations”.

5. (optional) In the **Organization name/service** text box, enter the purpose for the donation or the name of your organization. If you do not enter anything in this field, your donors can complete this field during checkout.

6. Scroll to the bottom of the page, and click the **Create Button** button.

The **You are viewing your button code** page opens.

7. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.

8. Copy the text that you selected to the clipboard, by:

– pressing Ctrl+C.

– **or** –

– right-clicking your mouse, and selecting **Copy**.

9. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

10. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

– pressing Ctrl+V.

– **or** –

- right-clicking your mouse, and selecting **Paste**.

Creating Basic Donate Buttons With JavaScript Disabled

The button creation tool for Donate buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

Read these topics to learn more about creating Donate buttons with JavaScript disabled:

- “[Limitations When Creating Payment Buttons With JavaScript Disabled](#)” on page 71
- “[Creating a Basic Donate Button With JavaScript Disabled](#)” on page 71
- “[Enabling JavaScript in Your Browser](#)” on page 72

Limitations When Creating Payment Buttons With JavaScript Disabled

The alternative tool that works with JavaScript disabled lets you create Donate buttons on the PayPal website. However, the following features are not supported by the alternative tool:

- Saving your buttons in your PayPal account
- Language choices for button images
- Creating payment buttons before you create your PayPal account

To use any of the above features when creating payment buttons on the PayPal website, you must enable JavaScript in your browser.

For more information, see “[Enabling JavaScript in Your Browser](#)” on page 72.

Creating a Basic Donate Button With JavaScript Disabled

To create a basic Donate button for your website with JavaScript disabled:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

The **My Account Overview** page opens.

2. Click the **Edit Profile** link.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **Create New Button** link.

The **Create PayPal payment button** page opens.

4. Click the **Donate** link.



The **Donations** page opens.

5. Enter the donation details of your button.

- **Donation name/service** – Enter the reason for the donation or the name of your organization. If you do not enter anything in this field, your donors can complete this field during checkout.

6. Scroll to the bottom of the page, and click the **Create Button Now** button.

The **Add a Donate button to your website** page displays the generated code.

7. Click the **HTML code for Websites** text box to select all of the generated HTML code.

8. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- **or** –
- right-clicking your mouse, and selecting **Copy**.

9. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

10. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

Enabling JavaScript in Your Browser

PayPal recommends that you keep JavaScript enabled at all times. Many features of the PayPal website require that JavaScript be enabled in your browser.

Read one of the following topics to learn how to enable JavaScript in your browser.

- “Enabling JavaScript in Internet Explorer” on page 73
- “Enabling JavaScript in FireFox” on page 73

After you enable JavaScript in your browser, you can create a basic Donate button by following the instructions for “[Using the Button Creation Tool for a Basic Donate Button](#)” on page 70

Enabling JavaScript in Internet Explorer. To enable JavaScript in Internet Explorer:

1. Select **Tools > Internet Options...** from the menu bar.

The **Internet Options** dialog box opens.

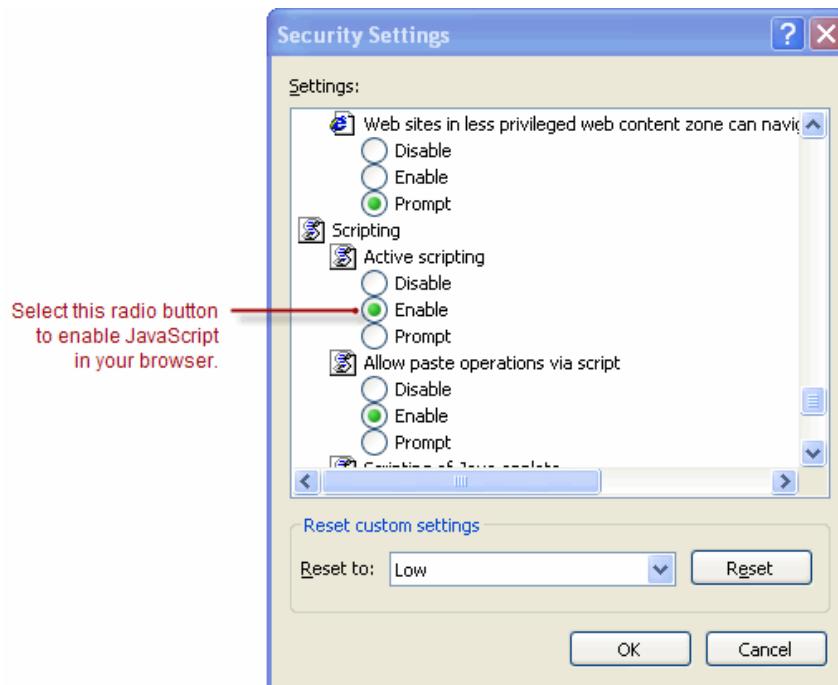
2. Click the **Security** tab.

3. Select the **Trusted sites** icon in the box of Web content zones.

4. Click the **Custom level...** button.

The **Security Settings** dialog box opens.

5. Scroll down to the **Scripting** section, and then select the **Enable** radio button as the option for active scripting.



6. Click the **OK** button to dismiss the **Security Settings** dialog box.

A **Warning** message box asks if you are sure you want to change the security settings.

7. Click the **Yes** button to dismiss the message box.

8. Click the **OK** button to dismiss the **Internet Options** dialog box.

Enabling JavaScript in Firefox. To enable JavaScript in Firefox:

1. Select Tools > Options... from the menu bar.

The **Options** dialog box opens.

2. Select the **Content** icon at the top of the dialog box.
3. Select the **Enable JavaScript** checkbox.
4. Click the **OK** button.

Creating Donate Buttons Before You Create Your PayPal Account

You can create basic Donate buttons, add them to your website, and begin accepting contributions before you sign up for your PayPal account. Read the following topics to learn more about creating Donate buttons before you create your PayPal account.

- “[Limitations of Donate Buttons Created Without a PayPal Account](#)” on page 74
- “[Unclaimed Payments From Buttons Created Without a PayPal Account](#)” on page 74
- “[Creating a Basic Donate Button Without a PayPal Account](#)” on page 75

Limitations of Donate Buttons Created Without a PayPal Account

Consider the following limitations of payment buttons that you create and add to your website before you sign up for your PayPal account.

- You cannot claim the payments that people authorize during checkout. PayPal collects and holds the payments as unclaimed until you sign up for your PayPal account.
- Donors must have a PayPal account to pay you. Any ability to pay by credit card is disabled.
- PayPal limits the features that you can specify with the button creation tool, such as saving your buttons in your PayPal account:

NOTE: You cannot create payment buttons without a PayPal account if Javascript is disabled in your browser.

Unclaimed Payments From Buttons Created Without a PayPal Account

For buttons that you create without a PayPal account, payments that donors authorize are held as unclaimed by PayPal until you sign up. PayPal holds your unclaimed payments under the email address that you specify when you create the buttons. Make sure to use the same email address when you sign up for your account. Otherwise PayPal cannot transfer your unclaimed payments to your PayPal account balance.

In their PayPal accounts, donors see unclaimed payments that they made to you from Donate buttons that you created without a PayPal account. Such unclaimed payments are displayed in their recent account activity and in their transaction history. Until you finish signing up for your PayPal account, donors can cancel your unclaimed payments and recover their funds.

FIGURE 2.1 Unclaimed Payments From Buttons Created Without a PayPal Account

Account history: [All account activity](#) | [Payments sent](#) | [Payments received](#)

Recent activity - Last updated 7/21/2008 10:49 PDT

File	Type	To/From	Name/Email/Phone	Date	Status	Details	Action	Amount
<input type="checkbox"/>	Donation	To	stvshpd@xyzzyu.com	Jul. 21, 2008	Unclaimed	Details	Cancel	-\$25.00 USD

[File Selected Items](#) [File All](#)

Payers click the Cancel button to recover unclaimed payments from buttons created without a PayPal account.

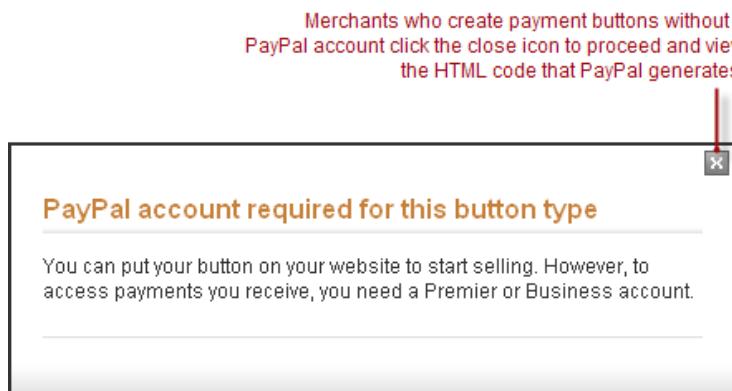
Creating a Basic Donate Button Without a PayPal Account

To create a basic Donate button without a PayPal account:

1. Visit the PayPal website at <https://www.paypal.com>.
2. Click the **Business** tab.
3. Under the **Need to accept credit cards?** heading, click the **On your website** link.
The **Choose a payment solution page** opens.
4. Under the **Website Payments Standard** heading, click the **Learn more** link.
The **PayPal Website Payments Standard: Overview** page opens.
5. About half way down the page, click the **accept donations** link.
The **Create PayPal payment button** page opens.
6. In the **Accept payments for** dropdown menu, select “Donations”.
7. Enter the payment details for your Donate button.
 - **Organization name/service** – Enter the purpose for the donation or the name of your organization. If you do not enter anything in this field, your donors can complete this field during checkout.
 - **Email address to receive payments** – Enter the email address that you will use when you sign up for your PayPal account.
8. Click the **Create Button** button.

The **PayPal account required for this button type** message box appears.

9. Click the close icon in the upper right corner of the message box to proceed.



The **You've created your button** page opens.

10. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.

11. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- **or** –
- right-clicking your mouse, and selecting **Copy**.

12. In your web editing tool, open the webpage where you want the button to be seen.

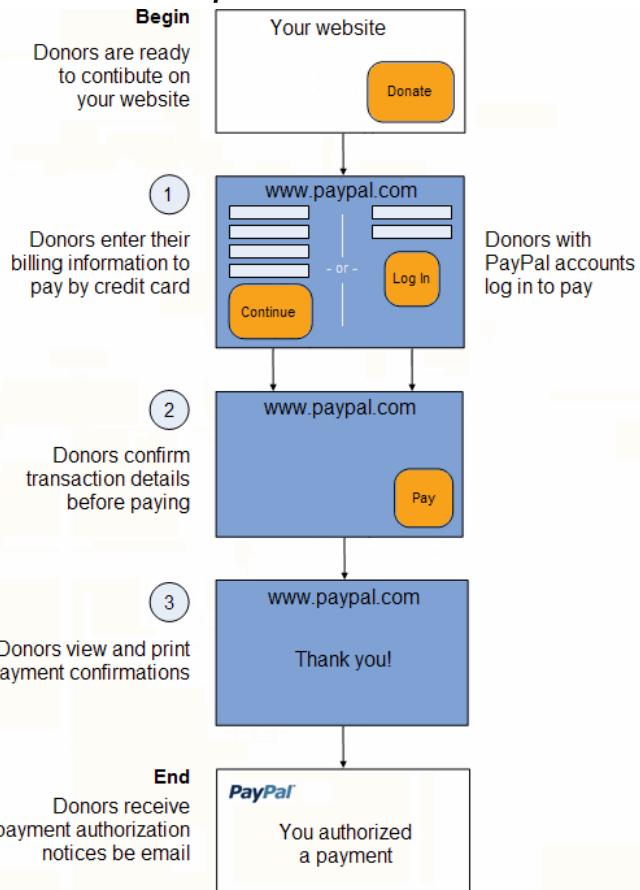
IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

13. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

The Checkout Experience With Donate Buttons

This section demonstrates the PayPal checkout experience for people who click Donate buttons on your website. The following diagram illustrates the steps.

FIGURE 2.2 The Checkout Experience with Donate Buttons

Read these topics to better understand the checkout experience with Donate buttons:

- “Begin – Donors are Ready to Contribute on Your Website” on page 77
- “1 – Donors Enter Their Billing Information or They Log In to PayPal” on page 78
- “2 – Donors Confirm Their Contribution Details Before Paying” on page 80
- “3 – Donors View and Print Their PayPal Contribution Confirmations” on page 81
- “End – Donors Receive Contribution Authorization Notices by Email” on page 82
- “Enhancing the Checkout Experience With Donate Buttons” on page 83

Begin – Donors are Ready to Contribute on Your Website

The basic checkout experience with Donate buttons begins when someone on your website is ready to contribute.

FIGURE 2.3 Donors Begin on Your Website When They Are Ready to Contribute

In this example, Mary begins on the website of her favorite cause and wants to contribute to the Fall Cleanup Campaign. Mary clicks the **Donate** button to check out.

1 – Donors Enter Their Billing Information or They Log In to PayPal

PayPal displays a billing information/log-in page, which lets donors enter their credit card information or log in to PayPal to pay.

FIGURE 2.4 Donors Enter Their Billing information or Log In to PayPal

The transaction details widget shows the transaction total to donors before they enter their billing information or log in to PayPal.

This figure shows a screenshot of a PayPal donation form. At the top, it displays the contribution name 'Friends of the Park' and the total amount 'Total: \$25.00 USD'. A red arrow points from the text above to the total amount. Below this, there are fields for billing information: Country (United States), First Name (Mary), Last Name (Smith), and Credit Card Number (4025310775845122). A 'Pay with Credit Card or Log In' button is present. To the right, there's a 'PayPal Secure Payments' logo. A blue box labeled 'ALREADY HAVE A PAYPAL ACCOUNT?' contains fields for Email and Password, with a 'Log In' button. A red arrow points from the text below to the 'Log In' button. Another red arrow points from the text below to the 'Review Donation and Continue' button at the bottom. The bottom text also describes the billing information entry process.

Friends of the Park

Friends of the Park Total: \$25.00 USD

Pay with Credit Card or Log In

Country: United States

First Name: Mary

Last Name: Smith

Credit Card Number: 4025310775845122

Payment Type:

Expiration Date: 10 / 10 CSC:000 [What's this?](#)

Billing Address Line 1: 26732 77rd Avenue N

Billing Address Line 2: (optional)

City: Rago

State: KS

ZIP Code: 67128

Home Telephone: 559-555-1245
555-555-1234

Email: marysmith@xyzzyu.com

Save your information with PayPal

ALREADY HAVE A PAYPAL ACCOUNT?

Email:

Password:

Log In

Forgot [email address](#) or [password](#)?

Donors enter email addresses and passwords and then click this button to pay with PayPal accounts.

Donors enter billing information and email addresses and then click this button to pay by credit card.

Review Donation and Continue

For Donate buttons, the PayPal billing information/log-in page shows transaction details near the top, such as the name of the contribution and the contribution total.

If donors are satisfied with the details, they do one of the following to select a payment method:

- **To pay with a credit card** – Donors enter their billing information. They also enter their contact information – email address and home phone number– so that PayPal can send them their PayPal transaction receipts and can contact them if necessary to complete the transaction. Then, they click the **Review Order and Continue** button.

Contribution Payments – Donate Buttons

The Checkout Experience With Donate Buttons

- **To pay with a PayPal account** – Donors enter their PayPal credentials and click the **Log in** button.

In this case, Mary is satisfied with her contribution to Friends of the Park in the amount of \$25.00 USD. She enters her billing and contact information, and then she clicks the **Review Order and Continue** button.

2 – Donors Confirm Their Contribution Details Before Paying

PayPal displays a transaction confirmation page to let donors confirm the details before they complete their transactions and authorize their payments.

FIGURE 2.5 Donors Confirm Their Contribution Details Before Paying

Friends of the Park

Mary, please review your donation

PayPal  Secure Payments

To complete your payment, review the details below and click **Donate**. Visit [Funding Sources](#) to learn more about PayPal policies and your payment source rights and remedies, or to change debit card processing options.

Purpose	Donation amount	Total
Friends of the Park Reference: Fall Cleanup Campaign	\$25.00	\$25.00
Total:	\$25.00 USD	

Donate \$25.00 USD Now

Payment Method: Credit Card : Visa XXXX-XXXX-XXXX-5122 \$25.00 USD

This transaction will appear on your bill as "FRIENDSPARK".

[Change](#)

Mailing address: 26732 77rd Avenue N Rago, KS 67128 United States [Change](#)

Contact information: marysmith@yyzyu.com

Donors click either button to complete their transactions and make their payments.

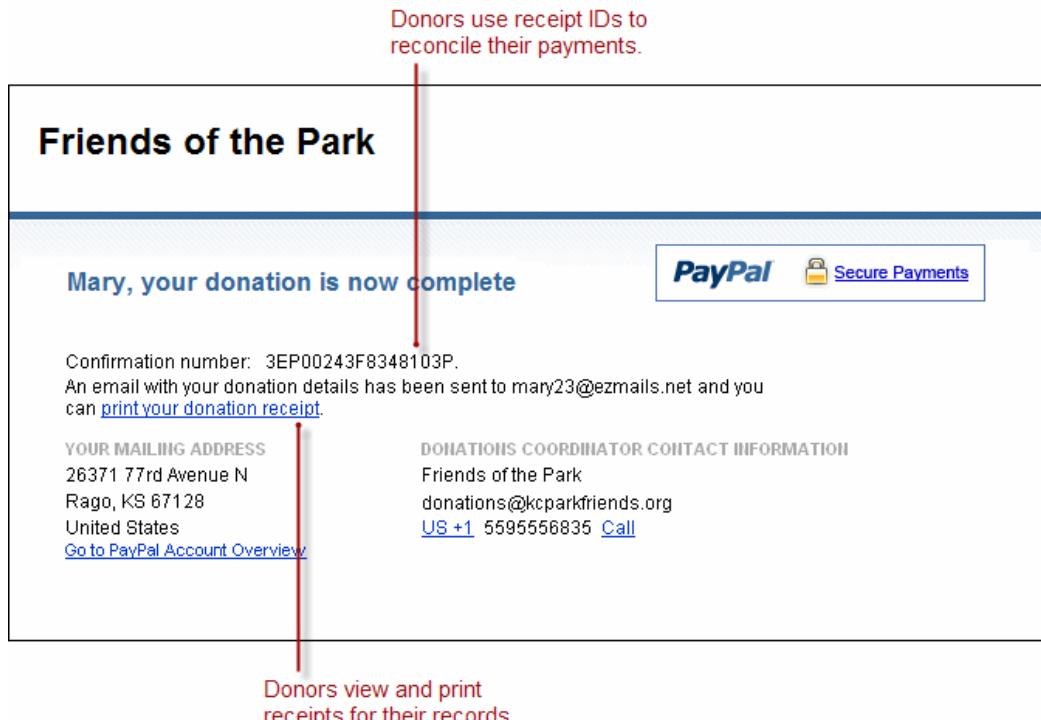
Donate \$25.00 USD Now

In this case, Mary reviews the transaction details clicks the **Donate \$25.00 USD Now** button to complete the transaction and make her payment.

3 – Donors View and Print Their PayPal Contribution Confirmations

PayPal displays a payment confirmation page after donors pay to let them know that they have made their contributions successfully.

FIGURE 2.6 Donors View Their Donation Confirmations



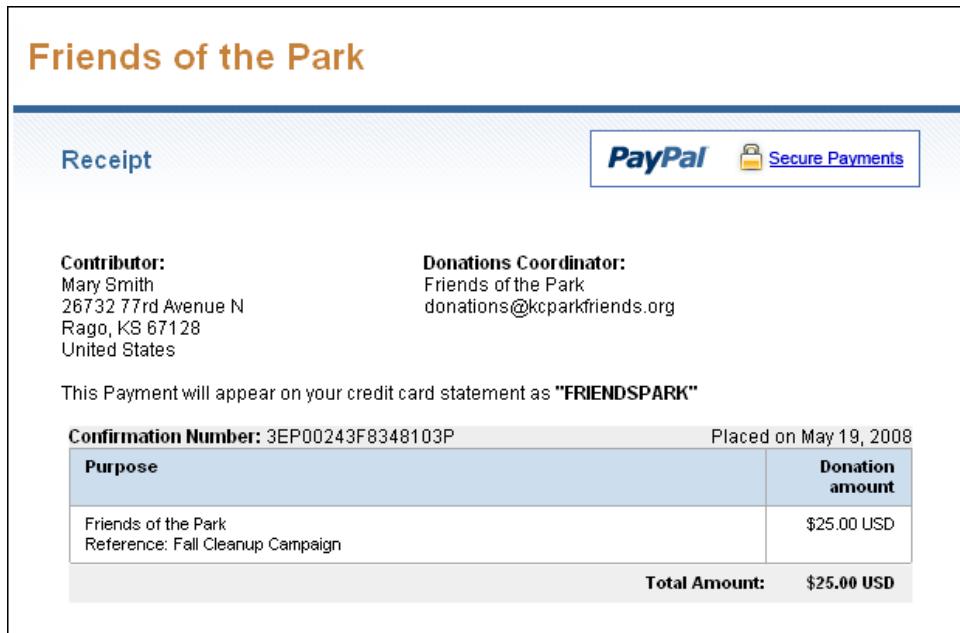
From the payment confirmation page, donors can:

- View the PayPal **Confirmation number** – the transaction ID – to reconcile their payments.
- Click the **View Printable Receipt** link to print receipts for their records.

Contribution Payments – Donate Buttons

The Checkout Experience With Donate Buttons

FIGURE 2.7 Donors Print Their PayPal Contribution Receipts



In this case, Mary prints the PayPal contribution receipt for her records.

End – Donors Receive Contribution Authorization Notices by Email

PayPal sends donors a contribution authorization notice by email to confirm the transaction that they made with the contribution coordinator.

FIGURE 2.8 Donors Receive Payment Authorization Notices by Email

From: service@paypal.com
To: marysmith@xyzzyu.com
Date: May 19, 2008 11:58:42 PDT
Subject: Receipt for your donation to Friends of the Park

Dear Mary Smith,

This email confirms that you have donated Friends of the Park \$25.00 USD using PayPal. This credit card transaction will appear on your bill as "PAYPAL *FRIENDSPARK".

Donation Details

Donation amount: \$25.00 USD
Total: \$25.00 USD
Purpose: Friends of the Park
Reference: Fall Cleanup Campaign
Contributor: Mary Smith

Recipient information

Donations coordinator: Friends of the Park
Contact email: donations@kcparkfriends.org

Your UNCONFIRMED Address

Mary Smith
26732 77rd Avenue N
Rago, KS 67128
United States

Receipt Number:

5195-1395-6796-1891

Keep your Receipt Number (shown above) for future reference. You will need to refer to this number if you need customer service from Friends of the Park or from PayPal.

If you have questions about your purchase, such as shipping and tracking, we encourage you to contact the seller, Friends of the Park at donations@kcparkfriends.org.

In this case, PayPal sends Mary an email message notifying her of her transaction with Friends of the Park and her authorization for payment of \$25.00 USD.

Enhancing the Checkout Experience With Donate Buttons

Website Payments Standard offers these features to enhance the basic checkout experience for your donors:

- Co-Branding the Checkout Pages with Your Logo and Colors

- Prepopulating the Checkout Pages With Billing Addresses
- Returning People to Your Website After They Check Out

Co-Branding the Checkout Pages with Your Logo and Colors

The basic checkout experience displays your email address or your business name in the upper left corner of the checkout pages. You can enhance the checkout experience by setting up custom page payments in your account profile to specify logos and colors that match the style of your website. PayPal uses the logo and colors to display the checkout pages. In addition, you can specify logos and colors with advanced HTML variables that you add to the code of your button.

For more information, see:

- “[Co-Branding the PayPal Checkout Pages](#)” on page 267
- “[HTML Variables for Displaying PayPal Checkout Pages](#)” on page 358

Prepopulating the Checkout Pages With Billing Addresses

The basic checkout experience has forms for filling in billing addresses. You can enhance the checkout experience by prepopulating the forms with information that you have on your website about the donor.

To learn more, see “[HTML Variables for Prepopulating PayPal Checkout Pages](#)” on page 361.

Returning People to Your Website After They Check Out

The basic checkout experience leaves people on the PayPal website after they check out. Use one of the following techniques to enhance the checkout experience so that people return to your website, instead.

- **Return URL** – Let people return to a page on your website if they click a return link or button on the PayPal payment confirmation page.

To learn more, see [Step 2 of “Page 2 – Specifying Advanced Features of Your Donate Button” on page 100](#) or “[HTML Variables for Displaying PayPal Checkout Pages](#)” on page 358.

- **Auto Return** – Have PayPal return people automatically to a page on your website.

IMPORTANT: PayPal recommends that you turn Payment Data Transfer on when you turn Auto Return on. With Auto Return on, PayPal redirects people to your website from an alternative PayPal payment confirmation page that does not display a **View Printable Receipt** link, so people cannot print PayPal payment receipts. Payment Data Transfer provides the transaction information that you need to let people print receipts from your website.

To learn more, see “[Auto Return](#)” on page 271.

- **Payment Data Transfer** – PayPal includes information about the completed transaction when you use a return URL or Auto Return to send people back to your website. Use the information that Payment Data Transfer provides to display a “thank you, print your receipt” page on your website.

To learn more, see the [Order Management Integration Guide](#).

Managing Contributions

Read the following topics to learn how PayPal helps you manage Donate transactions.

- [Using Email Notices to Track Donate Transactions](#)
- [Using Recent Activity to Track Donate Transactions](#)
- [Using Transaction History to Track Donate Transactions](#)
- [Using Downloadable History Logs to Track Donate Transactions](#)
- [Using Instant Payment Notification to Track Donate Transactions](#)

Using Email Notices to Track Donate Transactions

PayPal sends you email notices when:

- Payments are made.
- Payments are pending.
- Payments are canceled.

Generally, PayPal sends email notices to the primary email address of your account.

PayPal can send email notices to an alternate email address, such as to someone in your organization who handles accounting. Add the additional email address to your account profile. Then, use that email address as the one to receive payments when you use the button creation tool on the PayPal website. Specify the alternate email address as the value for the business HTML variable when you write the HTML code yourself.

For more information, see [Step 5](#) in the instructions for “[Page 2 – Specifying Advanced Features of Your Donate Button](#)” on page 100, or [Appendix A](#), “[HTML Variables for Website Payments Standard](#).”

Using Recent Activity to Track Donate Transactions

PayPal displays Donate transactions in your recent activity, soon after donors complete their transactions by clicking Donate buttons on your website.

FIGURE 2.9 Using Recent Activity to Track Donate Transactions

The screenshot shows the 'Recent activity' section of the PayPal My Account Overview page. At the top, there are links for 'All account activity', 'Payments sent', and 'Payments received'. Below this is a table titled 'Recent activity Last updated 5/19/2008 12:06 PDT'. The table has columns for File, Type, To/From, Name/Email/Phone, Date, Status, Details, Action, and Amount (\$). One row is visible, showing a donation from Mary Smith on May 19, 2008, which was completed and amounted to \$25.00 USD. At the bottom of the table are two buttons: 'File Selected Items' and 'File All'.

File	Type	To/From	Name/Email/Phone	Date	Status	Details	Action	Amount (\$)
<input type="checkbox"/>	Donation	From	Mary Smith	May 19, 2008	Completed	Details		\$25.00 USD

To view your recent history:

1. Log in to your PayPal account.
2. Navigate to **My Account > Overview**.
The **My Account Overview** opens.
3. Scroll down to the **Recent Activity** table near the bottom of the page.

Using Transaction History to Track Donate Transactions

PayPal lets you search for Donate transactions on the History page. The status of payments found there can be:

- **Completed** – Transactions were successful, and funds were credited to your account
 - **Cleared** – Payments cleared senders' accounts, and funds were credited to your account
 - **Uncleared** – Payments have not cleared sender's accounts, and funds were not credited
- To learn how to work with transaction history, see the [Order Management Integration Guide](#).

Using Downloadable History Logs to Track Donate Transactions

PayPal lets you download your Donate transactions to your computer from the History page. You can specify a date range for the transactions and the file format of the download file.

To learn how to work with downloadable history logs, see the [Order Management Integration Guide](#).

Using Instant Payment Notification to Track Donate Transactions

PayPal lets your web server receive messages about Donate transactions and payment activity on your account. If you activate Instant Payment Notification, PayPal sends messages when:

- Payments are first made, with a status of completed or pending.

- Payments clear, fail, or are denied, if the initial status was pending.

To learn more about Instant Payment Notification, see “[Instant Payment Notification – notify_url](#)” on page 343 and the [Order Management Integration Guide](#).

Creating Advanced Donate Buttons on the PayPal Website

Read the following topics to learn more about creating advanced Donate buttons on the PayPal website:

- “[Generating Code for Payment Buttons and Email Payment Links](#)” on page 87
- “[Protecting HTML Code for Payment Buttons](#)” on page 87
- “[Using the Button Creation Tool for Advanced Donate Buttons](#)” on page 87
- “[Creating Advanced Donate Buttons With JavaScript Disabled](#)” on page 97

Generating Code for Payment Buttons and Email Payment Links

When you create Donate buttons with tools on the PayPal website, PayPal generates HTML code for website payment buttons. Then, you copy and paste the HTML code onto the pages of your website.

In addition to HTML code, PayPal generates URL code for email payment links. Use email payment links to add Donate functionality to your email messages. If your web editing tool or your service provider does not allow you to paste HTML code onto your webpages, you may be able to paste the URL code for email payment links onto your webpages instead.

Protecting HTML Code for Payment Buttons

When you create Donate code with tools on the PayPal website, PayPal lets you protect the HTML button code that it generates by encrypting part of it. Protecting the HTML code of your payment buttons helps protect against malicious tampering and fraudulent payments.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payments Standard buttons.

For more information, see [Chapter 6, “Securing Your Website Payments Standard Buttons”](#)

Using the Button Creation Tool for Advanced Donate Buttons

Read the following topics to learn how to use the button creation tool for Donate buttons:

- “[The Basic Steps for Using the Tool With Donate Buttons](#)” on page 88
- “[Saving Donate Buttons in Your PayPal Account](#)” on page 88
- “[Adding Advanced Features to Donate Buttons With HTML Variables](#)” on page 89

- “Step 1 – Specifying Basic Features of Your Donate Button” on page 89
- “Step 2 – Saving Your Donate Button in Your PayPal Account” on page 92
- “Step 3 – Adding Advanced Features to Your Donate Button” on page 93
- “Copying and Pasting the Donate Code” on page 95

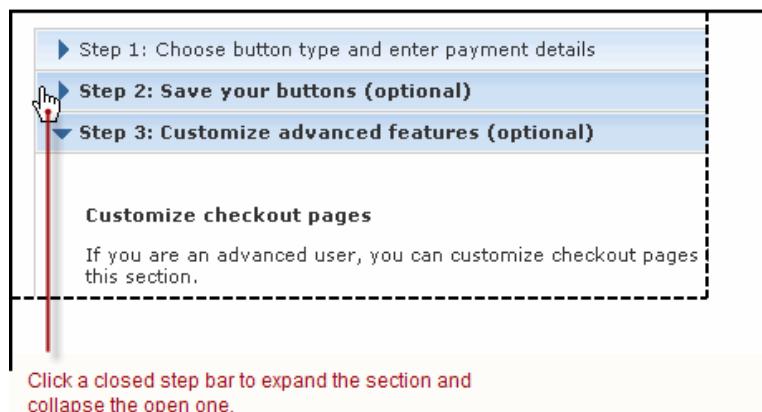
NOTE: If JavaScript is disabled in your browser, PayPal provides an alternative tool described in “[Creating Advanced Donate Buttons With JavaScript Disabled](#)” on page 97.

The Basic Steps for Using the Tool With Donate Buttons

The button creation tool for Donate buttons is a single webpage with three sections:

- **Step 1 – Choose button type and enter payment details** – This section lets you specify the details of your Donate button. You can specify whether donors enter their own contribution amount or a fixed amount.
- **Step 2 – Save your buttons (optional)** – This section lets you control whether to save your button in your PayPal account.
- **Step 3 – Customize advanced features (optional)** – This section lets you work with advanced features of Donate buttons. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard buttons, you can enter them here.

One section at a time is open for you to work with. To work with another section, click its step bar to expand it.



You can switch between the sections as often as you like, until you click the **Create Button** button at the bottom of the page. Then, PayPal generates the code for your button and displays it on the **You are viewing your button code** page. Copy the code and paste it onto your webpage, and your payment button is complete.

Saving Donate Buttons in Your PayPal Account

By default, the button creation tool saves payment buttons in your PayPal account. The tool saves your button and generates the code when you click the **Create Button**. You must copy and paste the generated code onto your webpages, whether or not you save your button at PayPal. The generated code is shorter for saved buttons, because PayPal keeps most of the

information about your button in your account, instead of placing it in the code that you add to your website.

Saving your payment buttons in your PayPal account has these benefits:

- Your payment buttons are more secure, because the generated code that add to your website contains no information that can be tampered with to produce fraudulent payments.
- You can edit the details and options for your payment buttons in your PayPal account, without changing the button code that you added to your website.

Use the Step 2 section of the button creation tool to control whether your button is saved in your PayPal account. You can have a maximum of 1,000 saved buttons in your PayPal account.

Adding Advanced Features to Donate Buttons With HTML Variables

Some advanced features of payment buttons can be specified only with HTML variables. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard payment buttons, you can enter them in the button creation tool before the button code is generated.

Use the Step 3 section of the button creation tool to enter advanced HTML variables that you want to include in your payment button.

For more information, see [Step 5 of “Step 3 – Adding Advanced Features to Your Donate Button” on page 93](#).

Step 1 – Specifying Basic Features of Your Donate Button

To begin using the button creation tool for Donate buttons:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

The **My Account Overview** page opens.

2. Click the **Profile** subtab.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, do one of the following:

- Click the **My Saved Buttons** link, and then click the **Create new button** link in the upper right of the page, if you previously saved payment buttons in your PayPal account. To create a new button that is similar to a button that you saved, find the saved button in the list. Then, click the **Action** dropdown menu at the right and click the **Create similar button** link.



Click the **Action dropdown and then click the **Create similar button** link to create a new button that is similar to the saved one.**

- Click the **Create New Button** link, if you have no buttons saved in your PayPal account. The **Create PayPal payment button** page opens.
4. In the **Accept payments for** dropdown menu, select “Donations”.
 5. Enter the donation details for your button.

- **Organization name/service** – (optional) Enter the purpose for the donation or the name of your organization. If you do not enter anything in this field, your donors can complete this field during checkout.
- **Donation ID** – (optional) Enter a value to help identify different kinds of contribution payments. For example, you might enter the name of your current fund-raising campaign. The value that you enter is displayed to donors at the time of payment, and it is displayed in the transaction details that both contribution coordinators and donors can view on the PayPal website.

6. Customize the appearance and the language of your button (optional).

Click the **Customize appearance** link and select one of the following.

- **PayPal button** – Select this radio button to use a button image that is hosted by PayPal. You can configure the size of the button, whether the button displays payment card logos, and the country and language for the button text.

If you change the country, ensure the currency that you selected in [Step 5](#) above is appropriate.

- **Use your own button** – Select this radio button to specify the URL of your own button image that is not hosted by PayPal. Use your own button image if the buttons hosted by PayPal do not fit the look of your website.

If your image is hosted securely, change the text box to begin with `https://`.

7. From the **Currency** dropdown menu, select the currency in which contributions are made; the dropdown menu automatically selects the currency of your primary balance.

8. Under **Contribution amount**, select one of the following radio buttons.

- **Donors enter their own contribution amount** – Select this radio button to let donors enter their contribution amounts during checkout.

This is the default choice for this feature.

- **Donors contribute a fixed amount** – Select this radio button and enter a fixed amount that donors contribute when they click this Donate button.

9. Choose between your merchant ID and your email address.

Select one of the following radio buttons to associate transactions from your button with your PayPal account.

- **Secure merchant account ID** – Select this radio button to associate your button with your PayPal account by using your merchant ID. PayPal assigns a unique merchant ID to your account and includes it automatically in the code for your button.

Your merchant ID is a more secure way to associate your button with your account than using your email address. Only PayPal can match your merchant ID and PayPal account, and your PayPal email address is never exposed in the HTML button code of your webpages.

This is the default choice for this feature.

- **Plain text email** – Select this radio button to associate your button with your PayPal account by using your email address. Select from the email addresses in your PayPal account. For example, you might select the email address of the person in your organization who handles order fulfillment or accounting. All payments are deposited to your PayPal account balance, regardless of which email address receives payments from this button. Only confirmed email addresses can be used to receive payments.

IMPORTANT: Your email address is a less secure way to associate your button with your PayPal account than by using your merchant ID. Your email address is exposed on webpages wherever you paste the HTML code for your button.

10. Do one of the following:



- Click the **Create Button** button if you specified all the features for your button.
Follow the instructions for “[Copying and Pasting the Donate Code](#)” on page 95.
- Click the **Step 2** bar if you do not want to save your button in your PayPal account.
Follow the instructions for “[Step 2 – Saving Your Donate Button in Your PayPal Account](#)” on page 92.
- Click the **Step 3** bar if you want to specify advanced features for your button.
Follow the instructions for “[Step 3 – Adding Advanced Features to Your Donate Button](#)” on page 93.

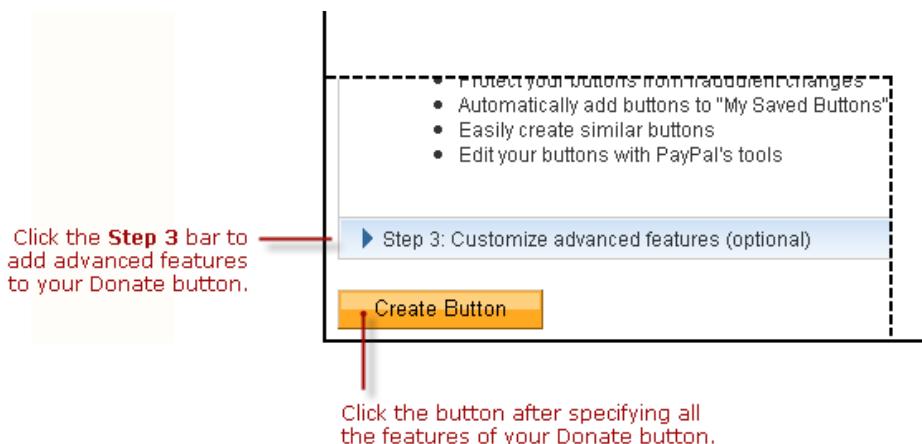
Step 2 – Saving Your Donate Button in Your PayPal Account

Use the **Step 2** section of the button creation tool to control whether to save the important details your button in your PayPal account.

1. Do one of the following:

- Clear the **Save button at PayPal** checkbox to avoid saving your button in your PayPal account.
The HTML code that PayPal generates and that you paste onto your webpage contains all payment details and information identifying your PayPal account. You may need to take extra precautions to secure your buttons against fraudulent payments.
For more information, see [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)
- Select the **Save button at PayPal** checkbox to save the payment details of your payment button in your PayPal account.
The HTML code that PayPal generates and that you paste onto your webpage contains no payment or identifying information.
For more information, see “[Saving Donate Buttons in Your PayPal Account](#)” on page 88.”

2. Do one of the following:



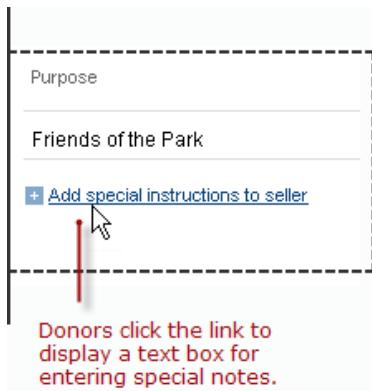
- Click the **Create Button** button if you specified all the features for your button.
Follow the instructions for “[Copying and Pasting the Donate Code](#)” on page 95.
- Click the **Step 3** bar if you want to specify advanced features for your button, such as prompting buyers for item quantities.
Follow the instructions for “[Step 3 – Adding Advanced Features to Your Donate Button](#)” on page 93.
- Scroll to the top of the page and click the **Step 1** bar if you want to adjust the basic features of your button.
Follow the instructions for “[Step 1 – Specifying Basic Features of Your Donate Button](#)” on page 89, beginning with [Step 5](#).

Step 3 – Adding Advanced Features to Your Donate Button

Use the **Step 3** section of the button creation tool to specify advanced features of your button.

1. Can your donors add special instructions in a message to you (optional)?
 - **Yes** – Select this radio button to let donors add special instructions to you during checkout.
In the **Name of message box** text box, enter the text that you want displayed for the text box in which donors enter their special instructions; the default value is “Add special

instructions to the seller”. Change the default value to prompt donors for specific information, such as In memory of. Enter no more than 40 characters.



“Yes” is the default choice for this feature.

- **No** – Select this radio button if you do not want a text box for special instructions.

2. Do you need your donors’ shipping addresses (optional)?

- **Yes** – Select this radio button to prompt donors to select or enter shipping addresses during checkout.

“Yes” is the default choice for this feature.

- **No** – Select this radio button if you do not want to prompt donors for shipping addresses.

3. Take donors to a specific webpage (URL) after checkout cancellation (optional)?

Select the checkbox and enter a URL in the text box if you have a special page on your website where you want donors to return if they cancel their checkouts before completing their transactions.

4. Take donors to a specific webpage (URL) after successful checkout (optional)?

Select the checkbox and enter a URL in the text box if you have a special page on your website where you want donors to return after they complete their checkouts successfully.

NOTE: If you have a special webpage for donors who return to your website after checking out successfully, consider implementing Payment Data Transfer so that you can display information about the completed transactions. For more information, see the [Order Management Integration Guide](#).

5. Add advanced variables to the HTML code of your payment button (optional).

If you are familiar with the HTML programming and the advanced HTML variables supported by Website Payments Standard payment buttons, you can enter them here. Select the checkbox, and then enter the variables in the text box that appears below it.

Enter any advanced HTML variables in the following, name/value-pair format:
`variableName=allowableValue`

For example, you want PayPal to display custom payment pages during checkout that you set up in your account profile. Use the HTML variable `page_style` with the name you gave to your custom payment page. If you were to include the variable in HTML code that you write manually, you would use the standard HTML format:

```
<input type="hidden" name="page_style" value="myPageStyle">
```

Enter the variables in the text box using the shortened, name/value-pair format, instead:
`page_style=myPageStyle`

Do not enclose values in quotes, even if values contain spaces. PayPal surrounds the value from the equal sign (=) to the end of the line with quotes in the generated HTML code.

For more information, see [Chapter 11, “HTML Form Basics for Website Payments Standard.”](#)

6. Do one of the following:

- Click the **Create Button** button if you specified all the features for your button.
Follow the instructions for [“Copying and Pasting the Donate Code” on page 95](#).
- Scroll to the top of the page and click the **Step 1** bar if you want to adjust the basic features of your button.
Follow the instructions for [“Step 1 – Specifying Basic Features of Your Donate Button” on page 89](#), beginning with **Step 5**.
- Scroll to the top of the page and click the **Step 2** bar if you want to change whether to save your button in your PayPal account.
Follow the instructions for [“Step 2 – Saving Your Donate Button in Your PayPal Account” on page 92](#).

Copying and Pasting the Donate Code

After you click the **Create Button** button, PayPal displays the **You are viewing your button code** page. The page contains tabs with Donate code for specific situations:

- **Website** – Copy and paste the HTML button code on this tab onto the pages of your website.
- **Email** – Copy and paste the URL email payment link code on this tab into email templates and messages, or paste it onto webpages if your hosting provider does not allow you to paste HTML code.

Regardless of saving your buttons in your PayPal account, you must copy and paste the code that PayPal generates onto your own webpages and into email templates and messages.

Copying and Pasting the HTML Code for the Donate Button. The **Website** tab on the **You are viewing your button code** page contains the generated HTML code for your Donate payment button.

If in “[Step 2 – Saving Your Donate Button in Your PayPal Account](#)” on page 92 you specified that you do not want to save your button in your Paypal account, PayPal protects the generated HTML button code with encryption. Protected HTML code helps secure your buttons against malicious tampering and fraudulent payments.

You can expose the code of your payment button by clicking the **Remove code protection** link at the upper right of text box. For example, you might remove protection so that you can edit the code later to change the item price. If you remove code protection, you must use other methods that PayPal recommends to secure your payment button. Click the **Protect code** link to restore the button protection that you removed.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payment Standard buttons. For more information, [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the HTML code for your Donate payment button:

1. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Copying and Pasting the Code for the Donate Email Payment Link. The **Email** tab on the **You are viewing your button code** page contains the generated URL code for your Donate email payment link.

NOTE: PayPal cannot protect the URL code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the URL code for your Donate email payment link:

1. Click the **Select Code** button on the **Email** tab to select all of the generated URL code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. Open the email template or message that you want to send.
4. Paste the text that you copied from the clipboard into your email, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Creating Advanced Donate Buttons With JavaScript Disabled

The button creation tool for Donate buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

Read the following topics to learn how to create Donate buttons with JavaScript disabled.

- “The Pages in the Button Creation Tool for Donate Buttons” on page 97
- “Page 1 – Specifying the Basic Features of the Donate Button” on page 97
- “Page 2 – Specifying Advanced Features of Your Donate Button” on page 100
- “Copying and Pasting the Donate Code With JavaScript Disabled” on page 103

NOTE: The alternative tool lets you create Donate buttons on the PayPal website, but it does not allow you to save your buttons in your PayPal account.

The Pages in the Button Creation Tool for Donate Buttons

The button creation tool for Donate buttons with JavaScript disabled has three pages:

- **Donations** – the initial page to specify the required and most often used optional features
- **Donations – Page 2** – an optional page to specify additional, advanced features
- **Add a Donate button to your website** – the final page that has the generated code for your payment button

You can switch between the first and second pages until you click the **Create Button Now** button to display the third page that has the generated code.

Page 1 – Specifying the Basic Features of the Donate Button

To create code for a Donate button or email payment link by using a tool on the PayPal website with JavaScript disabled:

1. Log in to your PayPal account at <https://www.paypal.com>.

2. Click the **Edit Profile** link.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **Create New Button** link.

The **Create PayPal payment button** page opens.

4. Under the **Create button without JavaScript enabled** heading, click the **Donate** link.



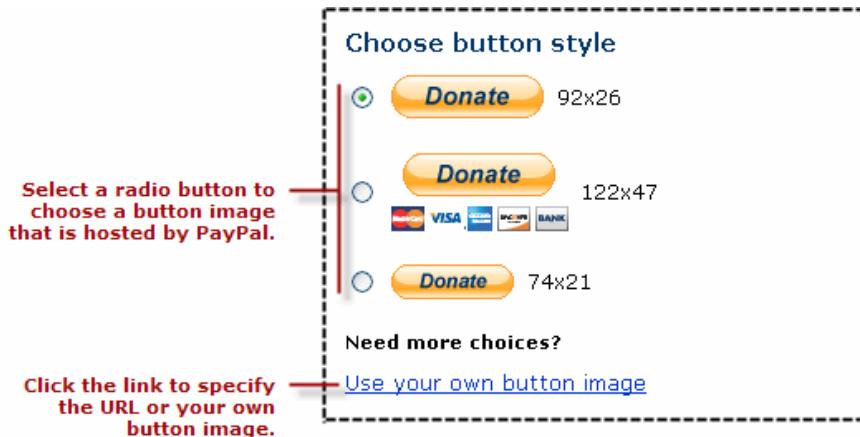
The **Donations** page opens.

5. Enter the donation details of your button.

- **Donation name/service** – Enter the reason for the donation or the name of your organization. If you do not enter anything in this field, your donors can complete this field during checkout.
- **Donation ID/number** – (optional) Enter a value to help identify different kinds of contribution payments. For example, you might enter the name of your current fund-raising campaign. The value that you enter is displayed to donors at the time of payment, and it is displayed in the transaction details that both contribution coordinators and donors can view on the PayPal website.
- **Amount** – (optional) Enter a fixed contribution amount. If you leave the field blank, donors enter their own contribution amount after they click the Donate button.
- **Currency** – From the dropdown menu, select the currency in which you specified the fixed contribution amount or in which you want the amounts that donors enter to be denominated. The dropdown menu automatically selects the currency of your primary balance.
- **Buyer's default country** – From the dropdown menu, select a country for the PayPal log-in or sign-up page that donors see when they click the button. The content on the page will be appropriate for the country you select. Donors can change the country that you select, after the log-in or sign-up page appears.

6. Choose a button style for your Donate button.

Select the radio button next to the image that you want to use, if you are going to be accepting payments from your website instead of by using an email payment link. The image that you select is hosted by PayPal.



To display your own image that you host on your website:

- Click the **Use your own button image** link.
An additional radio button and text box appear.
- In the **Button Image URL** text box, enter the URL of your button image.
If your image is hosted securely, change the entry to begin with `https://`.

7. Specify whether to use button encryption.

- Select the **Yes** radio button to encrypt the generated code for the payment button.
– **or** –
- Select the **No** radio button to leave the generated code for the payment button and the email payment link as clear text.

PayPal highly recommends that you use button encryption to protect the HTML code of your payment button. Encryption protects payment details from fraudulent alteration by third parties, thus increasing the security of the payments you accept. However, consider the limitations that encryption imposes:

- Encrypted HTML code cannot be edited.
Select the **No** radio button if you want to edit the HTML code for your button after the code is generated.
- Encrypted HTML code cannot be used for email payment links.
Select the **No** radio button if you want to create an email payment link instead of or in addition to your button.

If you select the **No** radio button for any reason, use an alternative strategy described in [Chapter 6, “Securing Your Website Payments Standard Buttons”](#) to secure the payments you receive from the payment button or the email payment link.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payment Standard buttons.

- #### 8. If you have additional details to specify for your button, such as a custom payment page that has your own logo and colors, click the **Add More Options** button and follow the

instructions for “[Page 2 – Specifying Advanced Features of Your Donate Button](#)” on [page 100](#).

– or –

If you entered all the details and options for your button, go to “[Copying and Pasting the Donate Code With JavaScript Disabled](#)” on [page 103](#).

Page 2 – Specifying Advanced Features of Your Donate Button

Use the **Donations – Page 2** page to specify advanced features of your button with JavaScript disabled.

1. Customize your payment pages.

Use these settings to give donors a visually seamless payment experience by customizing the PayPal payment pages to match the visual style of your website.

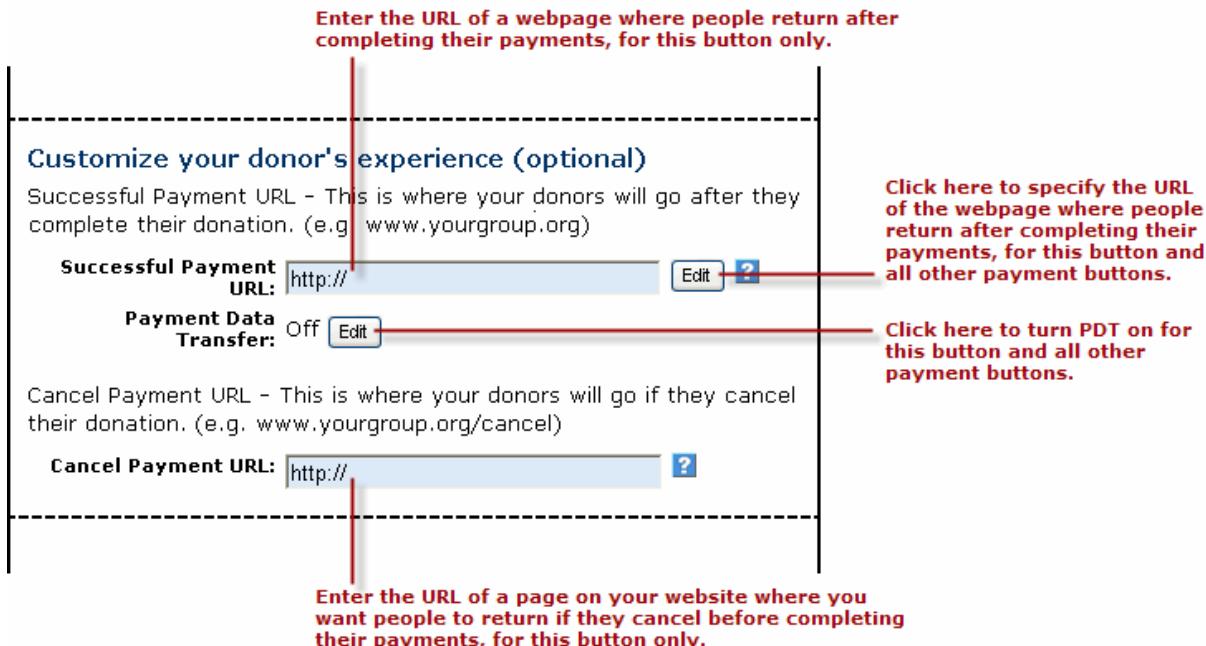
- **Primary Page Style** – (display only) The payment pages that your donors see are displayed with the page style that is specified here, unless you select a different custom payment page style below.
- **Custom Payment Page Style** – (optional) If you already added Custom Payment Page Styles in your account profile, they are listed here. Choose the page style that you would like to appear when donors click your Donate button.

To learn more about creating page styles, see “[Co-Branding the PayPal Checkout Pages](#)” on [page 267](#).

- **Preview** – Click the **Preview** button to see a mock-up of the payment page style that donors see when they click your Donate button.

2. Customize your donor's experience.

Use these settings to give donors a payment experience that is easy to navigate.



- **Successful Payment URL** – (optional) Do one of the following:
 - Enter the URL of a page on your website that you want donors redirected to after they complete their payments. The URL that you enter is used by this payment button only.
 - Click the **Edit** button to change the return URL that this button and all your other payment buttons use to redirect donors to your website after they complete their payments. For more information, see “[Auto Return](#)” on page 271.
- **Payment Data Transfer** – Click the **Edit** button to turn Payment Data Transfer on or off for all your payment buttons.
- For more information about Payment Data Transfer, see the [Order Management Integration Guide](#).
- **Cancel Payment URL** – (optional) Enter the URL for the page on your website that you want donors redirected to if they cancel their payments at any point before completing the checkout. If you do not enter a URL, donors who cancel are taken to a PayPal webpage. The URL that you enter is used by this payment button only.

3. Select your shipping preferences.

Select the radio button that matches your need to collect addresses from donors:

Make shipping optional – Select this radio button if you want to prompt donors to enter their addresses as an option.

– or –

Yes, require shipping – Select this radio button if you want to require donors to enter their addresses.

– or –

No shipping needed – Select this radio button if you do not require addresses from donors.

You might want to collect addresses from donors so that you can send paper contribution acknowledgement letters or ship contribution thank-you gifts.

4. Collect notes and special instructions from donors.

Use these settings to prompt donors to enter notes or special instructions.

Notes and special instructions

Do you want donors to have the option to include a note with their donation?

Yes No

Note Title: (30 character limit)

Select the Yes radio button to prompt donors for notes and special instructions.

Change the Note Title to a value that prompts donors for specific notes or instructions.

- Select the **Yes** radio button if you want donors to enter notes to you when they make their payments. If you leave the **No** radio button selected, donors cannot include notes.
- **Note Title** – If you selected the **Yes** radio button, change the default value for the field label to prompt donors for specific information, such as `In memory of`. Enter no more than 30 characters.

5. Choose an email address to receive payment.

(optional) In the **Email Address** dropdown menu, select the email address through which you want to receive payments when people click the payment button that you are creating. The dropdown menu selects your primary email address by default. You might select the email address of the person in your organization who handles accounting. All payments are deposited to your PayPal account balance, regardless of which email addresses receive particular payments. Only confirmed email addresses can be used to receive payments.

6. If you want to change any of the details that you entered on the previous page, click the **Edit** button and follow the instructions for “[Page 1 – Specifying the Basic Features of the Donate Button](#)” on page 97, beginning with **Step 5**.

– or –

If you have entered all the details and options for your button, go to “[Copying and Pasting the Donate Code With JavaScript Disabled](#)” on page 103.

Copying and Pasting the Donate Code With JavaScript Disabled

After you enter the basic and advanced features that you want for your Donate button, click the **Create Button Now** button. PayPal generates Donate code for:

- a payment button, which you can paste onto your website
- an email payment link, which you can paste into email

The **Add a Donate button to your website** page displays the generated code.

[Copying and Pasting the HTML Code for the Donate Button With JavaScript Disabled](#)

To copy and paste the HTML code for the Donate payment button:

1. Click the **HTML code for Websites** text box to select all of the generated HTML code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - or –
 - right-clicking your mouse, and selecting **Copy**.
3. In your web editing tool, open the webpage where you want the button to be seen.
4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - or –
 - right-clicking your mouse, and selecting **Paste**.

[Copying and Pasting the Code for the Donate Email Payment Link With JavaScript Disabled](#). PayPal does not generate code for email payment links if you select the **Yes** radio button in the **Button Encryption** section on the first page of the button creation tool. To turn button encryption off, return to the first page and click the **No** radio button in the **Button Encryption** section. Then click the **Create Button Now** button again.

NOTE: You cannot use Encrypted Website Payments to encrypt the code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the code for the Donate email payment link:

1. Click the **Link for Emails** text box to select all of the generated URL code.

2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. Open the email template or message that you want to send.
4. Paste the text that you copied from the clipboard into your email, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Creating More Donate Buttons With JavaScript Disabled. After you copy and paste the Donate code, you can create another Donate button for a different contribution purpose or amount. Scroll to the bottom of the **Add a Donate button to your website** page and click the **Create Another Button** button. Then follow the instructions for “[Page 1 – Specifying the Basic Features of the Donate Button](#)” on page 97, beginning with **Step 5**. The pages of the button creation tool retain the options that you previously specified.

Avoiding Problems With Pasted HTML Code

After you paste the code onto your webpage or into your email, ensure that it matches exactly the code that you copied from PayPal. Pasted code may not match the generated code for the following reasons:

- You did not copy all of the generated code.
- Your editing tool may have special areas for pasting HTML code and other areas for pasting URLs and display text. Be sure you paste the generated code into a field that accepts HTML code or URLs.
- Your editing tool might change some characters in the pasted code.

Sample HTML Code for Donate Buttons

The sample HTML code in this section demonstrates various features of Buy Now buttons:

- “[Sample HTML Code for a Basic Donate Button](#)” on page 105
- “[Sample HTML Code for a Donate Button With a Fixed Contribution Amount](#)” on page 105

To protect against malicious users tampering with the HTML code for your Donate buttons and submitting fraudulent contributions, see [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

IMPORTANT: Organizations with significant payment volume are required to take precautions on securing Website Payment Standard buttons.

Sample HTML Code for a Basic Donate Button

The sample HTML code below illustrates a basic Donate button where donors enter their own contribution amount during checkout. The code uses the `currency_code` variable to set the currency for the contribution amounts that donors enter.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business"
        value="donations@kcparkfriends.org">

    <!-- Specify a Donate button. -->
    <input type="hidden" name="cmd" value="/_donations">

    <!-- Specify details about the contribution -->
    <input type="hidden" name="item_name" value="Friends of the Park">
    <input type="hidden" name="item_number" value="Fall Cleanup Campaign">
    <input type="hidden" name="currency_code" value="USD">

    <!-- Display the payment button. -->
    <input type="image" name="submit" border="0"
        src="https://www.paypal.com/en_US/i/btn/donate_LG.gif"
        alt="PayPal - The safer, easier way to pay online">
    
</form>
```

The sample code above produces the following result:



Paste the code onto your website wherever you want donors to click and make a contribution in amounts that donors choose.

Sample HTML Code for a Donate Button With a Fixed Contribution Amount

The sample HTML code below illustrates a Donate button where the contribution amount that donors make is fixed and cannot be changed. The code uses the `amount` and the `currency_code` variables to set fixed contribution amount at \$25.00 USD.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
```

```
<!-- Identify your business so that you can collect the payments. -->
<input type="hidden" name="business"
       value="donations@kcparkfriends.org">

<!-- Specify a Donate button. -->
<input type="hidden" name="cmd" value="_donations">

<!-- Specify details about the contribution -->
<input type="hidden" name="item_name" value="Friends of the Park">
<input type="hidden" name="item_number" value="Fall Cleanup Campaign">
<input type="hidden" name="amount" value="25.00">
<input type="hidden" name="currency_code" value="USD">

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
       src="https://www.paypal.com/en_US/i/btn/donate_LG.gif"
       alt="PayPal - The safer, easier way to pay online">

</form>
```

3

Recurring Payments – Subscribe Buttons

Use Subscribe buttons to bill customers on a regular basis, charge membership dues, or offer subscription services and installment payment plans.



You can create Subscribe buttons that you add to your website by using a tool on the PayPal website, or you can write the HTML code for Subscribe buttons manually. You can create buttons with limited functionality before you create your PayPal account or with JavaScript disabled in your browser.

Read the following topics to learn more about Subscribe buttons:

- “Getting Started With Subscribe Buttons” on page 108
- “The Checkout Experience With Subscribe Buttons” on page 115
- “Managing Subscriptions” on page 123
- “Advanced Features of Subscribe Buttons” on page 132
- “Creating Advanced Subscribe Buttons on the PayPal Website” on page 142
- “Sample HTML Code for Subscribe Buttons” on page 165
- “Sample URL Code for Subscribe Email Payment Links” on page 173

Getting Started With Subscribe Buttons

The easiest way to add a Subscribe button to your website is by using the button creation tool on the PayPal website. As soon as you add the button, you can begin selling subscriptions on your website.



Follow one of these procedures to get started creating your own Subscribe buttons:

- “Using the Button Creation Tool for a Basic Subscribe Button” on page 108
- “Creating Basic Subscribe Buttons With JavaScript Disabled” on page 109
- “Creating Subscribe Buttons Before You Create Your PayPal Account” on page 112

NOTE: For more detailed instructions, see “Advanced Features of Subscribe Buttons” on page 132.

Using the Button Creation Tool for a Basic Subscribe Button

The following instructions create a basic Subscribe button that sets up subscriptions with a monthly billing cycle that recurs until subscriptions are cancelled.

To learn how to create buttons for other kinds of subscriptions, see “Using the Button Creation Tool for Advanced Subscribe Buttons” on page 142.

To use the button creation tool for a basic Subscribe button:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.
The **My Account Overview** page opens.
2. Click the **Profile** subtab.
The **Profile Summary** page opens.
3. Under the **Selling Preferences** heading, click the **Create new button** link.
The **Create PayPal payment button** page opens.
4. In the **Accept payments for** dropdown menu, select “Subscriptions and recurring billing”.

5. Enter the payment details of your subscription.
 - **Subscription name** – Enter a name for the subscription. For example, enter “Alice’s Monthly Digest”.
 - **Recurring amount to be billed** – Enter the amount you want to bill subscribers for each monthly billing cycle. For example, enter “20.00”.
6. Scroll to the bottom of the page, and click the **Create Button** button.
The **You are viewing your button code** page opens.
7. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
8. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
9. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.
10. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Creating Basic Subscribe Buttons With JavaScript Disabled

The button creation tool for Subscribe buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

Read these topics to learn more about creating Subscribe buttons with JavaScript disabled:

- [“Limitations When Creating Payment Buttons With JavaScript Disabled” on page 109](#)
- [“Creating a Basic Subscribe Button With JavaScript Disabled” on page 110](#)
- [“Enabling JavaScript in Your Browser” on page 111](#)

Limitations When Creating Payment Buttons With JavaScript Disabled

The alternative tool that works with JavaScript disabled lets you create Subscribe buttons on the PayPal website. However, the following features are not supported by the alternative tool:

- Saving your buttons in your PayPal account
- Tracking inventory

- Language choices for button images
- Creating payment buttons before you create your PayPal account

To use any of the above features when creating payment buttons on the PayPal website, you must enable JavaScript in your browser.

For more information, see “[Enabling JavaScript in Your Browser](#)” on page 111.

Creating a Basic Subscribe Button With JavaScript Disabled

The following instructions create a basic Subscribe button that sets up subscriptions with a monthly billing cycle that recurs until subscriptions are cancelled.

To learn how to create buttons for other kinds of subscriptions, see “[Creating Advanced Subscribe Buttons With JavaScript Disabled](#)” on page 155.

To create a basic Subscribe button for your website with JavaScript disabled:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

The **My Account Overview** page opens.

2. Click the **Edit Profile** link.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **Create New Button** link.

The **Create PayPal payment button** page opens.

4. Click the **Subscribe** link.



The **Subscriptions & Recurring Payments** page opens.

5. Enter the following information:

- **Subscription name** – Enter a name for the subscription; for example, enter “Alice’s Monthly Digest”.
- **Subscription price** – Enter the amount you want to bill subscribers for each monthly billing cycle; for example, enter “20.00”.

6. Scroll to the bottom of the page, and click the **Create Button Now** button.

The **Add a Subscribe button to your website** page opens.

7. Click the **HTML code for Websites** text box to select all of the generated HTML code.

8. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
9. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

10. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

Enabling JavaScript in Your Browser

PayPal recommends that you keep JavaScript enabled at all times. Many features of the PayPal website require that JavaScript be enabled in your browser.

Read one of the following topics to learn how to enable JavaScript in your browser.

- “[Enabling JavaScript in Internet Explorer](#)” on page 111
- “[Enabling JavaScript in FireFox](#)” on page 112

After you enable JavaScript in your browser, you can create a basic Subscribe button by following the instructions for “[Using the Button Creation Tool for a Basic Subscribe Button](#)” on page 108

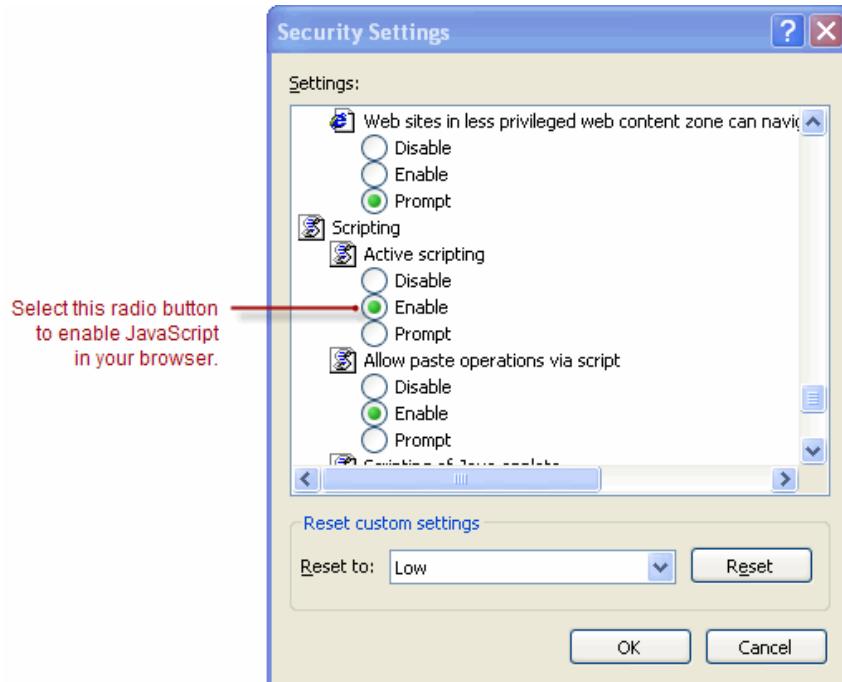
Enabling JavaScript in Internet Explorer. To enable JavaScript in Internet Explorer:

1. Select **Tools > Internet Options...** from the menu bar.

The **Internet Options** dialog box opens.
2. Click the **Security** tab.
3. Select the **Trusted sites** icon in the box of Web content zones.
4. Click the **Custom level...** button.

The **Security Settings** dialog box opens.

5. Scroll down to the **Scripting** section, and then select the **Enable** radio button as the option for active scripting.



6. Click the **OK** button to dismiss the **Security Settings** dialog box.

A **Warning** message box asks if you are sure you want to change the security settings.

7. Click the **Yes** button to dismiss the message box.
8. Click the **OK** button to dismiss the **Internet Options** dialog box.

Enabling JavaScript in Firefox. To enable JavaScript in Firefox.

1. Select **Tools > Options...** from the menu bar.

The **Options** dialog box opens.

2. Select the **Content** icon at the top of the dialog box.
3. Select the **Enable JavaScript** checkbox.
4. Click the **OK** button.

Creating Subscribe Buttons Before You Create Your PayPal Account

You can create basic Subscribe buttons and add them to your website to see how they look before you sign up for your PayPal account. However, for the buttons to work, you need a Premier or Business account.

Read the following topics to learn more about creating Subscribe buttons before you create your PayPal account.

- “[Limitations of Subscribe Buttons Created Without a PayPal Account](#)” on page 113
- “[Creating a Basic Subscribe Button Without a PayPal Account](#)” on page 113

Limitations of Subscribe Buttons Created Without a PayPal Account

Consider the following limitations of Subscribe buttons that you create and add to your website before you sign up for your PayPal Premiere or Business account.

- The buttons that you place on your website will not work.
- PayPal limits the features that you can specify with the button creation tool, such as:
 - Saving your buttons in your PayPal account
 - Tracking inventory

NOTE: You cannot create payment buttons without a PayPal account if Javascript is disabled in your browser.

Creating a Basic Subscribe Button Without a PayPal Account

The following instructions create a basic Subscribe button that sets up subscriptions with a monthly billing cycle that recurs until subscriptions are cancelled.

To learn how to create buttons for other kinds of subscriptions, see “[Using the Button Creation Tool for Advanced Subscribe Buttons](#)” on page 142.

To create a basic Subscribe button without a PayPal account:

1. Visit the PayPal website at <https://www.paypal.com>.
2. Click the **Business** tab.
3. Under the **Need to accept credit cards?** heading, click the **On your website** link.

The **Choose a payment solution** page opens.

4. Under the **Website Payments Standard** heading, click the **Learn more** link.

The **PayPal Website Payments Standard: Overview** page opens.

5. Under the **Collect recurring or subscription fees** heading, click the **Create payment button** link.

The **Create PayPal payment button** page opens.

6. In the **Accept payments for** dropdown menu, select “Subscriptions and recurring billing”.

7. Enter the payment details of your subscription.

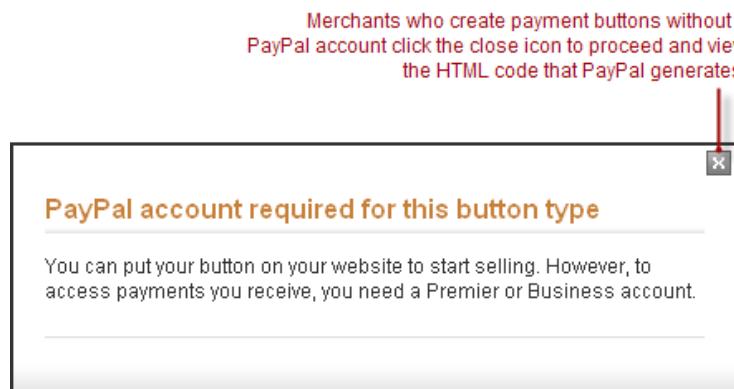
- **Subscription name** – Enter a name for the subscription. For example, enter “Alice’s Monthly Digest”.
- **Recurring amount to be billed** – Enter the amount you want to bill subscribers for each monthly billing cycle.

- **Email address to receive payments**—Enter the email address that you will use when you sign up for your PayPal account.

8. Click the **Create Button** button.

The **PayPal account required for this button type** message box appears.

9. Click the close icon in the upper right corner of the message box to proceed.



The **You've created your button** page opens.

10. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.

11. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- **or** –
- right-clicking your mouse, and selecting **Copy**.

12. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

13. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

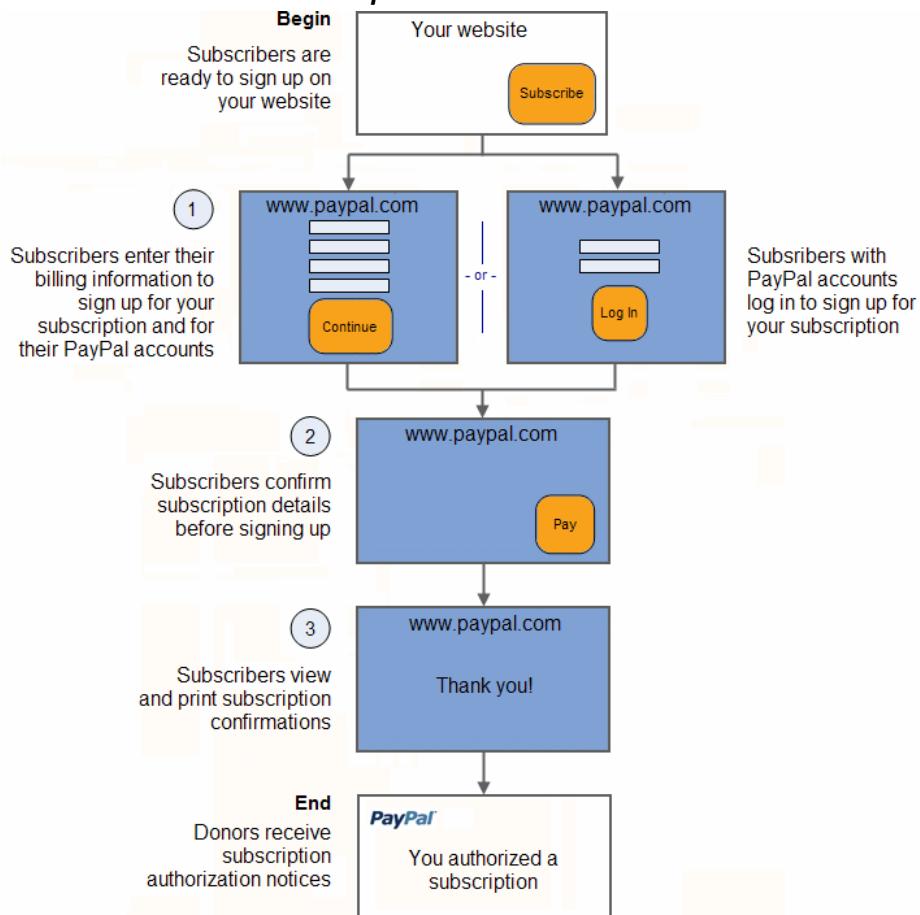
- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

IMPORTANT: Your Subscribe button will not work till you sign up successfully for your PayPal Premiere or Business Account.

The Checkout Experience With Subscribe Buttons

This section demonstrates the PayPal checkout experience for people who click Subscribe buttons on your website. The following diagram illustrates the steps.

FIGURE 3.1 The Checkout Experience with Subscribe Buttons



Read these topics to better understand the checkout experience with Subscribe buttons:

- “Begin – Subscribers Are Ready to Sign Up on Your Website” on page 116
- “1 – Subscribers Enter Their Billing Information or They Log In to PayPal” on page 116
- “2 – Subscribers Confirm Their Subscription Details Before Signing Up” on page 119
- “3 – Subscribers View and Print Their Subscription Confirmations” on page 120
- “End – Subscribers Receive Subscription Authorization Notices by Email” on page 121
- “Enhancing the Checkout Experience With Subscribe Buttons” on page 122

Begin – Subscribers Are Ready to Sign Up on Your Website

The basic checkout experience with Subscribe buttons begins on your website when someone is ready to sign up for your subscription.

FIGURE 3.2 Subscribers Begin on Your Website When They Are Ready to Sign Up



In this example, Bob begins on Alice's Used Books website and decides to sign up for a subscription to *Alice's Weekly Digest*. He clicks the **Subscribe** button to check out.

1 – Subscribers Enter Their Billing Information or They Log In to PayPal

PayPal displays a billing information/log-in page, which lets subscribers enter their credit card information to sign up. Two radio buttons near the top of the page let subscribers switch between entering billing information and logging in to PayPal to sign up.

FIGURE 3.3 Subscribers Enter Their Billing Information to Sign Up With Credit Cards

Alice's Used Books

Billing Information

* Required

Subscription To	Terms	Amount
Alice's Weekly Digest	Free for the first month Then \$20.00 USD for each year	\$0.00 USD

Select Payment Type

Signing up for a PayPal account will be required to complete this purchase.

PayPal Pay fast with PayPal. It's free and private. [Learn more](#) Subscribers with PayPal accounts click this radio button to sign up.

No PayPal account? Use your credit card or bank account (where available).

Country

*Country:

Credit or Debit Card Information

*First Name: Robert
(as it appears on card)

*Last Name: Smith
(as it appears on card)

*Card Type: Visa

*Card Number: 4762191567721490

*Expiration Date: 06 2010

*Card Security Code: 123  [What's this?](#)

Billing Address

*Address Line 1: 567 Uptown Way

Address Line 2:

*City: Anytown

*State: CA

*ZIP Code: 12345

Contact Information

This information will only be used to contact you regarding your payment, if needed.

*Email Address:

*Home Telephone: [Privacy](#)

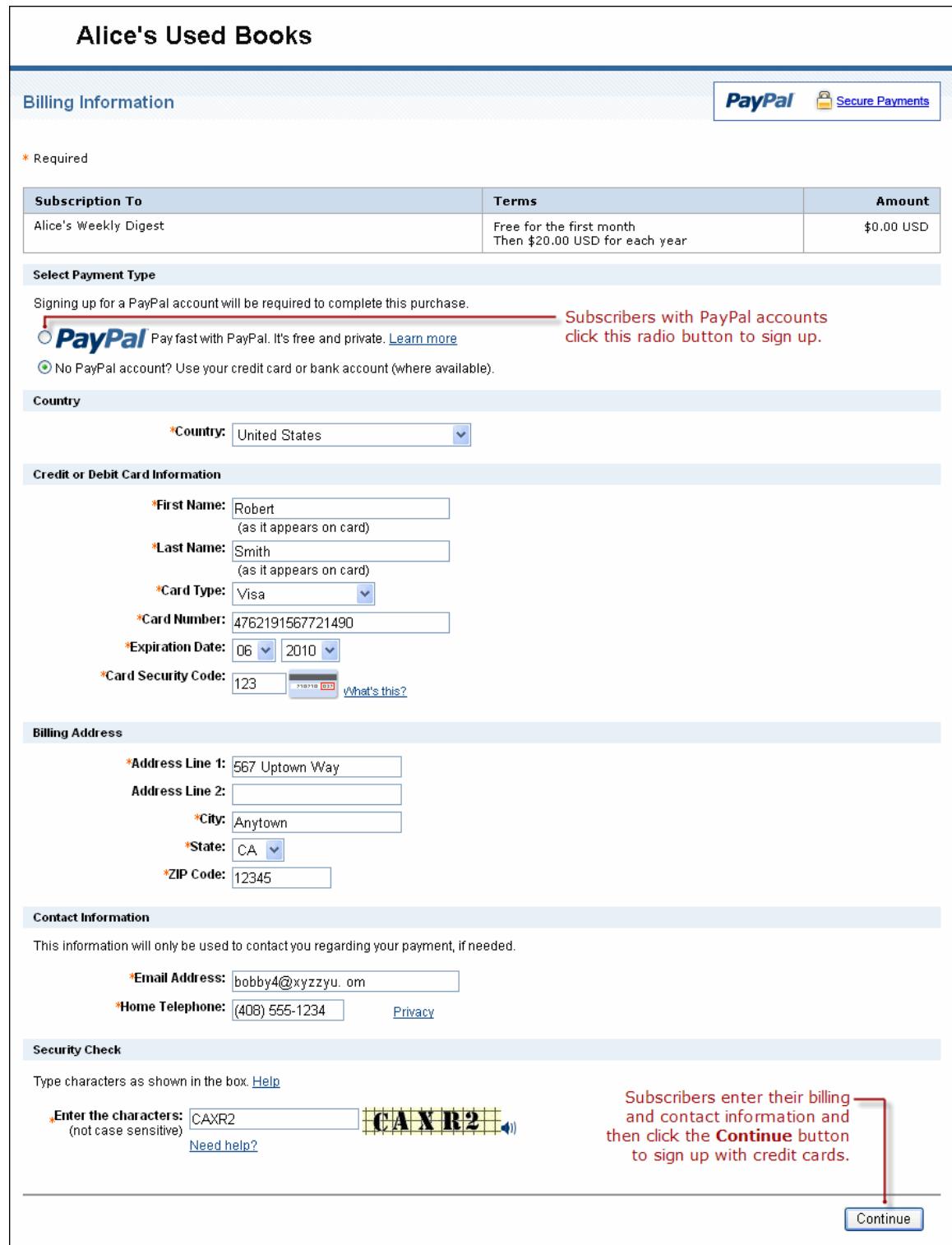
Security Check

Type characters as shown in the box. [Help](#)

*Enter the characters:  [Need help?](#)

Subscribers enter their billing and contact information and then click the **Continue** button to sign up with credit cards.

Continue



In this case, Bob does not have a PayPal account. He enters his billing information. He also

Recurring Payments – Subscribe Buttons

The Checkout Experience With Subscribe Buttons

enters his contact information – email address and home phone number– so that PayPal can send him a PayPal transaction receipt and can contact him if necessary to complete the transaction. Then, he clicks the **Continue** button.

FIGURE 3.4 Subscribers New to PayPal Enter Passwords to Create New PayPal Accounts

Alice's Used books

Save your information

When you pay with PayPal, your shipping and billing information is stored securely, saving you valuable time. [Learn more](#)

Simply fill in your information below and click the "Continue" button. Your password should be 8 characters minimum and is case sensitive.

PayPal will email you a receipt for this transaction. In the future, you can use your email address and password to log in to your PayPal account and view your payment information.

Check out faster next time. Store your information securely with PayPal, and start saving time when you shop at millions of stores worldwide.

* Required

Enter a password below to save your information with PayPal

Pay Fast With PayPal.
It's free and private: merchants never see your financial info.

*Email Address:
For PayPal account login

*Create Account Password:
8 characters minimum

*Confirm Password:

Subscribers who sign up with credit cards enter passwords to create their new PayPal accounts.

By clicking "Continue", I acknowledge that I have read and agree to PayPal's [User Agreement](#). Click Continue only once. It will take an average of 60 seconds for your information to be submitted.

Continue

PayPal prompts subscribers who sign up with credit cards to enter passwords for their new PayPal accounts. In this case, Bob enters the password that he wants for his new PayPal account and confirms it by typing it again. Then, he clicks the **Continue** button.

Subscribers who already have PayPal accounts click the **PayPal** radio button near the top of the billing information page in order to sign up. The page changes to let them log in to PayPal.

FIGURE 3.5 Subscribers Log In to PayPal to Sign Up

Alice's Used Books

Billing Information

* Required

Subscription To	Terms	Amount
Alice's Weekly Digest	Free for the first month Then \$20.00 USD for each year	\$0.00 USD

Select Payment Type

Signing up for a PayPal account will be required to complete this purchase.

PayPal Pay fast with PayPal. It's free and private. [Learn more](#)

Email:
 Password:

Log In 

Forgot [email address](#) or [password](#)?

No PayPal account? Use your credit card or bank account (where available).

Subscribers with PayPal accounts enter their email addresses and passwords and then log in to sign up.

2 – Subscribers Confirm Their Subscription Details Before Signing Up

PayPal displays a transaction confirmation page to let subscribers confirm the details before they complete their transactions and authorize their signups for subscriptions and for new PayPal accounts.

Recurring Payments – Subscribe Buttons

The Checkout Experience With Subscribe Buttons

FIGURE 3.6 Subscribers Confirm Their Subscription Details Before Signing Up

Alice's Used books

Review Your Payment

Subscription To

Subscription To	Terms	Amount
Alice's Weekly Digest	Free for the first month Then \$20.00 USD for each year Effective Date: Jun. 24, 2008	\$0.00 USD

Review the payment details and click **Pay** to complete your secure payment. Visit [Funding Sources](#) to learn more about PayPal policies and your payment source rights and remedies, or to change debit card processing options.

Seller Information

Seller Name
Alice's Used books

Seller Status
[Verified Business Member \(0\)](#)

Payment Method

Future payments will be drawn from your U.S. Dollar balance. If your balance does not cover the payments, you authorize PayPal to deduct the amount from Visa XXXX-XXXX-XXXX-4293.
[Edit Source of Funds](#)

Subscribers click either button to sign up for their subscriptions and their new PayPal accounts.

Pay **Cancel**

Pay **Cancel**

In this case, Bob reviews the details of his subscription and recurring payments. Then, he clicks the **Pay** button to complete his signup for the subscription his signup for a new PayPal account.

3 – Subscribers View and Print Their Subscription Confirmations

PayPal displays a payment confirmation page after subscribers pay to let them know that they have signed up successfully.

FIGURE 3.7 Subscribers View and Print Their Subscription Confirmations

The screenshot shows a PayPal subscription confirmation page for "Alice's Used Books". At the top, it says "You have Successfully Signed Up". Below that, there's a "PayPal Secure Payments" logo. A table displays subscription details: "Subscription To" (Alice's Weekly Digest), "Terms" (Free for the first month, Then \$20.00 USD for each year, for 5 installments, Effective Date: Mar. 29, 2008), and "Amount" (\$0.00 USD). A "Note" section states: "The details of this transaction are stored in your PayPal account for easy access anytime. For details login to www.paypal.com". A "Contact Information" section lists: Business Name: Alice's Used books, Contact Email: help@mystore.com, and Contact Phone: US +1 8005551234 Call. At the bottom right is a "View PayPal Shops" button.

Subscription To	Terms	Amount
Alice's Weekly Digest	Free for the first month Then \$20.00 USD for each year, for 5 installments Effective Date: Mar. 29, 2008	\$0.00 USD

In this case, Bob prints the subscription confirmation page for his records.

End – Subscribers Receive Subscription Authorization Notices by Email

PayPal sends subscribers a subscription authorization notice by email to confirm the subscription that they signed up for.

Recurring Payments – Subscribe Buttons

The Checkout Experience With Subscribe Buttons

FIGURE 3.8 Subscribers Receive Subscription Authorization Notices by Email

From: service@paypal.com
 To: bobb4@xyzzyu.com
 Date: May 23, 2008 13:24:07 PDT
 Subject: Subscription Receipt for Alice's Weekly Digest

Dear Robert Smith,

You have successfully signed up for a subscription to Alice's Weekly Digest using PayPal.

Your first subscription payment, for \$0.00 USD, has already been sent to Alice's Used books.

Subscription Details

Date of sign up: May 23, 2008
 Subscription Name: Alice's Weekly Digest
 Subscription Number: S-3LS181836J608011G

Subscription Terms:

Free for the first month

Then \$20.00 USD for each year

Your subscription will automatically renew at the rates stated above unless you cancel prior to the end of the billing period.
 If you have any questions or concerns about this subscription, please contact Alice's Used books.

Contact Information

Business Name: Alice's Used books
 Contact Email: help@mystore.com
 Contact Phone: 800-555-1234

Notification Preferences

Your Email Notification Preferences are currently set so that you will not receive an email receipt each time a payment is sent for this subscription. If you would like to receive an email receipt each time payment is sent for this subscription, log in to your PayPal account and go to the "Profile" subtab of the "My Account" tab. Choose the "Notifications" link from the "Account Information" section and follow the on-screen instructions to change this Preference.

Cancelling Your Subscription

If you would like to cancel this subscription, log in to your PayPal account and go to the "History" subtab of the "My Account" tab. Choose "Subscriptions" from the pull-down "Show" menu and press the "Submit" button. Choose this subscription, and click on its "Details" link. You will be taken to a Transaction Details page from which you may

In this case, PayPal sends Bob an email message notifying him of his subscription to Alice's Weekly Digest and his future recurring payments.

Enhancing the Checkout Experience With Subscribe Buttons

Website Payments Standard offers these features to enhance the basic checkout experience for your subscribers:

- Co-Branding the Checkout Pages with Your Logo and Colors
- Prepopulating the Checkout Pages With Billing Addresses
- Returning People to Your Website After They Check Out

Co-Branding the Checkout Pages with Your Logo and Colors

The basic checkout experience displays your email address or your business name in the upper left corner of the checkout pages. You can enhance the checkout experience by setting up custom page payments in your account profile to specify logos and colors that match the style of your website. PayPal uses the logo and colors to display the checkout pages. In addition, you can specify logos and colors with advanced HTML variables that you add to the code of your button.

For more information, see:

- “[Co-Branding the PayPal Checkout Pages](#)” on page 267
- “[HTML Variables for Displaying PayPal Checkout Pages](#)” on page 358

Prepopulating the Checkout Pages With Billing Addresses

The basic checkout experience has forms for filling in billing addresses. You can enhance the checkout experience by prepopulating the forms with information that you have on your website about the subscriber.

To learn more, see “[HTML Variables for Prepopulating PayPal Checkout Pages](#)” on page 361.

Returning People to Your Website After They Check Out

The basic checkout experience with Subscribe buttons leaves subscribers on a PayPal webpage when they complete their subscription signups. Use one of the following techniques to alter the basic checkout experience so that subscribers return to your website:

- **Return URL** – Let people return to a page on your website if they click a return link or button on the PayPal payment confirmation page.

To learn more, see [Step 3 of “Step 3 – Adding Advanced Features to Your Subscribe Button”](#) on page 151 or “[HTML Variables for Displaying PayPal Checkout Pages](#)” on page 358.

- **Auto Return** – Have PayPal return people automatically to a page on your website.

To learn more, see “[Auto Return](#)” on page 271.

Managing Subscriptions

Read the following topics to learn about managing subscriptions:

- “[Tracking Subscription Transactions](#)” on page 124
- “[How Billing Cycles and Recurring Payments Work](#)” on page 126
- “[Downloading Subscriber Lists](#)” on page 128
- “[Canceling Individual Subscriptions](#)” on page 128
- “[Canceling Multiple Subscriptions at One Time](#)” on page 129

Tracking Subscription Transactions

Read the following topics to learn how PayPal helps you manage Donate transactions.

- Using Email Notices to Track Subscription Transactions
- Using Recent Activity to Track Subscribe Transactions
- Using Transaction History to Track Subscribe Payments
- Using Downloadable History Logs to Track Subscribe Payments
- Using Instant Payment Notification to Track Subscribe Transactions

Using Email Notices to Track Subscription Transactions

PayPal sends you email notices when:

- People sign up for new subscriptions.
- Subscription payments are made.
- Subscriptions end or are canceled.

Generally, PayPal sends email notices to the primary email address of your account.

PayPal can send email notices to an alternate email address, such as to someone in your organization who handles accounting or manages access to members-only content. Add the additional email address to your account profile. Then, use that email address as the value for the business HTML variable when you write the HTML code yourself for your Subscribe buttons.

For more information, see [Appendix A, “HTML Variables for Website Payments Standard.”](#)

Using Recent Activity to Track Subscribe Transactions

PayPal displays Subscribe transactions in your recent activity, soon after subscribers complete their subscription signups.

FIGURE 3.9 Using Recent Activity to Track Subscribe Transactions

The screenshot shows the PayPal Recent Activity page. At the top, there is a navigation bar with links for 'All account activity', 'Payments sent', and 'Payments received'. Below this is a header section labeled 'Recent activity Last updated 5/19/2008 12:06 PDT'. A table follows, displaying transaction details. The columns are: File, Type, To/From, Name/Email/Phone, Date, Status, Details, Action, and Amount (\$). Two transactions are listed:

File	Type	To/From	Name/Email/Phone	Date	Status	Details	Action	Amount (\$)
<input type="checkbox"/>	Subscription Creation	From	Mary Smith	May 19, 2008	Active	Details	...	
<input type="checkbox"/>	Payment	From	Mary Smith	May 19, 2008	Completed	Details	...	\$20.00 USD

At the bottom of the table, there are two buttons: 'File Selected Items' and 'File All'.

To view your recent history:

1. Log in to your PayPal account.

2. Navigate to **My Account > Overview**.

The **My Account Overview** opens.

3. Scroll down to the **Recent Activity** table near the bottom of the page.

Using Transaction History to Track Subscribe Payments

PayPal lets you search for Subscribe payments on the History page. The status of payments found there can be:

- **Completed** – Transactions were successful, and funds were credited to your account
- **Cleared** – Payments cleared senders' accounts, and funds were credited to your account
- **Uncleared** – Payments have not cleared sender's accounts, and funds were not credited

To learn how to work with transaction history, see the [Order Management Integration Guide](#).

Using Downloadable History Logs to Track Subscribe Payments

PayPal lets you download a file that contains all of your subscription payment history for a time frame that you specify. You can choose comma delimited, tab delimited, Quicken, or QuickBooks as the file format.

To download a file with your subscription payment history:

1. Log in to your PayPal account at <https://www.paypal.com>.

2. Click the **History** subtab.

The **History** page opens.

3. Click the **Download My History** link.

The **Download History** page opens.

4. Click the **Customize Download Fields** link.

The **Customize My Download History** page opens.

5. Scroll down the page, and select the **Subscription Number** check box.

6. Click the **Save** button.

The **Download History** page opens again.

7. Specify the time frame for the subscription payments you want to download and the file type you want.

8. Click the **Download History** button, and follow the onscreen instructions.

For more information on the Download History page, see the [Order Management Integration Guide](#).

Using Instant Payment Notification to Track Subscribe Transactions

PayPal lets your web server receive messages about Subscribe transactions and payment activity on your account. If you activate Instant Payment Notification, PayPal sends messages when:

- Payments are first made, with a status of completed or pending.
- Payments clear, fail, or are denied, if the initial status was pending.
- Subscriptions begin, end, or are canceled, if you use Subscriptions Password Management.

To learn more, see:

- “[Instant Payment Notification – notify_url](#)” on page 343
- “[Generating Usernames and Passwords With Subscribe Buttons](#)” on page 139
- [Order Management Integration Guide](#)

How Billing Cycles and Recurring Payments Work

PayPal attempts to collect recurring payments from subscribers on the day after the previous billing cycle or trial period ends. Billing cycles can be daily, weekly, monthly or yearly, depending on the terms of the original subscription.

How Subscriptions with Weekly Billing Cycles Work

For weekly billing cycles, recurring payments are collected on the same day of the week.

EXAMPLE 3.1 When Weekly Recurring Payments Are Due and Collected

The subscription terms are:

- \$10 USD a week; the subscriber signs up on Tuesday, December 23.

The subscriber is billed as follows:

- Tuesday, December 23 = \$10.00 USD
- Tuesday, December 30 = \$10.00 USD
- Tuesday, January 6 = \$10.00 USD
- and so on...

How Subscriptions with Monthly Billing Cycles Work

For monthly billing cycles, recurring payments are collected on the same day of the month. If the initial recurring payment falls on the 31st, PayPal eventually adjusts the billing cycle to the 1st of the month. If the initial recurring payment falls on the 29th or 30th, PayPal adjusts the billing cycle to the 1st of the month on the following February.

EXAMPLE 3.2 When Monthly Recurring Payments Are Due and Collected on the 31st

The subscription terms are:

- \$25.99 USD a month; the subscriber signs up on Thursday, July 31.

The subscriber is billed as follows:

- Thursday, July 31 = \$25.99 USD
- Saturday, August 31 = \$25.99 USD
- Wednesday, October 1= \$25.99 USD
- Saturday, November 1= \$25.99 USD
- and so on...

Notice that no recurring monthly payment was collected in September, but recurring payments *were* collected roughly every 30 days.

EXAMPLE 3.3 When Monthly Recurring Payments Are Due and Collected on the 30th

The subscription terms are:

- \$25.99 USD a month; the subscriber signs up on Tuesday, December 30.

The subscriber is billed as follows:

- Tuesday, December 30 = \$25.99 USD
- Friday, January 30 = \$25.99 USD
- Sunday, March 1= \$25.99 USD
- Wednesday, April 1= \$25.99USD
- and so on...

Notice that no recurring monthly payment was collected in February, but recurring payments *were* collected roughly every 30 days.

How Subscriptions with Yearly Billing Cycles Work

For yearly billing cycles, recurring payments are collected on the same month and day each year. If the initial recurring payment falls on February 29th of a leap year, PayPal adjusts the billing cycle to March 1st the following year.

EXAMPLE 3.4 When Yearly Recurring Payments Are Due and Collected

The subscription terms are:

- \$125.99 USD a year; the subscriber signs up on a Friday, February 29.

The subscriber is billed as follows:

- Friday, February 29, 2008 = \$125.99 USD
- Sunday, March 1, 2009 = \$125.99 USD
- Sunday, March 1, 2010 = \$125.99 USD
- and so on...

Downloading Subscriber Lists

You can download a text file that contains all of your non-payment subscription history – signups, cancellations, and ends of term. You can manipulate the download file to produce these kinds of lists:

- **All current and past subscribers** – Exclude “Subscription Cancellation” and “Subscription Completion” activity
- **All active subscribers** – Include activity with an “active,” “active-completed,” or “active-cancelled” status

To download a file with your non-payment subscription history:

1. Log in to your PayPal account at <https://www.paypal.com>.

2. Click the **History** subtab.

The **History** page opens.

3. Click the **Download My History** link.

The **Download History** page opens.

4. Specify the time frame for the subscription activity you want to download.

5. From the **File Types for Download** dropdown menu, select “Subscriptions.”

NOTE: The “Subscriptions” choice is available in the dropdown menu only after someone has signed up for a subscription with you.

6. Click the **Download History** button, and follow the onscreen instructions.

For more information on the Download History page, see the [Order Management Integration Guide](#).

Cancelling Individual Subscriptions

As a subscription service provider, you can cancel the subscriptions of individual subscribers from the Subscription Details pages of your PayPal account. In addition, your subscribers can cancel the subscriptions that they have with you from their Subscription Details pages. The procedure, described below, is the same in either case.

NOTE: For the convenience of you and your subscribers, consider adding a Cancel Subscription button to your website.

For more information, see “[Working With Unsubscribe Buttons](#)” on page 137.

To cancel an individual subscription:

1. Log in to your PayPal account at <https://www.paypal.com>.

2. Click the **History** subtab.

The **History** page opens.

3. From the **Show** dropdown menu, select “Subscriptions.”
4. Specify the time frame in which the subscription was set up.
5. Click the **Search** button.

The **History** pages displays a list of subscription transactions.

6. In the **Subscriptions** list, locate the subscription you want to cancel.

Make sure of the following:

- The **Type** column reads, “Subscription Creation.”
- The **Status** column reads, “Active.”

7. In the row for the subscription that you want to cancel, click the **Details** link.

The **Subscription Details** page opens.

8. Scroll to the bottom of the page, and click the **Cancel Subscription** button.

Cancelling Multiple Subscriptions at One Time

As a subscription service provider, you can cancel multiple subscriptions at one time from the Subscription Details page of your PayPal account.

Follow the procedures described in this section to cancel multiple subscriptions at one time:

- Requesting Mass Subscription Cancellations
- Monitoring the Progress of Mass Subscription Cancellations

Requesting Mass Subscription Cancellations

Before you begin this procedure, create a text file that contains the email addresses of the subscribers whose subscriptions you want to cancel. Enter each email addresses on a separate line. You will upload this mass cancellation file during **Step 7** of the procedure below.

IMPORTANT: If a subscriber in your text file has more than one subscription with you, all of that person’s subscriptions will be canceled.

To request the cancellation of multiple subscriptions at one time:

1. Log in to your PayPal account at <https://www.paypal.com>.
2. Click the **History** subtab.

The History page opens.

3. From the **Show** dropdown menu, select “Subscriptions.”
4. Click the **Search** button.

The History pages displays a list of subscription transactions.

5. In the row for any subscription where the **Status** column reads “Active,” click the **Details** link.

The Subscription Details page opens.

6. Scroll to the bottom of the page, and click the **Cancel several subscribers** link.

The Mass Subscription Cancellation page opens.

7. In the **Attach Mass Cancellation File** text box, enter the path and filename of the mass cancellation file that you created earlier, or click the **Browse...** button to locate the file on your local computer.

8. Click the **Continue** button.

The Mass Cancellation page opens to display the number of email addresses that PayPal found in your mass cancellation file.

9. Confirm the number of email address found by PayPal against the number of email addresses in your mass cancellation file. Then, click then **Cancel Subscriptions** button.

The Mass Cancellation page refreshes to inform you that your mass cancellation file has been registered by PayPal and will be processed.

Monitoring the Progress of Mass Subscription Cancellations

It may take PayPal a while to process your mass cancellation file. You can monitor the progress from the History page by looking at the status of the cancellation transaction.

NOTE: It may take up to one hour to process your mass subscription cancellation.

To check the status of your mass subscription cancellation:

1. Log in to your PayPal account at <https://www.paypal.com>.

2. Click the **History** subtab.

The History page opens.

3. From the **Show** dropdown menu, select “All Activity - Simple View.”

4. Specify the time frame in which you requested the mass subscription cancellation.

Generally, select the **Within** radio button and select “The Past Day” from the dropdown menu.

5. Click the **Search** button.

The History pages displays a list of subscription transactions.

6. In the **Subscriptions** list, locate the row where the **Type** column reads “Mass Subscription Cancellation.”

The **Status** column reads “Processed” after PayPal finishes processing your mass cancellation file.

7. Click the **Details** link to see statistics about your mass subscription cancellation and to download a mass cancellation log file.

The Transaction Details page opens to display the following statistics:

- **Total Emails** – Number of email addresses uploaded from your file.
- **Emails Matched** – Number of email addresses that matched one or more active subscriptions.
- **Emails Not Matched** – Number of email addresses that matched no active subscriptions or matched subscriptions that were already completed or canceled.
- **Successful Cancellations** – Number of subscriptions canceled. This number may be higher than the number of emails matched if any email address had more than one active subscription.

8. Click the **View Details** button to download a mass cancellation log file.

PayPal prompts you to open or save a file named `BatchLog.txt`. Each line in the file represents the actions taken against a subscription. Each line begins with the subscription ID and has the email address of the subscriber and the processing date. The log file reports the following processing results:

- **Success** – The subscription was canceled.
- **Failed Already cancelled** – The subscription was canceled already.
- **Failed Already completed** – The subscription ended already.
- **Failed** – A general failure occurred, as identified by the failure code.
- **No Match** – The email address did not match any of your subscriptions.

End of Term Messages Sent Through Instant Payment Notification

Instant Payment Notification sends end of term messages when subscriptions end. Use these messages to automatically terminate subscription password access to members only content.

For more information about Subscriptions Password Management, see “[Generating Usernames and Passwords With Subscribe Buttons](#)” on page 139.

For subscriptions with no recurring payments, end of term messages are sent when the subscription period ends. For subscriptions with recurring payments and a limited number of billing cycles, end of term messages are sent at the end of the last billing cycle. For subscriptions that are canceled, end of term messages are sent when the subscription period or the current billing cycle ends. For subscriptions that PayPal cancels due to failures in attempts to collect recurring payments, end of term messages are sent immediately.

EXAMPLE 3.5 End of Term Examples

- Term – \$10 USD for 6 months, paid on the 1st of March
- End of Term – sent on the 1st of September, 7 months after signup
- Term – \$9.99 USD per month, paid on the 1st of March

- Cancellation – manually on the 15th of June
- End of Term – sent on the 1st July, at the end of the current billing cycle

- Term – \$10 USD for 6 months, paid on the 1st of March, with reattempts of failed recurring payments enabled
- Payment failure – on the 1st of June
- 1st reattempt failure – on the 4th of June
- 2nd reattempt failure – on the 9th of June
- Cancellation – final payment failure on the 9th of June
- End of Term – sent on the 9th of June

For more information, see “[Reattempting Failed Recurring Payments With Subscribe Buttons](#)” on page 141.

Advanced Features of Subscribe Buttons

Read the following topics to learn about these advanced features of Subscribe buttons:

- “[Offering Trial Periods and Introductory Rates With Subscribe Buttons](#)” on page 132
- “[Limiting the Number of Billing Cycles With Subscribe Buttons](#)” on page 133
- “[Offering Product Options With Subscribe Buttons](#)” on page 134
- “[Working With Modify Subscription Buttons](#)” on page 134
- “[Working With Unsubscribe Buttons](#)” on page 137
- “[Generating Usernames and Passwords With Subscribe Buttons](#)” on page 139
- “[Reattempting Failed Recurring Payments With Subscribe Buttons](#)” on page 141

Offering Trial Periods and Introductory Rates With Subscribe Buttons

Offer trial periods to let people try your subscription service before their regular subscription and its recurring payments begin. You can set the prices and durations of trial periods independently of the regular subscription price and billing cycle.

How Subscriptions With Trial Periods Work

The following example shows how subscribers are billed for trial periods.

EXAMPLE 3.6 Subscriptions That Include Trial Periods

Subscription Terms:

- An initial trial period, free of charge, that lasts for 7 days
- A second trial period for \$5 USD, that lasts three additional 3 weeks

- A regular subscription for \$10 USD a month thereafter

The Subscriber signs up on Aug. 1, and is billed as follows:

- Aug. 1 = \$0.00 USD
- Aug. 9 = \$5.00 USD
- Aug. 31 = \$10.00 USD

Specifying Trial Periods With Subscribe Buttons

Do one of following to add Subscribe buttons to your website that include trial periods:

- Specify trial periods when you create Subscribe buttons by using the creation tool on the PayPal website.
See [Step 9 of “Step 1 – Specifying Basic Features of Your Subscribe Button” on page 144](#).
- Specify trial periods in the HTML button code that you write manually.
See [“Sample HTML Code for a Subscribe Button With Trial Periods” on page 166](#).

Limiting the Number of Billing Cycles With Subscribe Buttons

Limit the number of billing cycles with your subscriptions to set up installment plans. The number that you specify stops recurring payments on subscriptions after that number of billing cycles has been reached.

How Subscriptions With Limited Billing Cycles Work

The following example shows how subscribers are billed on installment plans with a limited number of billing cycles.

EXAMPLE 3.7 Subscription Terms That Limit the Number of Billing Cycles

Subscription Terms:

- A regular subscription for \$19.95 USD a month, for a total of 3 months

The Subscriber signs up on Aug. 15, and is billed as follows:

- Aug. 15 = \$19.95 USD
- Sept. 15 = \$19.95 USD
- Oct. 15 = \$19.95 USD

Specifying the Limit on Billing Cycles With Subscribe Buttons

Do one of following to add Subscribe buttons to your website that have a limited number of billing cycles:

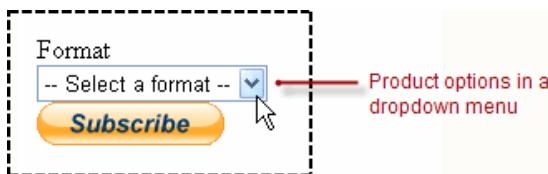
- Specify the limit that stops recurring payments after a certain number when you create Subscribe buttons by using the creation tool on the PayPal website.

See [Step 8 of “Step 1 – Specifying Basic Features of Your Subscribe Button” on page 144](#).

- Specify the limit in the HTML button code that you write manually.
See “[Sample HTML Code for a Subscribe Button With Limits on Billing Cycles](#)” on page 167.

Offering Product Options With Subscribe Buttons

Prompt subscribers for product options, such as size or color. You can prompt buyers for their option selections with dropdown menus or with text boxes. PayPal limits you to 6 product options on a single Subscribe button. Up to 4 options can prompt for selections with dropdown menus, and up to 2 options can prompt for selections with text boxes.



Specifying Product Options With Subscribe Buttons

Do one of the following to create Subscribe buttons that offer product options:

- Specify the product options when you create Subscribe buttons by using the creation tool on the PayPal website.
See [Step 6 of “Step 1 – Specifying Basic Features of Your Subscribe Button”](#) on page 144.
- Specify the product options in the HTML button code that you write manually.
See “[Sample HTML Code for Subscribe Buttons With Product Options](#)” on page 168.

Working With Modify Subscription Buttons

Let subscribers modify their active subscriptions by adding a Modify Subscription button to your website. If you offer different subscriptions levels, Modify Subscription buttons let you subscribers upgrade to a higher level without an interruption in service.

How PayPal Lets Subscribers Modify Their Subscriptions

Modify Subscription buttons let subscribers accept a new set of subscriptions terms and pricing for their current, active subscriptions.

You can write the HTML code for Modify Subscription buttons that allow subscribers to:

- Modify their active subscriptions, or sign up for new subscriptions
- Modify their active subscriptions only

The following example shows how subscribers use Modify Subscription buttons to upgrade their subscriptions from one level of service to another.

EXAMPLE 3.8 Subscribers Use Modify Subscription Buttons

Subscription terms:

- A basic subscription for \$29.95 USD a month, for one year
- A premium subscription for \$69.95 USD every six months

Bob signed up on Feb. 15 for a basic subscription.

- On Apr. 26, he decides to upgrade his basic subscription to a premium subscription:
 - Bob visits the subscription website, finds a webpage that lets him upgrade his subscription, and clicks the **Subscribe** button.

The screenshot shows a website for "Alice's Used Books". The main navigation bar includes links for Home, Fiction, Poetry, History, Science, Art, **Digest**, and Contact Us. Below the navigation, a section titled "Alice's Weekly Digest - Premium Subscriptions" is displayed. It features a small illustration of a person reading a book. The text "Enjoy these benefits of premiums subscriptions:" is followed by a bulleted list: "Access to privileged, members-only content", "Monthly discounts on book purchases", and "Invitation-only special events". A call-to-action button labeled "Subscribe" is shown above payment method icons for MasterCard, VISA, American Express, PayPal, and Bank Transfers. The price "\$69.99 USD* every six months" is prominently displayed. At the bottom, a note states: "Alice makes it easy to subscribe. Sign up with a credit or debit card, or use your PayPal account. *Requires a PayPal account for the recurring payments."

- PayPal displays a log-in page. Bob enters his PayPal credentials and logs in.
- PayPal displays the Review Subscription Details page, which lets Bob see his current subscription terms and the new terms is about to agree to.
- Bob retains his current subscription with Alice's Used Books.
- The new terms take effect at the end of the current billing cycle, Sept. 15.

Specifying Options for Modify Subscription Buttons

To create a Modify Subscription button, you must be able to write HTML code. You can generate most of the button code with the button creation tool on the PayPal website. Then, you add code to it manually.

Do one of the following:

- “Using the Button Creating Tool for Modify Subscription Buttons” on page 136
- “Creating Modify Subscription Buttons With JavaScript Disabled” on page 136

Using the Button Creating Tool for Modify Subscription Buttons. To create a Modify Subscription button by using the button creation tool on the PayPal website:

1. Follow the procedure for “[Step 1 – Specifying Basic Features of Your Subscribe Button](#)” on page 144.
 - Select a button image that reads “Subscribe.”
 - Specify the terms and pricing that will apply after subscriptions are modified.
2. (optional) Click the **Step 2** bar, depending on whether you want to save your button in your PayPal account and whether you want to track inventory for the items you are selling by subscription. Follow the instructions for “[Step 2 – Tracking Inventory With Your Subscribe Button](#)” on page 149.
3. Click the **Step 3** bar, and then follow the instructions for “[Step 3 – Adding Advanced Features to Your Subscribe Button](#)” on page 151.
 - Add any advanced features that you want for the modified subscription.
 - Select the **Add Advanced Variables** checkbox; then in the text box below it, enter one of the following lines of code:
modify="1" – Add this line of code to let subscribers modify their active subscriptions or sign up for new, additional subscriptions. If a subscriber has an active subscription, PayPal displays a page during checkout for accepting the new terms and pricing, with a link to a page to sign up for a new, additional subscription with the new terms and pricing. If a subscriber has a prior subscription that ended or was canceled, PayPal lets the subscriber sign up for a new subscription with the modified terms and prices.
modify="2" – Add this line of code to let subscribers modify existing subscriptions only. If a subscriber has an active subscription, PayPal displays a page during checkout for accepting the new terms and pricing. The page does not allow subscribers to sign up for new subscriptions.
4. Click the **Create Button** button.

The **Add a Subscribe button to your website** page or the **You've created your button pages** opens, depending on whether you are saving the button in your PayPal account.

5. Follow the procedure for “[Copying and Pasting the Subscribe Code](#)” on page 152.

For more information, see “[Sample HTML Code for a Modify Subscription Button](#)” on page 170.

Creating Modify Subscription Buttons With JavaScript Disabled. To create a Modify Subscription button with JavaScript disabled:

1. Follow the procedure for “[Creating Advanced Subscribe Buttons With JavaScript Disabled](#)” on page 155.
 - Specify the terms and pricing that will apply after the subscriptions are modified.
 - Select a button image that reads “Subscribe.”
 - Make sure you select the **No** radio button in the section about button encryption.

2. Click the **Create Button Now** button.

The **Add a Subscribe button to your website** page opens.

3. For a payment button, follow the procedure for “[Copying and Pasting the HTML Code for the Subscribe Button With JavaScript Disabled](#)” on page 162 to copy and paste everything in the **HTML code for Websites** text box onto your webpage. Then, add the following code.

Do one of the following between the `<form>` and `</form>` tags in the pasted code:

- To let subscribers modify their active subscriptions or sign up for new, additional subscriptions, insert the following line of code:

```
<input type="hidden" name="modify" value="1">
```

If a subscriber has an active subscription, PayPal displays a page during checkout for accepting the new terms and pricing, with a link to a page to sign up for a new, additional subscription with the new terms and pricing.

If a subscriber has a prior subscription that ended or was canceled, PayPal lets the subscriber sign up for a new subscription with the modified terms and prices.

- To let subscribers modify existing subscriptions only, insert the following line of code:

```
<input type="hidden" name="modify" value="2">
```

If a subscriber has an active subscription, PayPal displays a page during checkout for accepting the new terms and pricing. The page does not allow subscribers to sign up for new subscriptions.

4. For an email payment link, follow the procedure for “[Copying and Pasting the Code for the Subscribe Email Payment Link WIth JavaScript Disabled](#)” on page 163 to copy and paste everything in the **Link for Emails** text box into your email. Then, add the following code.

Do one of the following at the end of the pasted URL:

- To let subscribers modify their active subscriptions or sign up for new, additional subscriptions, add the following variable and value:

`modify=1`

- To let subscribers modify existing subscriptions only, add the following variable and value:

`modify=2`

For more information, see “[Sample HTML Code for a Modify Subscription Button](#)” on page 170.

Working With Unsubscribe Buttons

Let subscribers cancel their active subscriptions by adding Unsubscribe buttons to your website.

How PayPal Cancels Subscriptions

When subscribers cancel subscriptions, they avoid future recurring payments. If subscribers cancel their subscriptions before payment is sent on the day that a recurring payment is due, their subscriptions are canceled immediately and no payments are made.

The following example shows how subscribers use Unsubscribe buttons to cancel their subscriptions.

NOTE: Subscribers can cancel their subscriptions from the Subscription Details pages of their PayPal accounts. For more information, see “[Canceling Individual Subscriptions](#)” on page 128.

EXAMPLE 3.9 Subscribers Cancel Their Subscriptions

Subscription terms:

- A regular subscription for \$20.00 USD a month, for one year

Bob signs up for a subscription on Feb. 15:

- On Aug. 28, Bob decides to cancel his subscription:
 - Bob visits the subscription website, finds a webpage that lets him cancel his subscription, and clicks the **Unsubscribe** button.

Alice's Used Books

Home Fiction Poetry History Science Art **My Profile** Contact Us

My Profile

Name: Robert Smith
Email address: robertsmith@xyzzyu.com

Current subscription terms: \$20.00/month for one year
Recurring payment date: 15th of every month
Last payment date: August 15th, 2008
Subscription ends: February 14th, 2009

Cancel your subscription at any time by clicking the **Unsubscribe** button.

Cancel your subscription here.

* Your subscription will expire at the end of the current billing cycle.

Unsubscribe *

- PayPal displays a log-in page. Bob enters his PayPal credentials and logs in.
- PayPal displays the **Subscription Details** page for his subscription.
- Bob scrolls to the bottom of the page and clicks the **Unsubscribe** button.
- Bob’s subscription remains active through Sep. 14.

- PayPal collects no more recurring payments from Bob.

Creating Unsubscribe Buttons

Do one of following to add Unsubscribe buttons to your website:

- Create an Unsubscribe button as an optional step when you create your Subscribe button by using the creation tool on the PayPal website

See one of the following:

- “Using the Button Creation Tool for an Unsubscribe Button” on page 154
- Step 2 of “Page 2 – Specifying Advanced Features of Your Subscribe Button” on page 159

- Write the HTML code for Cancel Subscription buttons manually.

See “Sample HTML Code for an Unsubscribe Button” on page 171.

Generating Usernames and Passwords With Subscribe Buttons

Let PayPal generate unique usernames and passwords for your subscribers when they sign up for subscription memberships to your website. Use PayPal Subscriptions Password Management to enable access to members only content on your website automatically.

IMPORTANT: Subscriptions Password Management and Auto Return are incompatible.

Turn Auto Return off if you want PayPal to manage subscription passwords.

For more information, see “Auto Return” on page 271.

How Subscriptions Password Management Works

After subscribers sign up for your subscription, PayPal generates their usernames and passwords automatically. PayPal displays the generated values to subscribers on the PayPal payment confirmation page and in the PayPal confirmation email. In addition, PayPal displays generated usernames and initial passwords to subscribers from their PayPal accounts.

Your website uses the generated usernames and initial passwords to set up new accounts so that your subscribers can log in. Your website receives new subscription messages through Instant Payment Notification, which requires advanced programming skills to implement.

After you implement Instant Payment Notification on your website, you write additional programming code that captures the generated usernames and initial passwords for new subscriptions. You should also write code to capture cancellation and end-of-term notices, so that you can update your member database to turn off access to members only content.

For more information about Instant Payment Notification, see the [Order Management Integration Guide](#).

Downloading the Subscriptions Password Management Perl Script

PayPal provides a Perl script that you can use to help automate access to members only content for new subscribers, provided your website uses “Basic Authentication” with an Apache web server that runs on Linux. The Perl script interacts with Instant Payment Notification to automatically activate and deactivate subscriber accounts on your website.

NOTE: You must agree to the terms of use before you can download the installation manual and the Perl script from the PayPal website.

To download the manual and the Perl script for use with Subscriptions Password Management:

1. Log in to your PayPal Business account at <https://www.paypal.com>.

2. Click the **Merchant Services** tab.

The **Tools for existing PayPal merchants** page opens.

3. Under the **Create Buttons** heading, click the **Subscribe** link.

The **Subscriptions & Recurring Payments button** page opens.

4. In the text beside the first checkbox on the page, click the **IPN and server modifications required** link.

The **Subscriptions Password Management** page opens.

5. Scroll to the bottom of the page, and click the **Download the Perl script** link.

The **User Agreement** page opens.

6. Read the PayPal software license agreement, and then click the **I agree** button.

The **Subscriptions Download** page opens.

7. Do both of the following:

- Click the **Download Manual** link to download the [PayPal Password Management Installation Guide](#) in PDF format.
- Click the **Download Script** link to download a tar file with script and a copy of the license agreement.

Specifying to Generate Usernames and Passwords With Subscribe Buttons

Do one of following to add Subscribe buttons to your website that generate usernames and passwords automatically for subscribers:

- Specify that you want PayPal to generate usernames and passwords when you create Subscribe buttons by using the creation tool on the PayPal website.

See [Step 8 of “Step 1 – Specifying Basic Features of Your Subscribe Button” on page 144](#).

- Specify that you want PayPal to reattempt failed recurring payments in the HTML button code that you write manually.

See [“Sample HTML Code for a Subscribe Button With Password Management” on page 172](#).

Reattempting Failed Recurring Payments With Subscribe Buttons

PayPal cancels subscriptions when recurring payments fail. A recurring payment fails if funds cannot be moved from the subscriber's PayPal account to your own. Limits on the availability of funds in PayPal accounts occur rarely, for a variety of reasons.

Temporary limits that PayPal places on subscribers' accounts are often lifted quickly. To avoid unnecessary cancellations, you can specify that PayPal should reattempt failed payments before canceling subscriptions.

How PayPal Reattempts Failed Recurring Payments

PayPal reattempts to collect recurring payments three days after the day on which recurring payments fail. If the first reattempt to collect a recurring payment fails, PayPal waits 5 days to reattempt a second time. If the second reattempt fails, PayPal cancels the subscription.

NOTE: Payments made with bank accounts are automatically reattempted 3 days after PayPal notifies subscribers that their payments failed.

Reattempts will not occur if another subscription payment is scheduled within 14 days of the failed payment, so that payments do not overlap.

EXAMPLE 3.10 PayPal Reattempts to Collect a Failed Recurring Payment

Subscription Terms:

- A regular subscription for \$20.00 USD a month, for one year

Bob signs up for a subscription on Feb. 12.

- On Apr. 12, PayPal attempts to collect Bob's recurring \$20.00 payment, but the payment fails because of a temporary limit placed on Bob's PayPal account.
- On Apr. 15, PayPal reattempts to collect Bob's recurring \$20.00 payment for April, but the payment fails again because the temporary limit remains on Bob's PayPal account.
- On Apr. 18, Bob takes action on his PayPal account, and PayPal lifts the temporary limit.
- On Apr. 20, PayPal reattempts to collect Bob's recurring \$20.00 payment for April, and the payment succeeds.
- On May 12, PayPal attempts to collect Bob's recurring \$20.00 payment for May, and the payment succeeds.

Specifying to Reattempt Failed Recurring Payments With Subscribe Buttons

Do one of following to add Subscribe buttons to your website that reattempt failed recurring payments instead of canceling subscriptions immediately:

- Specify that you want PayPal to reattempt recurring payments when you create Subscribe buttons by using the creation tool on the PayPal website.

See [Step 8 of “Step 1 – Specifying Basic Features of Your Subscribe Button” on page 144](#).

- Specify that you want PayPal to reattempt failed recurring payments in the HTML button code that you write manually.

See [“Sample HTML Code for a Subscribe Button That Reattempts Payments” on page 172](#).

Creating Advanced Subscribe Buttons on the PayPal Website

Read the following topics to learn more about creating Subscribe buttons on the PayPal website:

- “[Generating Code for Payment Buttons and Email Payment Links](#)” on page 142
- “[Protecting HTML Code for Payment Buttons](#)” on page 142
- “[Using the Button Creation Tool for Advanced Subscribe Buttons](#)” on page 142
- “[Creating Advanced Subscribe Buttons With JavaScript Disabled](#)” on page 155

Generating Code for Payment Buttons and Email Payment Links

When you create Subscribe buttons with tools on the PayPal website, PayPal generates HTML code for website payment buttons. Then, you copy and paste the HTML code onto the pages of your website.

In addition to HTML code, PayPal generates URL code for email payment links. Use email payment links to add Subscribe functionality to your email messages. If your web editing tool or your service provider does not allow you to paste HTML code onto your webpages, you may be able to paste the URL code for email payment links onto your webpages instead.

Protecting HTML Code for Payment Buttons

When you create Subscribe code with tools on the PayPal website, PayPal lets you protect the HTML button code that it generates by encrypting part of it. Protecting the HTML code of your payment buttons helps protect against malicious tampering and fraudulent payments.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payments Standard buttons.

For more information, see [Chapter 6, “Securing Your Website Payments Standard Buttons](#)

Using the Button Creation Tool for Advanced Subscribe Buttons

Read the following topics to learn how to use the button creation tool for Subscribe buttons:

- “[The Basic Steps for Using the Tool With Subscribe Buttons](#)” on page 143
- “[Saving Subscribe Buttons in Your PayPal Account](#)” on page 143
- “[Tracking Inventory](#)” on page 144
- “[Adding Advanced Features to Subscribe Buttons With HTML Variables](#)” on page 144
- “[Step 1 – Specifying Basic Features of Your Subscribe Button](#)” on page 144
- “[Step 2 – Tracking Inventory With Your Subscribe Button](#)” on page 149
- “[Step 3 – Adding Advanced Features to Your Subscribe Button](#)” on page 151

- “Copying and Pasting the Subscribe Code” on page 152
- “Using the Button Creation Tool for an Unsubscribe Button” on page 154

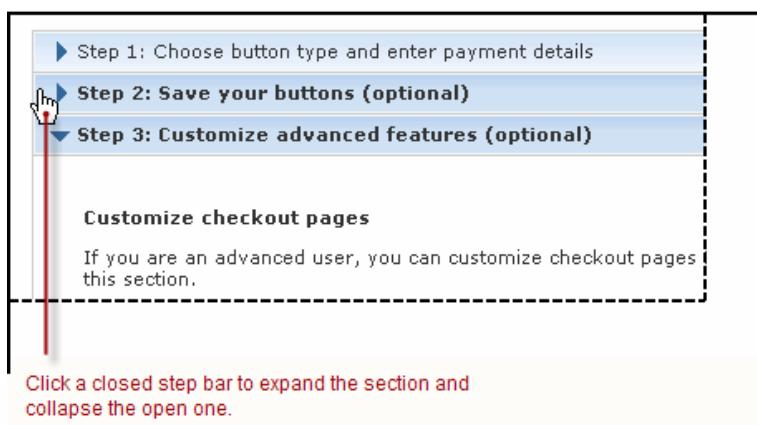
NOTE: If JavaScript is disabled in your browser, PayPal provides an alternative tool described in “[Creating Advanced Subscribe Buttons With JavaScript Disabled](#)” on page 155.

The Basic Steps for Using the Tool With Subscribe Buttons

The button creation tool for Subscribe buttons is a single webpage with three sections:

- **Step 1 – Choose button type and enter payment details** – This section lets you specify the details of your Subscribe button. You can specify product options that subscribers can choose, and you can offer trial periods at reduced rates.
- **Step 2 – Track inventory (optional)** – This section lets you control whether to save your button in your PayPal account. If you save your button, you can enter information that PayPal uses to track inventory.
- **Step 3 – Customize advanced features (optional)** – This section lets you work with advanced features of Subscribe buttons. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard buttons, you can enter them here.

One section at a time is open for you to work with. To work with another section, click its step bar to expand it.



You can switch between the sections as often as you like, until you click the **Create Button** button at the bottom of the page. Then, PayPal generates the code for your button and displays it on the **You are viewing your button code** page. Copy the code and paste it onto your webpage, and your payment button is complete.

Saving Subscribe Buttons in Your PayPal Account

By default, the button creation tool saves payment buttons in your PayPal account. The tool saves your button and generates the code when you click the **Create Button**. You must copy and paste the generated code onto your webpages, whether or not you save your button at PayPal. The generated code is shorter for saved buttons, because PayPal keeps most of the

information about your button in your account, instead of placing it in the code that you add to your website.

Saving your payment buttons in your PayPal account has these benefits:

- Your payment buttons are more secure, because the generated code that add to your website contains no information that can be tampered with to produce fraudulent payments.
- You can edit the details and options for your payment buttons in your PayPal account, without changing the button code that you added to your website.

NOTE: If you change product options, you must copy and paste the code that is newly generated by PayPal to replace the code that you pasted previously.

- You can track inventory.

Use the Step 2 section of the button creation tool to control whether your button is saved in your PayPal account. You can have a maximum of 1,000 saved buttons in your PayPal account.

Tracking Inventory

PayPal can track inventory for items that you sell with Subscribe buttons if you save them in your PayPal account. You can track inventory for the item itself or by its product options.

If you track inventory, PayPal helps you avoid oversold situations. PayPal sends you an alert by email when your inventory on hand falls to or below the alert level you specify. You have the option to let oversold transactions go through or to warn subscribers and prevent them from subscribing for more than your quantity on hand.

Use the Step 2 section of the button creation tool to specify the information that PayPal uses to track inventory.

Adding Advanced Features to Subscribe Buttons With HTML Variables

Some advanced features of payment buttons can be specified only with HTML variables. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard payment buttons, you can enter them in the button creation tool before the button code is generated.

Use the Step 3 section of the button creation tool to enter advanced HTML variables that you want to include in your payment button.

For more information, see [Step 4 of “Step 3 – Adding Advanced Features to Your Subscribe Button” on page 151](#).

Step 1 – Specifying Basic Features of Your Subscribe Button

To begin using the button creation tool for Subscribe buttons:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

The **My Account Overview** page opens.

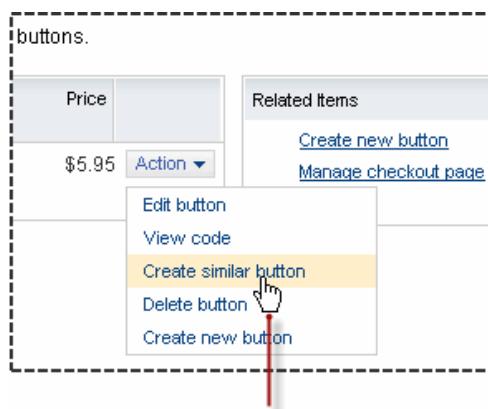
2. Click the **Profile** subtab.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, do one of the following:

- Click the **My Saved Buttons** link, and then click the **Create new button** link in the upper right of the page, if you previously saved payment buttons in your PayPal account.

To create a new button that is similar to a button that you saved, find the saved button in the list. Then, click the **Action** dropdown menu at the right and click the **Create similar button** link.



*Click the **Action** dropdown and then click the **Create similar button** link to create a new button that is similar to the saved one.*

- Click the **Create New Button** link, if you have no buttons saved in your PayPal account. The **Create PayPal payment button** page opens.

4. In the **Accept payments for** dropdown menu, select “Subscriptions and recurring billing”.

5. Enter the payment details of your subscription (optional).

- **Subscription name** – (optional) Enter a name for the subscription; for example, enter “Alice’s Monthly Digest”. If you do not enter anything in this field, your subscribers can complete this field during checkout.
- **Subscription ID** – (optional) If you offer different kinds of subscriptions, such as monthly and annual payment plans, enter an identifying code for this subscription. If you want to set up your subscription so that PayPal tracks inventory levels, enter a value that is unique among all the items that you sell by subscription and want PayPal to track. For more information, see [Step 2 of “Step 2 – Tracking Inventory With Your Subscribe Button” on page 149](#).

6. Customize your button with product options (optional).

Do any of the following:

- **Add dropdown menu without prices** – Select this checkbox to add a dropdown menu of product options.
Enter a name for the dropdown menu, such as “Size”. For each menu option, enter a name, such as “Small”, “Medium”, or “Large”.
Click the **Done** button to preview the effect in the **Buyer’s View** pane.
Click the **Edit** link to change the name and options of your dropdown menu. To remove an option, clear the menu option name and click the **Done** button.
Click the **Delete** link to remove the dropdown menu from your button.
Click the **Add another dropdown menu** link to open a set of fields for another dropdown menu of options without prices. You can add a maximum of 4 dropdown menus, with a maximum of 10 options per menu.
- **Add text field** – Select this checkbox to add a text box in which buyers can enter option information.
Enter a name for the text box, such as “Enter your size”.
Click the **Done** button to preview the effect in the **Buyer’s View** pane.
Click the **Edit** link to change the name of the text field.
Click the **Delete** link to remove the text box from your button.
Click the **Add another text box** link to open a field for the name of another text box. You can add a maximum of 2 text boxes.

For more information, see [“Offering Product Options With Subscribe Buttons” on page 134](#).

7. Customize the appearance and the language of your button (optional).

Click the **Customize appearance** link and do one of the following:

- **PayPal button** – Select this radio button to use a button image that is hosted by PayPal. You can configure the size of the button, whether the button displays payment card logos, and the country and language for the button text.
If you change the country, ensure the currency that you select in [Step 8](#) below is appropriate.
- **Use your own button** – Select this radio button to specify the URL of your own button image that is not hosted by PayPal. Use your own button image if the buttons hosted by PayPal do not fit the look of your website.
If your image is hosted securely, change the text box to begin with `https://`.

8. Set the terms of the subscription.

- **Have PayPal create user names and passwords for customers** – Select this checkbox if you would like PayPal to generate usernames and passwords for your subscribers.
For more information, see [“Generating Usernames and Passwords With Subscribe Buttons” on page 139](#).
- **Recurring amount to be billed** – Enter the amount you want to bill subscribers for each billing cycle. The amount is drawn from subscribers’ PayPal accounts at the beginning of each cycle.

- **Currency** – Select the currency in which you priced the recurring amount to be billed; the dropdown menu automatically selects the currency of your primary balance.
- **Billing Cycle** – In the dropdown menus, select a number and a unit of duration for the regular subscription billing cycle.

- **After how many cycles should billing stop?** – (optional) If you want to limit the number of regular billing cycles, select the number from the dropdown menu. For example, select “6” if you want to set up a six-month installment payment plan.

For more information, see [“Limiting the Number of Billing Cycles With Subscribe Buttons” on page 133](#)

- **Try to bill a customer again after a failed attempt?** Select the **No** radio button if you want subscriptions to cancel immediately after attempts to collect recurring payments fail. Leave the **Yes** radio button selected if you want subscriptions to cancel only after 3 successive attempts to collect recurring payments fail.

For more information, see [“Reattempting Failed Recurring Payments With Subscribe Buttons” on page 141](#).

9. Offer trial periods to your subscribers (optional).

You can offer your subscribers two trial periods. You can offer the first trial period free of charge. The duration of trial periods can differ from the duration of the regular subscription billing cycle.

- **Offer a trial to your subscribers** – Select this checkbox if you want to offer trial periods.

The page expands to display additional fields for setting the initial trial period.

- **Amount to bill during trial period** – Select the **Free trial** radio button; or select the **Lower rate** radio button and then enter the amount you want to bill subscribers for the initial trial period.

- **How long should this trial period last?** – In the dropdown menus, select a number and a unit of duration for the trial period.

- **Offer another trial to your subscribers?** – Select the **Yes** radio button if you want to offer a second trial period that follows the initial trial period.

The page expands to display additional fields for setting the second trial period.

- **Amount to bill during trial period** – Enter the amount you want to bill subscribers for the second trial period.

- **How long should this trial period last?** – In the dropdown menus, select a number and a unit of duration for the second period.

- **No** – Select this radio button to avoid offering a second trial period and hide the additional fields for setting it.

For more information, see [“Offering Trial Periods and Introductory Rates With Subscribe Buttons” on page 132](#).

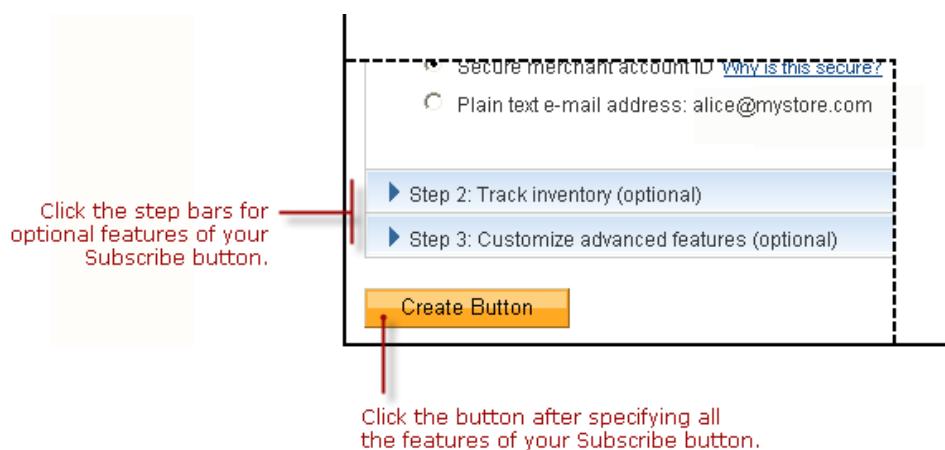
10. Choose between your merchant ID and your email address.

Select one of the following radio buttons to associate transactions from your button with your PayPal account.

- **Secure merchant account ID** – Select this radio button to associate your button with your PayPal account by using your merchant ID. PayPal assigns a unique merchant ID to your account and includes it automatically in the code for your button. Your merchant ID is a more secure way to associate your button with your account than using your email address. Only PayPal can match your merchant ID and PayPal account, and your PayPal email address is never exposed in the HTML button code on your webpages.
- **Plain text email** – Select this radio button to associate your button with your PayPal account by using your email address. Select from the email addresses in your PayPal account. For example, you might select the email address of the person in your organization who handles order fulfillment or accounting. All payments are deposited to your PayPal account balance, regardless of which email address receives payments from this button. Only confirmed email addresses can be used to receive payments.

IMPORTANT: Your email address is a less secure way to associate your button with your PayPal account than by using your merchant ID. Your email address is exposed on webpages wherever you paste the HTML code for your button.

11. Do one of the following:



- Click the **Create Button** button if you specified all the features for your button. Follow the instructions for “[Copying and Pasting the Subscribe Code](#)” on page 152.
- Click the **Step 2** bar if you want PayPal to track inventory levels for your item or if you do not want to save your button in your PayPal account. Follow the instructions for “[Step 2 – Tracking Inventory With Your Subscribe Button](#)” on page 149.
- Click the **Step 3** bar if you want to specify advanced features for your button. Follow the instructions for “[Step 3 – Adding Advanced Features to Your Subscribe Button](#)” on page 151.

Step 2 – Tracking Inventory With Your Subscribe Button

Use the **Step 2** section of the button creation tool to control whether to save the important details your button in your PayPal account and to provide inventory tracking information for your item.

For more information, see “[Tracking Inventory](#)” on page 144.

1. Select the **Save button at PayPal** checkbox to save your button in your PayPal account and to enable your ability to track inventory for your item.
2. Select the **Track inventory** checkbox to enable entering information that PayPal uses to track inventory for your item. Then, do one of the following:
 - **By Item** – Select this radio button if you want to track inventory regardless of product options selected by subscribers.

Enter the quantity that you currently have in stock and an alert level. PayPal sends you an alert by email when your inventory on hand falls to or below the alert level.

- **By Option** – Select this radio button if want to track inventory by product options that you specified during [Step 6 of “Step 1 – Specifying Basic Features of Your Subscribe Button” on page 144](#).

For each option listed, enter a unique item ID, the quantity that you currently have in stock, and an alert level. PayPal sends you an alert by email when your inventory on hand for any option falls to or below its alert level.

Under the **Can customers buy an item when it is sold out?** heading, do one of the following:

- **Yes** – Select this radio button to let subscribers checkout and authorize their payments, even when inventory tracking shows that your item would become oversold. Buyers are not informed of oversold or out-of-stock situations nor that their items will be on back order after they complete their transactions
- **No** – Select this radio button to prevent subscribers from checking out and authorizing their payments when inventory tracking shows that your item would become

oversubscribed. In the text box, enter the URL of a page on your website where you want PayPal to send subscribers of oversubscribed items.

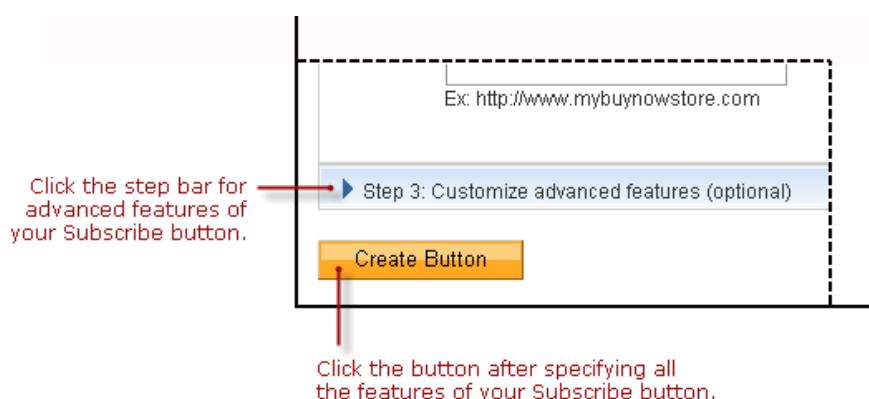
If the inventory of subscription items falls to 0, PayPal lets subscribers know that the item is completely oversubscribed.

The screenshot shows a PayPal subscribe button creation interface. At the top, it says "Alice's Used Books". Below that, there's a message "Item Sold Out" and the PayPal logo with "Secure Payments". A table displays a single item: "Subscription To" is "Alice's Weekly Digest Format: Plain text"; "Terms" shows a warning icon and "Sold Out"; and "Amount" is also "Sold Out". Below the table, a message says "We are sorry! The subscription for Alice's Weekly Digest is currently sold out." At the bottom is a blue "Continue Shopping" button. Two red arrows point from text annotations below to these areas: one arrow points to the "Continue Shopping" button with the text "Subscribers click the Continue Shopping button to return to the merchant website and select a different item.", and another arrow points to the "Amount" field with the text "PayPal informs subscribers when a subscription is oversubscribed."

Subscribers click the **Continue Shopping** button to return to the webpage at the URL that you specified.

”No” is the default choice for this feature.

3. Do one of the following:



- Click the **Create Button** button if you specified all the features for your button.
- Follow the instructions for “[Copying and Pasting the Subscribe Code](#)” on page 152.

- Click the **Step 3** bar if you want to specify advanced features for your button. Follow the instructions for “[Step 3 – Adding Advanced Features to Your Subscribe Button](#)” on page 151.
- Scroll to the top of the page and click the **Step 1** bar if you want to adjust the basic features of your button. Follow the instructions for “[Step 1 – Specifying Basic Features of Your Subscribe Button](#)” on page 144, beginning with **Step 5**.

Step 3 – Adding Advanced Features to Your Subscribe Button

Use the **Step 3** section of the button creation tool to specify advanced features of your button.

1. Do you need your subscribers’ shipping addresses (optional)?
 - **Yes** – Select this radio button to prompt subscribers to select or enter shipping addresses during checkout.
“Yes” is the default choice for this feature.
 - **No** – Select this radio button if you do not want to prompt subscribers for shipping addresses. Select this option for items that do not require shipping, such as digital goods that subscribers download, or if the item is a service that does not require on-site delivery.

2. Take subscribers to a specific webpage (URL) after checkout cancellation (optional)?

Select the checkbox and enter a URL in the text box if you have a special page on your website where you want subscribers to return if they cancel their checkouts before completing their transactions.

3. Take subscribers to a specific webpage (URL) after successful checkout (optional)?

Select the checkbox and enter a URL in the text box if you have a special page on your website where you want subscribers to return after they complete their checkouts successfully.

NOTE: If you have a special webpage for subscribers who return to your website after checking out successfully, consider implementing Payment Data Transfer so that you can display information about the completed transactions. For more information, see the [Order Management Integration Guide](#).

4. Add advanced variables to the HTML code of your payment button (optional).

If you are familiar with the HTML programming and the advanced HTML variables supported by Website Payments Standard payment buttons, you can enter them here. Select the checkbox, and then enter the variables in the text box below it.

Enter any advanced HTML variables in the following, name/value-pair format:
`variableName=allowableValue`

For example, you want PayPal to display custom payment pages during checkout that you set up in your account profile. Use the HTML variable `page_style` with the name you

gave to your custom payment page. If you were to include the variable in HTML code that you write manually, you would use the standard HTML format:

```
<input type="hidden" name="page_style" value="myPageStyle">
```

Enter the variables in the text box using the shortened, name/value-pair format, instead:
page_style=myPageStyle

Do not enclose values in quotes, even if values contain spaces. PayPal surrounds the value from the equal sign (=) to the end of the line with quotes in the generated HTML code.

For more information, see [Chapter 11, “HTML Form Basics for Website Payments Standard.”](#)

5. Do one of the following:

- Click the **Create Button** button if you specified all the features for your button.
Follow the instructions for [“Copying and Pasting the Subscribe Code” on page 152](#).
- Scroll to the top of the page and click the **Step 1** bar if you want to adjust the basic features of your button.
Follow the instructions for [“Step 1 – Specifying Basic Features of Your Subscribe Button” on page 144](#), beginning with **Step 5**.
- Scroll to the top of the page and click the **Step 2** bar if you want to adjust information that PayPal uses to track inventory levels or if you do not want to save your button in your PayPal account.
Follow the instructions for [“Step 2 – Tracking Inventory With Your Subscribe Button” on page 149](#).

Copying and Pasting the Subscribe Code

After you click the **Create Button** button, PayPal displays the **You are viewing your button code** page. The page contains tabs with Subscribe code for specific situations:

- **Website** – Copy and paste the HTML button code on this tab onto the pages of your website.
- **Email** – Copy and paste the URL email payment link code on this tab into email templates and messages, or paste it onto webpages if your hosting provider does not allow you to paste HTML code.

Regardless of saving your buttons in your PayPal account, you must copy and paste the code that PayPal generates onto your own webpages and into email templates and messages.

Copying and Pasting the HTML Code for the Subscribe Button. The **Website** tab on the **You are viewing your button code** page contains the generated HTML code for your Subscribe payment button.

If in [“Step 2 – Tracking Inventory With Your Subscribe Button” on page 149](#) you specified that you do not want to save your button in your Paypal account, PayPal protects the generated HTML button code with encryption. Protected HTML code helps secure your buttons against malicious tampering and fraudulent payments.

You can expose the code of your payment button by clicking the **Remove code protection** link at the upper right of text box. For example, you might remove protection so that you can

edit the code later to change the item price. If you remove code protection, you must use other methods that PayPal recommends to secure your payment button. Click the **Protect code** link to restore the button protection that you removed.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payment Standard buttons. For more information, [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the HTML code for your Subscribe payment button:

1. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Copying and Pasting the Code for the Subscribe Email Payment Link. The **Email** tab on the **You are viewing your button code** page contains the generated URL code for your Subscribe email payment link.

NOTE: PayPal cannot protect the URL code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the URL code for your Subscribe email payment link:

1. Click the **Select Code** button on the **Email** tab to select all of the generated URL code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. Open the email template or message that you want to send.

4. Paste the text that you copied from the clipboard into your email, by:
 - pressing Ctrl+V.
 - or –
 - right-clicking your mouse, and selecting **Paste**.

Using the Button Creation Tool for an Unsubscribe Button

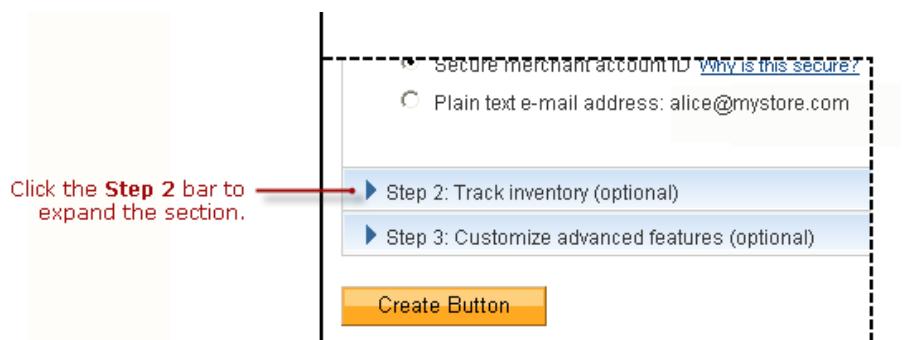
Each time you create a Subscribe button, PayPal gives you a chance to create an Unsubscribe button. You can use the generated HTML code for any of these Unsubscribe buttons – the code is identical. Paste the same HTML button code onto your webpages for as many Unsubscribe buttons as you need.

NOTE: You cannot save Unsubscribe buttons in your PayPal account, and the HTML button code that PayPal generates does not require protection.

For more information, see “[Working With Unsubscribe Buttons](#)” on page 137.

To use the button creation tool for an Unsubscribe button:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.
The **My Account Overview** page opens.
2. Click the **Profile** subtab.
The **Profile Summary** page opens.
3. Under the **Selling Preferences** heading, click the **Create new button** link.
The **Create PayPal payment button** page opens.
4. In the **Accept payments for** dropdown menu, select “Subscriptions and recurring billing”.
5. In the **Recurring amount to be billed** text box, enter any amount.
6. Scroll to the bottom of the page, and click the **Step 2** bar.



The **Step 2 – Track inventory (optional)** section of the tool expands to fill the page.

7. Clear the **Save button at PayPal** checkbox.

8. Click the **Create Button** button.

The **You've created your button** page opens.

9. Click the **Create an Unsubscribe button** link.

The **Create PayPal payment button** page opens.

10. Click the **Create button** button.

The **You've created your button** page opens.

11. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.

12. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- **or** –
- right-clicking your mouse, and selecting **Copy**.

13. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

14. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

Creating Advanced Subscribe Buttons With JavaScript Disabled

The button creation tool for Subscribe buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

Read the following topics to learn how to create Subscribe buttons with JavaScript disabled.

- “[The Pages in the Button Creation Tool for Subscribe Buttons](#)” on page 156
- “[Page 1 – Specifying the Basic Features of the Subscribe Button](#)” on page 156
- “[Page 2 – Specifying Advanced Features of Your Subscribe Button](#)” on page 159
- “[Copying and Pasting the Subscribe Code With JavaScript Disabled](#)” on page 162

NOTE: The alternative tool lets you create Subscribe buttons on the PayPal website, but it does not allow you to save your buttons in your PayPal account.

The Pages in the Button Creation Tool for Subscribe Buttons

The button creation tool for Subscribe buttons with JavaScript disabled has three pages:

- **Subscriptions & Recurring Payments button** – the initial page to specify the required and most often used optional features
- **Subscriptions & Recurring Payments – Page 2** – an optional page to specify additional, advanced features, including the button image for Unsubscribe buttons
- **Add a Subscribe button to your website** – the final page that has the generated code for your payment button

You can switch between the first and second pages until you click the **Create Button Now** button to display the third page that has the generated code.

Page 1 – Specifying the Basic Features of the Subscribe Button

To create code for a Subscribe button or email payment link by using a tool on the PayPal website with JavaScript disabled:

1. Log in to your PayPal account at <https://www.paypal.com>.
2. Click the **Edit Profile** link.
The **Profile Summary** page opens.
3. Under the **Selling Preferences** heading, click the **Create New Button** link.
The **Create PayPal payment button** page opens.
4. Under the **Create button without JavaScript enabled** heading, click the **Subscribe** link.



The **Subscriptions & Recurring Payments button** page opens.

5. Enter the subscription details of your button.
 - **Subscription name/service** – Enter a name for the subscription that people sign up for when they click the Subscribe button.
 - **Reference number** – (optional) If you offer different kinds of subscriptions, such as monthly and annual payment plans, enter an identifying code for this subscription.
 - **Currency** – From the dropdown menu, select the currency in which you will specify the prices for trial periods and the regular subscription. The dropdown menu automatically selects the currency of your primary balance.
 - **Buyer's default country** – From the dropdown menu, select a country for the PayPal log-in or sign-up page that donors see when they click the button. The content on the

page will be appropriate for the country you select. Subscribers can change the country that you select, after the log-in or sign-up page opens.

- Select the checkbox at the bottom of the details section **if you would like PayPal to generate usernames and passwords for your subscribers**.

For more information, see “[Generating Usernames and Passwords With Subscribe Buttons](#)” on page 139.

6. Specify trial periods for the subscription (optional).

- In the **Trial Period #1** text box, enter the amount you want to bill subscribers for the initial trial period. Enter 0 for a free initial trial period.
- In the **Trial Period #1** dropdown menus for how long **this trial period should last**, select a number and a unit of duration.

The following example shows how to select three-day trial period:

Skip this section if you do not want to offer [trial periods](#) with your subscriptions.

Trial Period #1: Bill the subscriber now for (Enter 0 to create a free trial period)
 (optional) This trial period should last

- In the **Trial Period #2** text box, enter the amount you want to bill subscribers for a subsequent trial period.
- In the **Trial Period #2** dropdown menus for how long **this trial period should last**, select a number and a unit of duration.

For more information, see “[Offering Trial Periods and Introductory Rates With Subscribe Buttons](#)” on page 132.

7. Specify the regular billing cycle for the subscription.

- **Subscription Price** – Enter the amount that you want to bill subscribers for regular billing cycles that occur after trial periods end.
- Under the **recurring basis** link, select the **No** radio button if you want the subscription to expire after the end of the first regular billing cycle.
- In the dropdown menus for the **length of each billing cycle**, select a number and a unit of duration.
- Under the text that reads **stop the recurring payments after a certain number**, select the **Yes** radio button if you want to limit the number of regular billing cycles for a subscription.
- If you select the **Yes** radio button in the previous step, select the number of times you want the regular billing cycle to recur before the subscription expires.

- Under the text that reads **if payment fails for the subscription**, select the **No** radio button if you want subscriptions to cancel immediately after attempts to collect recurring payments fail.

For more information, see “[Reattempting Failed Recurring Payments With Subscribe Buttons](#)” on page 141

The following example shows how to set up regular billing cycles for a year-long installment plan with 12 equal, monthly payments.

Regular billing cycle

Subscription price: Bill the subscriber for **19.95** (This amount will be billed now, or as soon as any trial periods are over)

Continue to bill the subscriber for this amount on a [recurring basis?](#)

Yes No

Length of each [billing cycle](#) **1** **Month(s)**

Would you like to stop the recurring payments after a certain number?

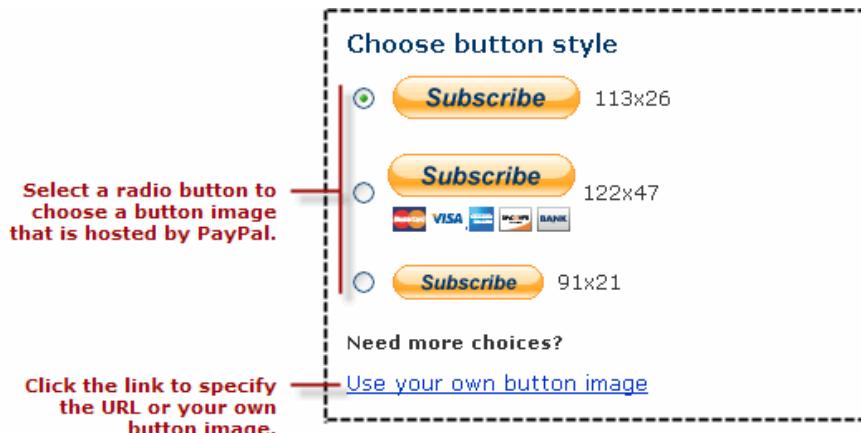
Yes No

If yes, how many? **12**

For more information, see “[Limiting the Number of Billing Cycles With Subscribe Buttons](#)” on page 133.

8. Choose a button style for your Subscribe button.

Select the radio button next to the image that you want to use, if you are going to be receiving payments from your website instead of by using an email payment link. The image that you select is hosted by PayPal.



To display your own image that you host on your website:

- Click the **Use your own button image** link.
An additional radio button and text box appear.
 - In the **Button Image URL** text box, enter the URL of your button image.
If your image is hosted securely, change the entry to begin with `https://`.
9. Specify whether to use button encryption.
- Select the **Yes** radio button to encrypt the generated code for the payment button.
– **or** –
 - Select the **No** radio button to leave the generated code for the payment button and the email payment link as clear text.

PayPal highly recommends that you use button encryption to protect the HTML code of your payment button. Encryption protects payment details from fraudulent alteration by third parties, thus increasing the security of the payments you accept. However, consider the limitations that encryption imposes:

- Encrypted HTML code cannot be edited.
Select the **No** radio button if you want to edit the HTML code for your button after the code is generated.
- Encrypted HTML code cannot be used for email payment links.
Select the **No** radio button if you want to create an email payment link instead of or in addition to your button.

If you select the **No** radio button for any reason, use an alternative strategy described in [Chapter 6, “Securing Your Website Payments Standard Buttons”](#) to secure the payments you receive from the payment button or the email payment link.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payment Standard buttons.

10. If you have additional details to specify for your button, such as a custom payment page that has your own logo and colors, or you want PayPal to generate a Cancel Subscription button, click the **Add More Options** button and follow the instructions for [“Page 2 – Specifying Advanced Features of Your Subscribe Button”](#) on page 159.

– **or** –

If you entered all the details and options for your button, go to [“Copying and Pasting the Subscribe Code With JavaScript Disabled”](#) on page 162.

Page 2 – Specifying Advanced Features of Your Subscribe Button

Use the **Subscriptions & Recurring Payments – Page 2** page to specify the following additional details for your button.

1. Add option fields to your button.

Option fields lets subscribers select or specify options when they sign up for a subscription, such as the choice of HTML or plain text format subscriptions to electronic newsletters. Options must not change the price of the subscription.

Subscribe buttons can have one or two option fields. You can use a dropdown menu, with choices that you specify, or a text box, in which subscribers type their option choice.

- **Option Field Type** – Select either “drop-down menu” or “text box” as the type of option field.
- **Option Name** – Enter the name of your option, for example, “Format”. Enter no more than 60 characters.
- **Drop-Down Menu Choices** – (if applicable) If you selected “drop-down menu” as the type of option field, enter the menu choices, for example “HTML” and “Plain Text”. Choices cannot exceed 30 characters. Use a carriage return (press **ENTER**) to separate choices. Enter no more than 10 choices.

IMPORTANT: Option fields cannot be used if you are creating an email payment link. To include Subscribe links in email messages for items with options, send HTML emails with links to Subscribe buttons on your website that have option fields.

2. Create a Cancel Subscription button (optional).

Choose a button style for your Cancel Subscription button, which PayPal generates automatically when you visit **Page 2** to create a Subscribe button.

Select the radio button next to the image that you want to use. The image that you select is hosted by PayPal.



– or –

To display your own image that you host on your website:

- Click the **Use your own button image** link.
An additional radio button and text box appear.
- In the **Button Image URL** text box, enter the URL of your button image.
If your image is hosted securely, change the entry to begin with `https://`.

To learn more, see “[Working With Unsubscribe Buttons](#)” on page 137.

3. Customize your payment pages.

Use these settings to give subscribers a visually seamless payment experience by customizing the PayPal payment pages to match the visual style of your website.

- **Primary Page Style** – (display only) The payment pages that your subscribers see are displayed with the page style that is specified here, unless you select a different custom payment page style below.
 - **Custom Payment Page Style** – (optional) If you already added Custom Payment Page Styles in your account profile, they are listed here. Choose the page style you would like to appear when subscribers click your Subscribe button.
- To learn more about creating page styles, see “[Co-Branding the PayPal Checkout Pages](#)” on page 267.
- **Preview** – Click the **Preview** button to see a mock-up of the payment page style that donors see when they click your Subscribe button.

4. Customize your subscribers’s experience.

Use these settings to give subscribers a payment experience that is easy to navigate.

Customize your buyer's experience (optional)

Successful Payment URL - This is where your customers will go after they complete their payment. (e.g. www.yourshop.com)

Successful Payment URL: [Edit](#) [?](#)

Payment Data Transfer: Off [Edit](#)

Cancel Payment URL - This is where your customers will go if they cancel their payment. (e.g. www.yourshop.com/cancel)

Cancel Payment URL: [Edit](#) [?](#)

- **Successful Payment URL** – (optional) Do one of the following:

Enter the URL of a page on your website that you want subscribers redirected to after they complete their payments. The URL that you enter is used by this payment button only.

Click the **Edit** button to change the return URL that this button and all your other payment buttons use to redirect subscribers to your website after they complete their payments. For more information, see “[Auto Return](#)” on page 271.

- **Payment Data Transfer** – Click the **Edit** button to turn Payment Data Transfer on or off for all your payment buttons.
For more information about Payment Data Transfer, see the [Order Management Integration Guide](#).
- **Cancel Payment URL** – (optional) Enter the URL for the page on your website that you want subscribers redirected to if they cancel their payments at any point before completing the checkout. If you do not enter a URL, subscribers who cancel are taken to a PayPal webpage. The URL that you enter is used by this payment button only.

5. Select your shipping preferences.

Select the radio button that matches your need to collect addresses from subscribers:

Make shipping optional – Select this radio button if you want to prompt subscribers to enter their addresses as an option.

– or –

Yes, require shipping – Select this radio button if you want to require subscribers to enter their addresses.

– or –

No shipping needed – Select this radio button if you do not require addresses from subscribers.

6. If you want to change any of the details that you entered on the previous page, click the **Edit** button and follow the instructions for “[Page 1 – Specifying the Basic Features of the Subscribe Button](#)” on page 156, beginning with Step 5.

– or –

If you have entered all the details and options for your button, go to “[Copying and Pasting the Subscribe Code With JavaScript Disabled](#)” on page 162.

Copying and Pasting the Subscribe Code With JavaScript Disabled

After you enter the details and options that you want for your Subscribe button, click the **Create Button Now** button. PayPal generates Subscribe code for:

- a payment button, which you can paste onto your website
- an email payment link, which you can paste into email
- optionally, a button and an email link to let subscribers cancel their subscriptions

The **Add a Subscribe button to your website** page displays the generated code.

Copying and Pasting the HTML Code for the Subscribe Button With JavaScript Disabled. To copy and paste the HTML code for the Subscribe payment button:

1. Click the **HTML code for Websites** text box to select all of the generated HTML code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - or –

- right-clicking your mouse, and selecting **Copy**.
3. Open the webpage where you want the button to be seen.
4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
- pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

[Copying and Pasting the Code for the Subscribe Email Payment Link With JavaScript Disabled](#). PayPal does not generate code for email payment links if you select the **Yes** radio button in the **Button Encryption** section on the first page of the button creation tool. To turn button encryption off, return to the first page and click the **No** radio button in the **Button Encryption** section. Then click the **Create Button Now** button again.

NOTE: You cannot use Encrypted Website Payments to encrypt the code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the code for the Subscribe email payment link:

1. Click the **Link for Emails** text box to select all of the generated URL code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. Open the email template or message that you want to send.
4. Paste the text that you copied from the clipboard into your email, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

[Copying and Pasting the Code for the Cancel Subscription Button](#). PayPal generates HTML code for the Cancel Subscription button if you visit the **Subscriptions and Recurring Payments – Page 2** page to add more options to your Subscribe button.

To copy and past the HTML code for the Cancel Subscription button:

1. Select everything in the first text box under the **Copy 'Cancel Subscription' Button HTML** heading by clicking the text with your mouse.
2. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. In your web editing tool, open the webpage where you want the button to be seen.
 4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Copying and Pasting the Code for the Cancel Subscription Email Payment Link.

PayPal generates code for the Cancel Subscription email payment link if visit the **Subscriptions and Recurring Payments – Page 2** page to add more options. However, PayPal does not generate code for email payment links if you select the **Yes** radio button in the **Button Encryption** section on the first page of the button creation tool. To turn button encryption off, return to the first page and click the **No** radio button in the **Button Encryption** section. Then click the **Create Button Now** button again.

NOTE: You cannot use Encrypted Website Payments to encrypt the code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the code for the Cancel Subscription email payment link:

1. Select everything in the second text box under the **Copy 'Cancel Subscription' Button HTML** heading by clicking the text with your mouse.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. Open the email that you want to send.
4. Paste the text that you copied from the clipboard into your email, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

[Creating More Subscribe Buttons.](#) After you copy and paste the Subscribe code, you can create another Subscribe button for a different kind of subscription. Scroll to the bottom of the **Add a Subscribe button to your website** page and click the **Create Another Button** button. Then follow the instructions for “[Page 1 – Specifying the Basic Features of the Subscribe](#)

Button” on page 156, beginning with Step 5. The pages of the button creation tool retain the options that you previously specified.

Avoiding Problems With Pasted HTML Code

After you paste the code onto your webpage or into your email, ensure that it matches exactly the code that you copied from PayPal. Pasted code may not match the generated code for the following reasons:

- You did not copy all of the generated code.
- Your editing tool may have special areas for pasting HTML code and other areas for pasting URLs and display text. Be sure you paste the generated code into a field that accepts HTML code or URLs.
- Your editing tool might change some characters in the pasted code.

Sample HTML Code for Subscribe Buttons

The sample HTML code in this section demonstrates various features of Subscribe buttons:

- “[Sample HTML Code for a Basic Subscribe Button](#)” on page 165
- “[Sample HTML Code for a Subscribe Button With Trial Periods](#)” on page 166
- “[Sample HTML Code for a Subscribe Button With Limits on Billing Cycles](#)” on page 167
- “[Sample HTML Code for Subscribe Buttons With Product Options](#)” on page 168
- “[Sample HTML Code for a Modify Subscription Button](#)” on page 170
- “[Sample HTML Code for an Unsubscribe Button](#)” on page 171
- “[Sample HTML Code for a Subscribe Button With Password Management](#)” on page 172
- “[Sample HTML Code for a Subscribe Button That Reattempts Payments](#)” on page 172

To protect against malicious users tampering with the HTML code for your Subscribe buttons and submitting fraudulent payments, see [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

IMPORTANT: Organizations with significant payment volume are required to take precautions on securing Website Payment Standard buttons.

Sample HTML Code for a Basic Subscribe Button

The sample HTML code below illustrates a basic Subscribe button with these features:

- No trial periods
- A subscription price of \$5.00 USD
- A 1-month billing cycle

Recurring Payments – Subscribe Buttons

Sample HTML Code for Subscribe Buttons

- No limit on the number of billing cycles

The subscription ends only when canceled by the merchant or the subscriber.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="alice@mystore.com">

    <!-- Specify a Subscribe button. -->
    <input type="hidden" name="cmd" value="_xclick-subscriptions">

    <!-- Identify the subscription. -->
    <input type="hidden" name="item_name" value="Alice's Weekly Digest">
    <input type="hidden" name="item_number" value="DIG Weekly">

    <!-- Set the terms of the regular subscription. -->
    <input type="hidden" name="currency_code" value="USD">
    <input type="hidden" name="a3" value="5.00">
    <input type="hidden" name="p3" value="1">
    <input type="hidden" name="t3" value="M">

    <!-- Display the payment button. -->
    <input type="image" name="submit" border="0"
        src="https://www.paypal.com/en_US/i/btn/subscribe_LG.gif"
        alt="PayPal - The safer, easier way to pay online">
    
</form>
```

Sample HTML Code for a Subscribe Button With Trial Periods

The sample HTML code below illustrates a Subscribe button with these features:

- An initial trial period that is free and lasts for 7 days.
- A second trial periods that costs \$5.00 USD and lasts for an additional 3 weeks.

The regular subscription begins 4 weeks after the subscriber signs up. It ends only when canceled by the merchant or the subscriber.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="alice@mystore.com">

    <!-- Specify a Subscribe button. -->
    <input type="hidden" name="cmd" value="_xclick-subscriptions">

    <!-- Identify the subscription. -->
    <input type="hidden" name="item_name" value="Alice's Weekly Digest">
    <input type="hidden" name="item_number" value="DIG Weekly">
```

```

<!-- Set the terms of the 1st trial period. -->
<input type="hidden" name="currency_code" value="USD">
<input type="hidden" name="a1" value="0">
<input type="hidden" name="p1" value="7">
<input type="hidden" name="t1" value="D">

<!-- Set the terms of the 2nd trial period. -->
<input type="hidden" name="a2" value="5.00">
<input type="hidden" name="p2" value="3">
<input type="hidden" name="t2" value="W">

<!-- Set the terms of the regular subscription. -->
<input type="hidden" name="a3" value="49.99">
<input type="hidden" name="p3" value="1">
<input type="hidden" name="t3" value="Y">
<input type="hidden" name="src" value="1">

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
       src="https://www.paypal.com/en_US/i/btn/btn_subscribe_LG.gif"
       alt="PayPal - The safer, easier way to pay online">

</form>

```

For more information, see “[Offering Trial Periods and Introductory Rates With Subscribe Buttons](#)” on page 132.

Sample HTML Code for a Subscribe Button With Limits on Billing Cycles

The sample HTML code below illustrates a Subscribe button that establishes an installment plan with this features:

- An initial payment of \$129.95 USD
- 5 additional monthly payments of \$69.95 USD

The subscriber pays a total of \$497.70 USD over the 6-month course of the installment payment plan.

```

<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

  <!-- Identify your business so that you can collect the payments. -->
  <input type="hidden" name="business" value="alice@mystore.com">

  <!-- Specify a Subscribe button. -->
  <input type="hidden" name="cmd" value="_xclick-subscriptions">

  <!-- Identify the subscription. -->
  <input type="hidden" name="item_name" value="Alice's Weekly Digest">
  <input type="hidden" name="item_number" value="DIG Weekly">

```

```

<!-- Set the initial payment. -->
<input type="hidden" name="currency_code" value="USD">
<input type="hidden" name="a1" value="129.95">
<input type="hidden" name="p1" value="1">
<input type="hidden" name="t1" value="M">

<!-- Set the terms of the recurring payments. -->
<input type="hidden" name="a3" value="69.95">
<input type="hidden" name="p3" value="1">
<input type="hidden" name="t3" value="M">

<!-- Limit the number of billing cycles. -->
<input type="hidden" name="src" value="1">
<input type="hidden" name="srt" value="5">

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
       src="https://www.paypal.com/en_US/i/btn/btn_subscribe_LG.gif"
       alt="PayPal - The safer, easier way to pay online">

</form>

```

For more information, see “[Limiting the Number of Billing Cycles With Subscribe Buttons](#)” on page 133.

Sample HTML Code for Subscribe Buttons With Product Options

When you add production options to your Subscribe buttons with HTML code that you write yourself, you can have a maximum of 10 product options, each with their own sets of choices. The options can be either dropdown menus or text boxes.

Read the following topics for sample code that illustrates various ways to add product options to Subscribe buttons.

- “[Sample Code for a Subscribe Button With Product Options](#)” on page 168
- “[Sample Code for a Subscribe Button With Product Options as Text Boxes](#)” on page 169

For more information, see “[Offering Product Options With Subscribe Buttons](#)” on page 134.

Sample Code for a Subscribe Button With Product Options

The sample HTML code below illustrates a basic Subscribe button with a dropdown menu of product options.

```

<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

<!-- Identify your business so that you can collect the payments. -->
<input type="hidden" name="business" value="alice@mystore.com">

<!-- Specify a Buy Now button. -->
<input type="hidden" name="cmd" value="_xclick-subscriptions">

```

```

<!-- Specify details about the item that buyers will purchase. -->
<input type="hidden" name="item_name" value="Hot Sauce-12 oz. Bottle">
<input type="hidden" name="amount" value="5.95">
<input type="hidden" name="currency_code" value="USD">

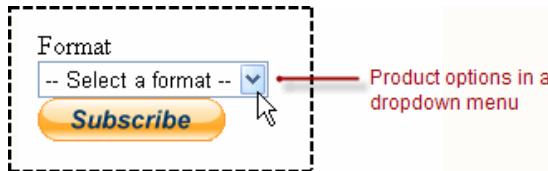
<!-- Provide a dropdown menu option field. -->
<input type="hidden" name="on0" value="Format">Format <br />
    <select name="os0">
        <option value="Select a format">-- Select a format --</option>
        <option value="plaintext">Plain text</option>
        <option value="HTML">HTML</option>
    </select> <br />

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
    src="https://www.paypal.com/en_US/i/btn/subscribe_LG.gif"
    alt="PayPal - The safer, easier way to pay online">

</form>

```

The sample code above produces the following result on your webpage:



Paste the code onto your webpage below an image or a text description of the item.

Sample Code for a Subscribe Button With Product Options as Text Boxes

The sample code below illustrates a basic Subscribe button with a text box for entering product options.

```

<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="alice@mystore.com">

    <!-- Specify a Buy Now button. -->
    <input type="hidden" name="cmd" value="_xclick-subscriptions">

    <!-- Specify details about the item that buyers will purchase. -->
    <input type="hidden" name="item_name" value="Hot Sauce-12 oz. Bottle">
    <input type="hidden" name="amount" value="5.95">
    <input type="hidden" name="currency_code" value="USD">

    <!-- Provide the buyer with a text box option field. -->
    <input type="hidden" name="on0"

```

Recurring Payments – Subscribe Buttons

Sample HTML Code for Subscribe Buttons

```

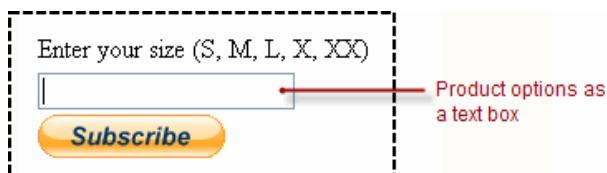
    value="Size">Enter your size (S, M, L, X, XX) <br />
<input type="text" name="os0" maxlength="60"> <br />

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
       src="https://www.paypal.com/en_US/i/btn/btn_subscribe_LG.gif"
       alt="PayPal - The safer, easier way to pay online">

</form>

```

The sample code above produces the following result on your webpage:



Paste the code onto your webpage below an image or a text description of the item.

Sample HTML Code for a Modify Subscription Button

The sample HTML code in this topic illustrates a Modify Subscription button, which lets subscribers convert their current subscriptions to a new set of terms. Modify Subscription buttons are useful for letting subscribers upgrade from one subscription level to another. The subscription number remains the same as before; only the terms of the subscription change.

The sample code illustrates a Modify Subscription button with these features:

- A subscription price of \$69.95 USD
- A 6-month billing cycle
- No limit on the number of billing cycles
- Subscribers can modify their current subscriptions to the above terms only; they cannot sign up for additional, new subscriptions while keeping their current subscriptions.

The subscription ends only when canceled by the merchant or the subscriber.

```

<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="alice@mystore.com">

    <!-- Specify a Subscribe button. -->
    <input type="hidden" name="cmd" value="_xclick-subscriptions">

    <!-- Identify the subscription. -->
    <input type="hidden" name="item_name" value="Alice's Weekly Digest">
    <input type="hidden" name="item_number" value="DIG Weekly">

```

```

<!-- Set the revised subscription price and terms. -->
<input type="hidden" name="currency_code" value="USD">
<input type="hidden" name="a3" value="69.95">
<input type="hidden" name="p3" value="6">
<input type="hidden" name="t3" value="M">

<!-- Let current subscribers modify only. -->
<input type="hidden" name="modify" value="2">

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
       src="https://www.paypal.com/en_US/i/btn/btn_subscribe_LG.gif"
       alt="PayPal - The safer, easier way to pay online">

</form>

```

For more information, see “[Working With Modify Subscription Buttons](#)” on page 134

Sample HTML Code for an Unsubscribe Button

Instead of an HTML form like other payment buttons, Unsubscribe buttons are image links to the subscription cancellation function on the PayPal website. The URL for the image link is specified with the `HREF` attribute, and it includes these URL-encoded parameters

- `cmd` – identifies the action as a request to cancel the active subscription of the PayPal account holder who clicked the button.
- `alias` – identifies the email address on file with the subscription service provider’s PayPal account through which the subscriber originally signed up, or identifies the provider’s PayPal account by secure merchant account ID.

In the example below, the email address `alice@mystore.com` is URL encoded by substituting “@” with “%40” and “.” with “%2e”.

The sample code below illustrates a Cancel Subscription button that lets subscribers cancel their current, active subscriptions.

```

<A HREF="https://www.paypal.com/cgi-bin/webscr?cmd=_subscr-
find&alias=alice%40mystore%2ecom">
<IMG BORDER="0"
      SRC="https://www.paypal.com/en_US/i/btn/btn_unsubscribe_LG.gif">
</A>

```

The sample code above produces the following result:



Paste the code onto your webpage near text that explains how subscription cancellations work.

For more information, see “[Working With Unsubscribe Buttons](#)” on page 137

Sample HTML Code for a Subscribe Button With Password Management

The sample HTML code below illustrates a Subscribe button that has PayPal generate usernames and passwords automatically.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="alice@mystore.com">

    <!-- Specify a Subscribe button. -->
    <input type="hidden" name="cmd" value="_xclick-subscriptions">

    <!-- Identify the subscription. -->
    <input type="hidden" name="item_name" value="Alice's Weekly Digest">
    <input type="hidden" name="item_number" value="DIG Weekly">

    <!-- Set the terms of the regular subscription. -->
    <input type="hidden" name="currency_code" value="USD">
    <input type="hidden" name="a3" value="19.95">
    <input type="hidden" name="p3" value="1">
    <input type="hidden" name="t3" value="M">

    <!-- Have PayPal generate usernames and passwords. -->
    <input type="hidden" name="usr_manage" value="1">

    <!-- Display the payment button. -->
    <input type="image" name="submit" border="0"
        src="https://www.paypal.com/en_US/i/btn/btn_subscribe_LG.gif"
        alt="PayPal - The safer, easier way to pay online">
    
</form>
```

For more information, see [“Generating Usernames and Passwords With Subscribe Buttons” on page 139](#).

Sample HTML Code for a Subscribe Button That Reattempts Payments

The sample HTML code below illustrates a Subscribe button that has PayPal reattempt failed recurring payments before canceling subscriptions.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
    <input type="hidden" name="business" value="alice@mystore.com">

    <!-- Specify a Subscribe button. -->
    <input type="hidden" name="cmd" value="_xclick-subscriptions">

    <!-- Identify the subscription. -->
    <input type="hidden" name="item_name" value="Alice's Weekly Digest">
    <input type="hidden" name="item_number" value="DIG Weekly">
```

```
<!-- Set the terms of the regular subscription. -->
<input type="hidden" name="currency_code" value="USD">
<input type="hidden" name="a3" value="19.95">
<input type="hidden" name="p3" value="1">
<input type="hidden" name="t3" value="M">

<!-- PayPal reattempts failed recurring payments. -->
<input type="hidden" name="sra" value="1">

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
       src="https://www.paypal.com/en_US/i/btn/btn_subscribe_LG.gif"
       alt="PayPal - The safer, easier way to pay online">

</form>
```

For more information, see “[Reattempting Failed Recurring Payments With Subscribe Buttons](#)” on page 141.

Sample URL Code for Subscribe Email Payment Links

The sample URL code below illustrates a basic Subscribe email payment link with these features:

- No trial periods
- A subscription price of \$5.00 USD
- A 1-month billing cycle
- No limit on the number of billing cycles

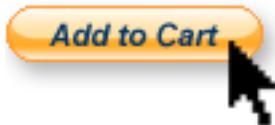
The subscription ends only when canceled by the merchant or the subscriber.

https://www.paypal.com/cgi-bin/webscr?cmd=_xclick-subscriptions&business=alice@mystore.com&item_name=Alice%27s%20Weekly%20Digest&a3=5.00&p3=1&t3=M¤cy_code=USD

4

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

With the PayPal Shopping Cart, you can let buyers select multiple items on your website and pay for them with a single payment. Buyers click Add to Cart buttons to add items to their virtual PayPal Shopping Carts, and they click View Cart buttons to review the items in their carts before they check out and make their payments.



You can create Add to Cart buttons that you add to your website by using a tool on the PayPal website, or you can write the HTML code for Add to Cart buttons manually. You can create buttons with limited functionality before you create your PayPal account or with JavaScript disabled in your browser.

Read the following topics to learn more about the PayPal Shopping Cart:

- “[Getting Started With The PayPal Shopping Cart](#)” on page 176
- “[The Checkout Experience With the PayPal Shopping Cart](#)” on page 191
- “[Managing PayPal Shopping Cart Transactions](#)” on page 201
- “[Advanced Features of Add to Cart Buttons](#)” on page 203
- “[Creating Advanced PayPal Shopping Cart Buttons on the PayPal Website](#)” on page 204
- “[Sample HTML Code for Add to Cart Buttons](#)” on page 228
- “[Sample HTML Code for View Cart Buttons](#)” on page 238

Getting Started With The PayPal Shopping Cart

The easiest way to add the PayPal shopping cart to your website is to create Add to Cart and View Cart buttons by using a tool on the PayPal website. As soon as you add the buttons, you can begin accepting payments on your website.



Do the following to add the PayPal Shopping Cart to your website:

- “[Getting Started With Add To Cart Buttons](#)” on page 176
- “[Getting Started With View Cart Buttons](#)” on page 183

Getting Started With Add To Cart Buttons

Follow one of these procedures to get started creating your own Add to Cart buttons:

- “[Using the Button Creation Tool for a Basic Add to Cart Button](#)” on page 176
- “[Creating Basic Add to Cart Buttons With JavaScript Disabled](#)” on page 177
- “[Creating Add to Cart Buttons Before You Create Your PayPal Account](#)” on page 180

NOTE: For more detailed instructions, see “[Creating Advanced PayPal Shopping Cart Buttons on the PayPal Website](#)” on page 204.

Using the Button Creation Tool for a Basic Add to Cart Button

To use the button creation tool for a basic Add to Cart button:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.
The **My Account Overview** page opens.
2. Click the **Profile** subtab.
The **Profile Summary** page opens.
3. Under the **Selling Preferences** heading, click the **Create new button** link.
The **Create PayPal payment button** page opens.
4. In the **Accept payments for** dropdown menu, select “Products” or “Services”.

5. Select the **Yes; create an “Add to Cart” button** radio button.
6. Enter the payment details of your item.
 - **Item name** – Enter the name of the item or service that you wish to sell.
 - **Price** – Enter the price of your item.

7. Scroll to the bottom of the page, and click the **Create Button** button.

The **You are viewing your button code** page opens.

8. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
9. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.

10. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

11. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Creating Basic Add to Cart Buttons With JavaScript Disabled

The button creation tool for Add to Cart buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

Read these topics to learn more about creating Add to Cart buttons with JavaScript disabled:

- “[Limitations When Creating Add to Cart Buttons With JavaScript Disabled](#)” on page 177
- “[Creating a Basic Add to Cart Button With JavaScript Disabled](#)” on page 178
- “[Enabling JavaScript in Your Browser](#)” on page 179

[Limitations When Creating Add to Cart Buttons With JavaScript Disabled](#). The alternative tool that works with JavaScript disabled lets you create Add to Cart buttons on the PayPal website. However, the following features are not supported by the alternative tool:

- Saving your buttons in your PayPal account
- Tracking inventory
- Product options with separate pricing

- Language choices for button images
- Creating payment buttons before you create your PayPal account

To use any of the above features when creating payment buttons on the PayPal website, you must enable JavaScript in your browser.

For more information, see “[Enabling JavaScript in Your Browser](#)” on page 179.

Creating a Basic Add to Cart Button With JavaScript Disabled.

To add a basic Add to Cart button to your website with JavaScript disabled:

1. Log in to your PayPal account at <https://www.paypal.com>.
 2. Click the **Edit Profile** link.
- The **Profile Summary** page opens.
3. Under the **Selling Preferences** heading, click the **Create New Button** link.
- The **Create PayPal payment button** page opens.
4. Click the **Add to Cart** link.



The **PayPal Shopping Cart** page opens.

5. Enter the details of your item.
 - **Item name/service** – Enter the name of your item or service.
 - **Price** – Enter a fixed price of your item.
 - **Weight** (optional) – Enter the weight of the item. Select Lbs or Kgs from the dropdown menu to specify the unit of measure. If you set up shipping rates for your account with a basis of weight, PayPal uses the value you enter here to calculate shipping charges for orders that include the item.
 6. Scroll to the bottom of the page, and click the **Create Button Now** button.
- The **Add a shopping cart to your site** page displays the generated code.
7. Click the “**Add to Cart**” **button code** text box to select all of the generated HTML code.
 8. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –

- right-clicking your mouse, and selecting **Copy**.
9. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

10. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

Repeat the above procedure for each item that you want to offer for purchase on your website.

Enabling JavaScript in Your Browser. PayPal recommends that you keep JavaScript enabled at all times. Many features of the PayPal website require that JavaScript be enabled in your browser.

Read one of the following topics to learn how to enable JavaScript in your browser.

- “Enabling JavaScript in Internet Explorer” on page 179
- “Enabling JavaScript in FireFox” on page 180

After you enable JavaScript in your browser, you can create a basic Add to Cart button by following the instructions for “Using the Button Creation Tool for a Basic Add to Cart Button” on page 176

Enabling JavaScript in Internet Explorer

To enable JavaScript in Internet Explorer:

1. Select **Tools > Internet Options...** from the menu bar.

The **Internet Options** dialog box opens.

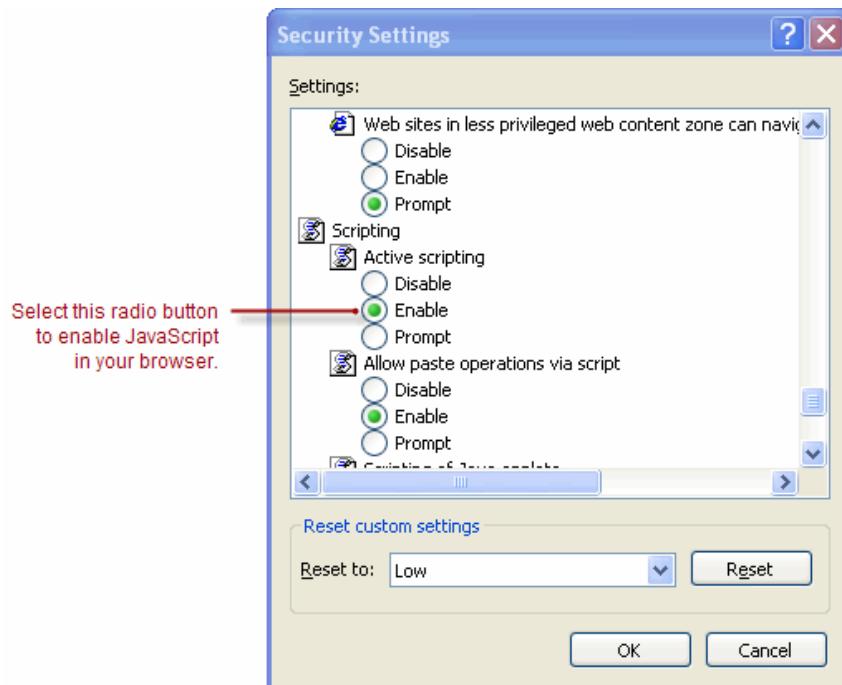
2. Click the **Security** tab.

3. Select the **Trusted sites** icon in the box of Web content zones.

4. Click the **Custom level...** button.

The **Security Settings** dialog box opens.

5. Scroll down to the **Scripting** section, and then select the **Enable** radio button as the option for active scripting.



6. Click the **OK** button to dismiss the **Security Settings** dialog box.

A **Warning** message box asks if you are sure you want to change the security settings.

7. Click the **Yes** button to dismiss the message box.
8. Click the **OK** button to dismiss the **Internet Options** dialog box.

Enabling JavaScript in FireFox

To enable JavaScript in Firefox.

1. Select **Tools > Options...** from the menu bar.

The **Options** dialog box opens.

2. Select the **Content** icon at the top of the dialog box.
3. Select the **Enable JavaScript** checkbox.
4. Click the **OK** button.

Creating Add to Cart Buttons Before You Create Your PayPal Account

You can create basic Add to Cart buttons, add them to your website, and begin accepting payments before you sign up for your PayPal account. Read the following topics to learn more about creating Add to Cart buttons before you create your PayPal account.

- “Limitations of Add to Cart Buttons Created Without a PayPal Account” on page 181
- “Unclaimed Payments From Buttons Created Without a PayPal Account” on page 181
- “Creating a Basic Add to Cart Button Without a PayPal Account” on page 182

Limitations of Add to Cart Buttons Created Without a PayPal Account. Consider the following limitations of payment buttons that you create and add to your website before you sign up for your PayPal account.

- You cannot claim the payments that people authorize during checkout. PayPal collects and holds the payments as unclaimed until you sign up for your PayPal account.
- Buyers must have a PayPal account to pay you.
- PayPal limits the features that you can specify with the button creation tool, such as:
 - Saving your buttons in your PayPal account
 - Tracking inventory

NOTE: You cannot create payment buttons without a PayPal account if Javascript is disabled in your browser.

Unclaimed Payments From Buttons Created Without a PayPal Account. For buttons that you create without a PayPal account, payments that buyers authorize are held as unclaimed by PayPal until you sign up. PayPal holds your unclaimed payments under the email address that you specify when you create the buttons. Make sure to use the same email address when you sign up for your account. Otherwise PayPal cannot transfer your unclaimed payments to your PayPal account balance.

In their PayPal accounts, buyers see unclaimed payments that they made to you from Add to Cart buttons that you created without a PayPal account. Such unclaimed payments are displayed in their recent account activity and in their transaction history. Until you finish signing up for your PayPal account, buyers can cancel your unclaimed payments and recover their funds.

FIGURE 4.1 Unclaimed Payments From Buttons Created Without a PayPal Account

The screenshot shows the 'Recent activity' section of a PayPal account. The table lists a single payment:

File	Type	To/From	Name/Email/Phone	Date	Status	Details	Action	Amount
<input type="checkbox"/>	Payment	To	stvshpd@xyzzyu.com	Jul. 21, 2008	Unclaimed	Details	Cancel	-\$5.00 USD

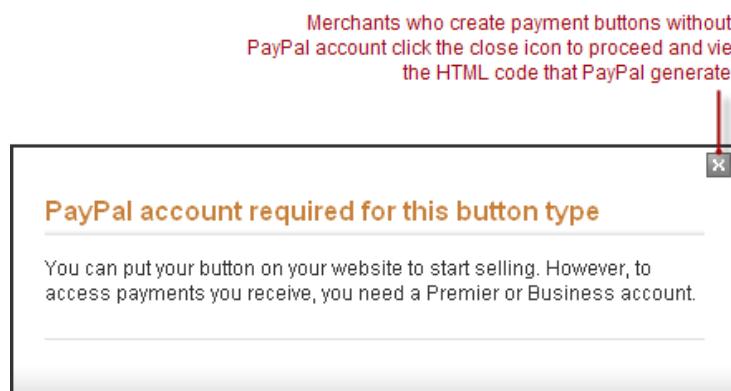
Below the table are two buttons: 'File Selected Items' and 'File All'. A red arrow points from the text 'Payers click the Cancel button to recover unclaimed payments from buttons created without a PayPal account.' to the 'Cancel' button in the table.

Payers click the Cancel button to recover unclaimed payments from buttons created without a PayPal account.

Creating a Basic Add to Cart Button Without a PayPal Account. To create a basic Add to Cart button without a PayPal account:

1. Visit the PayPal website at <https://www.paypal.com>.
 2. Click the **Business** tab.
 3. Under the **Need to accept credit cards?** heading, click the **On your website** link.
The **Choose a payment solution** page opens.
 4. Under the **Website Payments Standard** heading, click the **Learn more** link.
The **PayPal Website Payments Standard: Overview** page opens.
 5. Under the **Sell multiple items** heading, click the **Create payment button** link.
The **Create PayPal payment button** page opens.
 6. In the **Accept payments for** dropdown menu, select “Products” or “Services”.
 7. Select the **Yes; create an “Add to Cart” button** radio button.
 8. Enter the payment details of your item.
 - **Item name** – Enter the name of the item or service that you wish to sell.
 - **Price** – Enter the price of your item.
 - **Email address to receive payments** – Enter the email address that you will use when you sign up for your PayPal account.
 9. Click the **Create Button** button.
- The **PayPal account required for this button type** message box appears.

10. Click the close icon in the upper right corner of the message box to proceed.



The **You've created your button** page opens.

11. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.

12. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- **or** –
- right-clicking your mouse, and selecting **Copy**.

13. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

14. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

Getting Started With View Cart Buttons

You need to create only one View Cart button, regardless of the number of Add to Cart buttons that you create and add to your website. Place several copies of the View Cart button on your website, wherever you want to let buyers view their shopping carts and its current contents and to begin the checkout process.

Follow one of these procedures to get started creating your own View Cart buttons:

- “[Using the Button Creation Tool for a View Cart Button](#)” on page 184
- “[Creating View Cart Buttons With JavaScript Disabled](#)” on page 185

- “Creating View Cart Buttons Before You Create Your PayPal Account” on page 188

Using the Button Creation Tool for a View Cart Button

Each time you create an Add to Cart button, PayPal gives you a chance to create a View Cart button. You can use the generated HTML code for any of these View Cart buttons – the code is identical. Paste the same HTML button code onto your webpages for as many View Cart buttons as you need.

To use the button creation tool for a View Cart button:

- Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

The **My Account Overview** page opens.

- Click the **Profile** subtab.

The **Profile Summary** page opens.

- Under the **Selling Preferences** heading, click the **Create new button** link.

The **Create PayPal payment button** page opens.

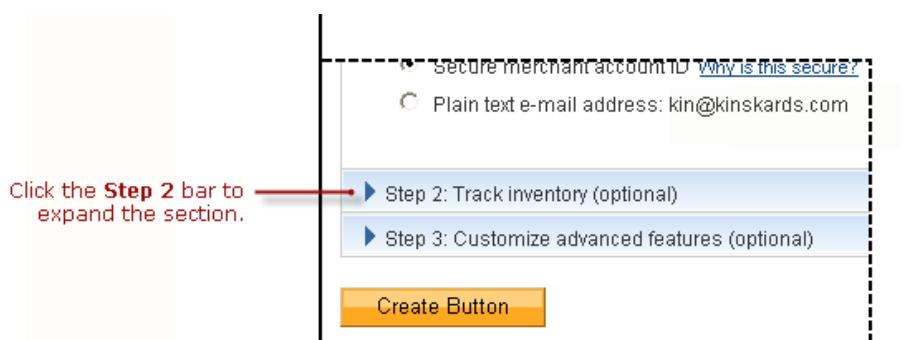
- In the **Accept payments for** dropdown menu, select “Products” or “Services”.

- Select the **Yes; create an “Add to Cart” button** radio button.

- Enter the payment details of your item.

- Item name** – Enter any name.
- Price** – Enter any price.

- Scroll to the bottom of the page, and click the **Step 2** bar.



The **Step 2 – Track inventory (optional)** section of the tool expands to fill the page.

- Clear the **Save button at PayPal** checkbox.
- Click the **Create Button** button.

The **You are viewing your button code** page opens.

10. Click the **Create a View Cart button** link.

The **Create PayPal payment button** page opens.

11. Click the **Create button** button.

The **You've Created Your Button** page opens.

12. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.

13. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- **or** –
- right-clicking your mouse, and selecting **Copy**.

14. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

15. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

Creating View Cart Buttons With JavaScript Disabled

The button creation tool for View Cart buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

Read these topics to learn more about creating View Cart buttons with JavaScript disabled:

- “[Limitations When Creating View Cart Buttons With JavaScript Disabled](#)” on page 185
- “[Creating a View Cart Button With JavaScript Disabled](#)” on page 186
- “[Enabling JavaScript in Your Browser](#)” on page 179

[Limitations When Creating View Cart Buttons With JavaScript Disabled](#). The alternative tool that works with JavaScript disabled lets you create View Cart buttons on the PayPal website. However, the following features are not supported by the alternative tool:

- Language choices for buttons images
- Creating payment buttons before you create your PayPal account

To use any of the above features when creating payment buttons on the PayPal website, you must enable JavaScript in your browser.

For more information, see “[Enabling JavaScript in Your Browser](#)” on page 179.

Creating a View Cart Button With JavaScript Disabled. Each time you create an Add to Cart button, PayPal gives you a chance to create a View Cart button. You can use the generated HTML code for any of these View Cart buttons – the code is identical. Paste the same HTML button code onto your webpages for as many View Cart buttons as you need.

To add a View Cart button to your website with JavaScript disabled:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page opens.

2. Click the **Profile** subtab.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **Create new button** link.

The **Create PayPal payment button** page opens.

4. Click the **Add to Cart** link.



The **PayPal Shopping Cart** page opens.

5. Enter the details of your item.

- **Item name/service** – Enter a name.
- **Price** – Enter a price.

6. Scroll to the bottom of the page, and click the **Create Button Now** button.

The **Add a shopping cart to your site** page displays the generated code.

7. Click the “**View Cart**” button code text box to select all of the generated HTML code.

8. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- or –
- right-clicking your mouse, and selecting **Copy**.

9. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

10. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

11. Repeat this procedure beginning at [Step 7](#) to place as many copies of the View Cart button as you want on other webpages of your website.

Enabling JavaScript in Your Browser. PayPal recommends that you keep JavaScript enabled at all times. Many features of the PayPal website require that JavaScript be enabled in your browser.

Read one of the following topics to learn how to enable JavaScript in your browser.

- “[Enabling JavaScript in Internet Explorer](#)” on page 179
- “[Enabling JavaScript in FireFox](#)” on page 180

After you enable JavaScript in your browser, you can create a basic Add to Cart button by following the instructions for “[Using the Button Creation Tool for a View Cart Button](#)” on [page 184](#)

Enabling JavaScript in Internet Explorer

To enable JavaScript in Internet Explorer:

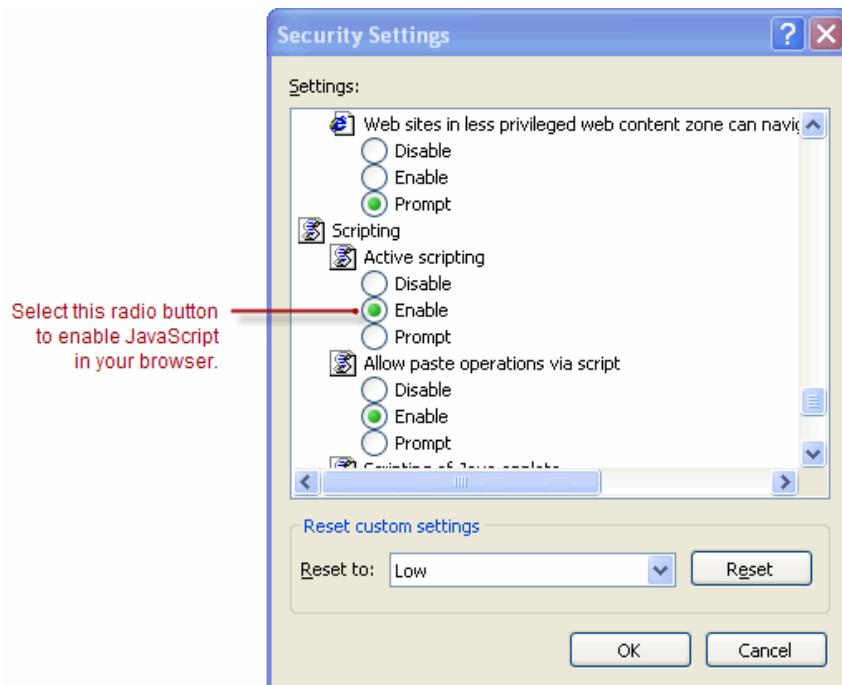
- 1.** Select **Tools > Internet Options...** from the menu bar.

The **Internet Options** dialog box opens.

- 2.** Click the **Security** tab.
- 3.** Select the **Trusted sites** icon in the box of Web content zones.
- 4.** Click the **Custom level...** button.

The **Security Settings** dialog box opens.

5. Scroll down to the **Scripting** section, and then select the **Enable** radio button as the option for active scripting.



6. Click the **OK** button to dismiss the **Security Settings** dialog box.

A **Warning** message box asks if you are sure you want to change the security settings.

7. Click the **Yes** button to dismiss the message box.
8. Click the **OK** button to dismiss the **Internet Options** dialog box.

Enabling JavaScript in FireFox

To enable JavaScript in Firefox.

1. Select **Tools > Options...** from the menu bar.

The **Options** dialog box opens.

2. Select the **Content** icon at the top of the dialog box.
3. Select the **Enable JavaScript** checkbox.
4. Click the **OK** button.

Creating View Cart Buttons Before You Create Your PayPal Account

You can create View Cart buttons before you create your PayPal account and add them to your website. However, to begin accepting payments, you must add some Add to Cart buttons, as well.

NOTE: You cannot create payment buttons without a PayPal account if Javascript is disabled in your browser.

Each time you create an Add to Cart button, PayPal gives you a chance to create a View Cart button. You can use the generated HTML code for any of these View Cart buttons – the code is identical. Paste the same HTML button code onto your webpages for as many View Cart buttons as you need.

To create a View Cart button without a PayPal account:

1. Visit the PayPal website at <https://www.paypal.com>.
2. Click the **Business** tab.
3. Under the **Need to accept credit cards?** heading, click the **On your website** link.

The **Choose a payment solution page** opens.

4. Under the **Website Payments Standard** heading, click the **Learn more** link.

The **PayPal Website Payments Standard: Overview** page opens.

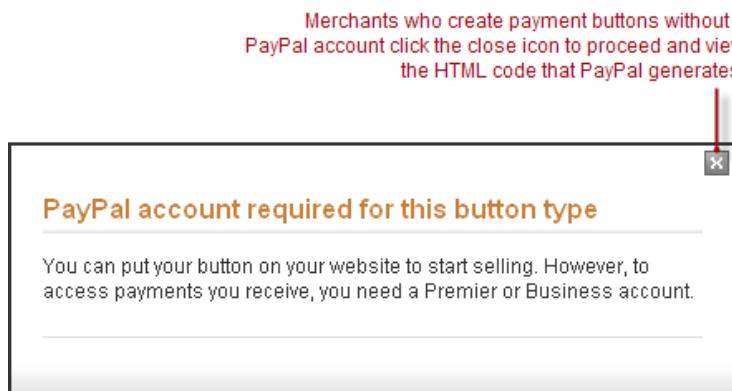
5. Under the **Sell multiple items** heading, click the **Create payment button** link.

The **Create PayPal payment button** page opens.

6. In the **Accept payments for** dropdown menu, select “Products” or “Services”.
7. Select the **Yes; create an “Add to Cart” button** radio button.
8. Enter the payment details of an item.
 - **Item name** – Enter any name.
 - **Price** – Enter any price.
 - **Email address to receive payments** – Enter the email address that you will use when you sign up for your PayPal account.
9. Click the **Create Button** button.

The **PayPal account required for this button type** message box appears.

10. Click the close icon in the upper right corner of the message box to proceed.



The You've created your button page opens.

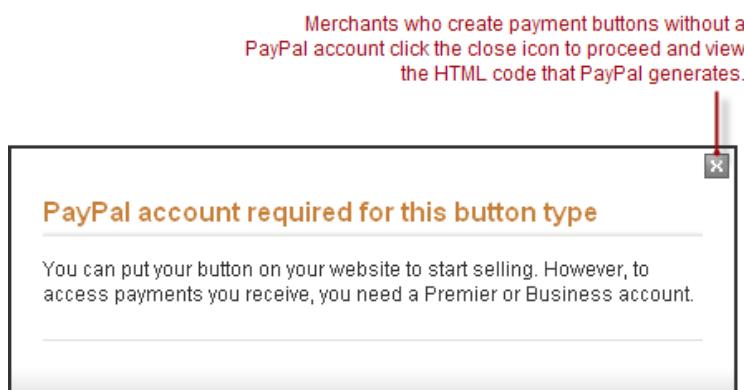
11. Click the Create a View Cart button link.

The Create PayPal payment button page opens.

12. Click the Create button button.

The PayPal account required for this button type message box appears.

13. Click the close icon in the upper right corner of the message box to proceed.



The You've created your button page opens.

14. Click the Select Code button on the Websites tab to select all of the generated HTML code.

15. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- or –
- right-clicking your mouse, and selecting **Copy**.

16. In your web editing tool, open the webpage where you want the button to be seen.

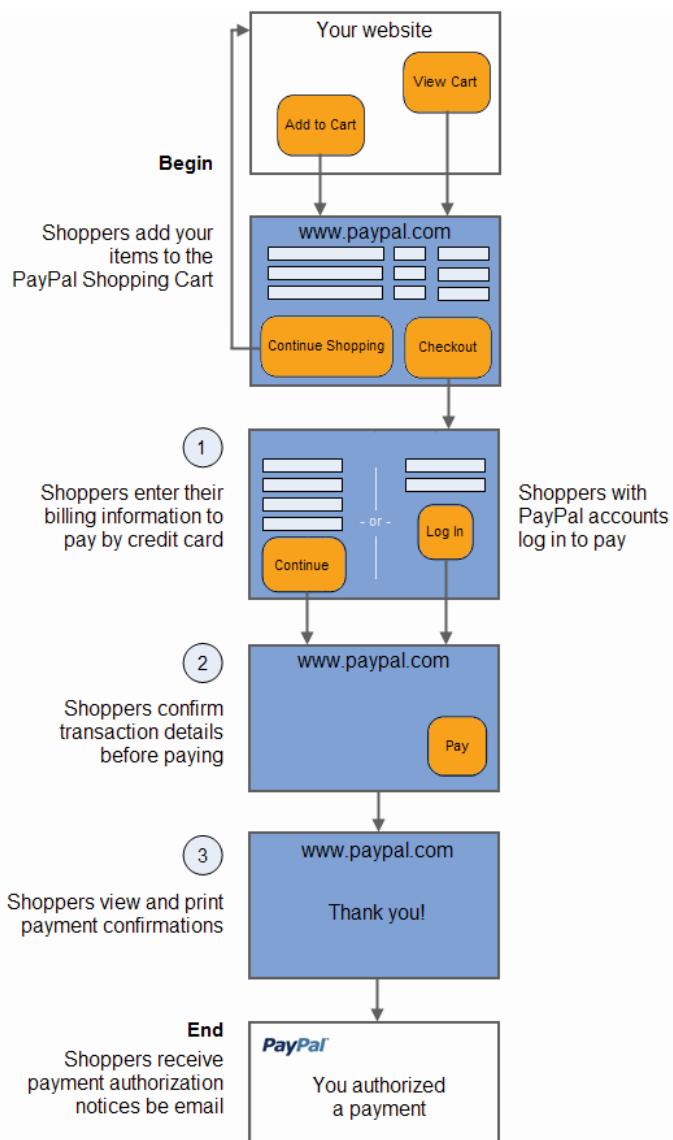
IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

17. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- **or** –
- right-clicking your mouse, and selecting **Paste**.

The Checkout Experience With the PayPal Shopping Cart

This section demonstrates the PayPal checkout experience for people who click Add to Cart and View Cart buttons on your website. The following diagram illustrates the steps.

FIGURE 4.2 The Checkout Experience with Add to Cart and View Cart Buttons

Read these topics to better understand the checkout experience with Add to Cart and View Cart buttons:

- “Begin – Buyers Add Your Items to the PayPal Shopping Cart” on page 193
- “1 – Buyers Enter Their Billing Information or They Log In To PayPal” on page 194
- “2 – Buyers Confirm Their Transaction Details Before Paying” on page 196
- “3 – Buyers View and Print Their PayPal Payment Confirmations” on page 197
- “End – Buyers Receive Payment Authorization Notices by Email” on page 198
- “Enhancing the Checkout Experience With Add to Cart Buttons” on page 200

Begin – Buyers Add Your Items to the PayPal Shopping Cart

The basic checkout experience with the PayPal Shopping Cart begins when someone on your website adds your items to the cart and then views it to check out.

FIGURE 4.3 Buyers Add Your Items to the PayPal Shopping Cart



In this example, George begins on Kin's Kards website, looking for birthday cards. George clicks the **Add to Cart** buttons under two cards that he wants. Then, he clicks the **View Cart** button to review his selections.

PayPal displays a shopping cart page, which lets buyers review their selections, specify quantities, and remove items before proceeding to check out.

FIGURE 4.4 Buyers Review Their Selections in the Pal Shopping Cart

Kin's Kards

U.S. English ▾

Your Shopping Cart

PayPal Secure Payments

Item	Options	Quantity	Remove	Amount
Birthday - Cake and Candle Item # 35794		1 <input type="text"/>	<input type="checkbox"/>	\$3.95 USD
Birthday - Chocolate Cake Item # 24680		1 <input type="text"/>	<input type="checkbox"/>	\$2.95 USD
<input type="button" value="Update Cart"/>				
				Subtotal: \$6.90 USD

In this case, George is satisfied with his selections and the transaction amount. He clicks the **Proceed to Checkout** button.

1 – Buyers Enter Their Billing Information or They Log In To PayPal

PayPal displays a billing information/log-in page, which lets buyers enter their credit card information or log in to PayPal to pay.

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

The Checkout Experience With the PayPal Shopping Cart

FIGURE 4.5 Buyers Enter Their Billing Information or Log In to PayPal

The screenshot shows a shopping cart interface for "Kin's Kards". At the top, it displays "2 Items," "Total: \$6.90 USD", and a language dropdown set to "U.S. English". A red arrow points from the text "The transaction details widget shows the transaction total to buyers before they enter their billing information or log in to PayPal." to the total amount.

Pay with Credit Card or Log In

Kin's

Learn more about PayPal - the safer, easier way to pay.

Enter your billing information

Country: United States
 First Name: George
 Last Name: Jamistonson
 Credit Card Number: 4949221595796671

Payment Type:

Expiration Date: 05 / 20 CSC: 1234 [What's this?](#)

Billing Address Line 1: 4680 N. First St.
 Billing Address Line 2: (optional)
 City: Anytown
 State: LA
 ZIP Code: 12345
 Home Telephone: 408-555-3597
 555-555-1234
 Email: georgej@xyzzyu.com

Review Order and Continue

Already have a PayPal account?

Please log in

Email:
 Password:

Log In

[Forgot email address or password?](#)

Buyers enter email addresses and passwords and then click this button to pay with PayPal accounts.

Buyers enter billing information and email addresses and then click this button to pay by credit card.

For the PayPal Shopping Cart, the PayPal billing information/log-in page shows transaction details near the top, such as the count of items and the transaction total.

If buyers are satisfied with the details, they do one of the following to select a payment method:

- **To pay with a credit card** – Buyers enter their billing information. They also enter their contact information – email address and home phone number– so that PayPal can send them their PayPal transaction receipts and can contact them if necessary to complete the transaction. Then, they click the **Review Order and Continue** button.
- **To pay with a PayPal account** – Buyers enter their PayPal credentials and click the **Log in** button.

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

The Checkout Experience With the PayPal Shopping Cart

In this case, George is satisfied with the total transaction amount of \$6.90 USD. He enters his billing and contact information, and then he clicks the **Review Order and Continue** button.

2 – Buyers Confirm Their Transaction Details Before Paying

PayPal displays a transaction confirmation page to let buyers confirm the details before they complete their transactions and authorize their payments.

FIGURE 4.6 Buyers Confirm Their Payment Details Before Paying

Kin's Kards

Review Your Payment

Review the payment details below and click **Pay** to complete your secure payment. Visit [Funding Sources](#) to learn more about PayPal policies and your payment source rights and remedies, or to change debit card processing options.

Item	Unit Price	Qty	Total
Birthday - Cake and Candle Item # 35794	\$3.95	1	\$3.95
Birthday - Chocolate Cake Item # 24680	\$2.95	1	\$2.95
Enter Gift Certificate, Coupon, or Reward			
2 Items, Total:			\$6.90 USD

Pay Now

Payment Method: Credit Card : Visa XXXX-XXXX-XXXX-7710 \$6.90 USD
This credit card transaction will appear on your bill as "KIN S KARDS". [Change](#)

Shipping Address: 4680 N. First St.
Anytown, LA 12345
[Change](#)

Contact Information: georgej@xyzzyu.com

Buyers click either button to complete their transactions and make their payments.

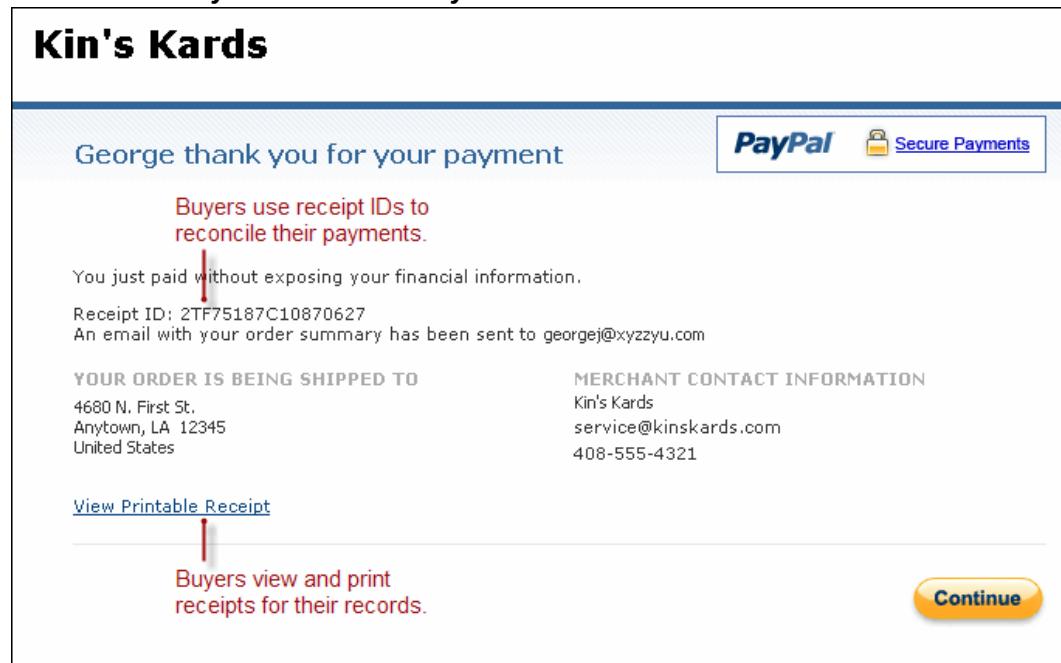
Pay Now

In this case, George reviews the transaction details and clicks the **Pay \$6.90 Now** button to complete the transaction and make his payment.

3 – Buyers View and Print Their PayPal Payment Confirmations

PayPal displays a payment confirmation page after buyers pay to let them know that they have completed their transactions and authorized their payments successfully.

FIGURE 4.7 Buyers View Their Payment Confirmations



From the payment confirmation page, buyers can:

- View the **PayPal Receipt ID** – the transaction ID – to reconcile their payments.
- Click the **View Printable Receipt** link to print receipts for their records.

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

The Checkout Experience With the PayPal Shopping Cart

FIGURE 4.8 Buyers Print Their PayPal Payment Receipts

Item	Options	Quantity	Amount
Birthday - Cake and Candle Item # 35794		1	\$3.95
Birthday - Chocolate Cake Item # 24680		1	\$2.95
		Subtotal:	\$6.90 USD
		Total Amount:	\$6.90 USD

In this case, George prints the PayPal payment receipt for his records.

End – Buyers Receive Payment Authorization Notices by Email

PayPal sends buyers a payment authorization notice by email to confirm the transaction that they made with the merchant.

FIGURE 4.9 Buyers Receive Payment Authorization Notices by Email

From: service@paypal.com
To: georgej@xyzzyu.com
Date: May 28, 2008 00:21:25 PDT
Subject: Receipt for Your Payment to KIn's Kards

Dear George Jamistonson

This email confirms that you have paid Kin's Kards \$6.90 USD using PayPal.

This credit card transaction will appear on your bill as "KIN S KARDS".

PayPal Shopping Cart Contents

Item Name: Birthday - Cake and Candle
Item Number: 35794
Quantity: 1
Total: \$3.95 USD

Item Name: Birthday - Chocolate Cake
Item Number: 24680
Quantity: 1
Total: \$2.95 USD

Cart Subtotal: \$6.90 USD
Cart Total: \$6.90 USD

Payment Details

Transaction ID: 2TF75187C10870627
Item Price: \$6.90 USD
Total: \$6.90 USD
Buyer: George Jamistonson

Business Information

Business: Kin's Kards
Contact E-Mail: service@kinskards.com

Your CONFIRMED Address

George Jamistonson
4680 N. First St.
Anytown, LA 12345
United States

If you have questions about the shipping and tracking of your purchased item or service, please contact Kin's Kards at service@kinskards.com.

Thank you for using PayPal!
The PayPal Team

In this case, PayPal sends George an email message notifying him of his transaction with Kin's Kards and his authorization for payment of \$6.90 USD.

Enhancing the Checkout Experience With Add to Cart Buttons

Website Payments Standard offers these features to enhance the basic checkout experience for your buyers:

- [Calculating Tax and Shipping Amounts](#)
- [Co-Branding the Checkout Pages with Your Logo and Colors](#)
- [Prepopulating the Checkout Pages With Billing and Shipping Addresses](#)
- [Returning People to Your Website After They Check Out](#)

Calculating Tax and Shipping Amounts

The basic checkout experience handles tax and shipping, if you provide the information. You can enhance the checkout experience by specifying tax and shipping rates in your account profile. PayPal calculates the charges automatically for each transaction. In addition, you can specify tax and shipping charges individually for items in the payment buttons that you create.

For more information, see:

- [“Automatic Calculation of Sales Tax” on page 285](#)
- [“Automatic Calculation of Shipping Charges \(U.S. Merchants Only\)” on page 290](#)
- [“Automatic Calculation of Shipping Charges \(non-U.S. Merchants Only\)” on page 304](#)

Co-Branding the Checkout Pages with Your Logo and Colors

The basic checkout experience displays your email address or your business name in the upper left corner of the checkout pages. You can enhance the checkout experience by setting up custom page payments in your account profile to specify logos and colors that match the style of your website. PayPal uses the logo and colors to display the checkout pages. In addition, you can specify logos and colors with advanced HTML variables that you add to the code of your button.

For more information, see:

- [“Co-Branding the PayPal Checkout Pages” on page 267](#)
- [“HTML Variables for Displaying PayPal Checkout Pages” on page 358](#)

Prepopulating the Checkout Pages With Billing and Shipping Addresses

The basic checkout experience has forms for filling in billing and shipping information. You can enhance the checkout experience by prepopulating the forms with information that you have on your website about the buyer.

To learn more, see [“HTML Variables for Prepopulating PayPal Checkout Pages” on page 361](#).

Returning People to Your Website After They Check Out

The basic checkout experience leaves people on the PayPal website after they check out. Use one of the following techniques to enhance the checkout experience so that people return to your website, instead.

- **Return URL** – Let people return to a page on your website if they click a return link or button on the PayPal payment confirmation page.

To learn more, see [Step 4 of “Page 2 – Adding More Details to the PayPal Shopping Cart Button” on page 223](#) or [“HTML Variables for Displaying PayPal Checkout Pages” on page 358](#).

- **Auto Return** – Have PayPal return people automatically to a page on your website.

IMPORTANT: PayPal recommends that you turn Payment Data Transfer on when you turn Auto Return on. With Auto Return on, PayPal redirects people to your website from an alternative PayPal payment confirmation page that does not display a **View Printable Receipt** link, so people cannot print PayPal payment receipts. Payment Data Transfer provides the transaction information that you need to let people print receipts from your website.

To learn more, see [“Auto Return” on page 271](#).

- **Payment Data Transfer** – PayPal includes information about the completed transaction when you use a return URL or Auto Return to send people back to your website. Use the information that Payment Data Transfer provides to display a “thank you, print your receipt” page on your website.

To learn more, see the [Order Management Integration Guide](#).

Managing PayPal Shopping Cart Transactions

Read the following topics to learn how PayPal helps you manage PayPal Shopping Cart transactions:

- [Using Email Notices to Track PayPal Shopping Cart Transactions](#)
- [Using Recent Activity to Track PayPal Shopping Cart Transactions](#)
- [Using Transaction History to Track PayPal Shopping Cart Transactions](#)
- [Using Downloadable History Logs to Track PayPal Shopping Cart Transactions](#)
- [Using Instant Payment Notification to Track PayPal Shopping Cart Transactions](#)

Using Email Notices to Track PayPal Shopping Cart Transactions

PayPal sends you email notices when:

- Payments are made.
- Payments are pending.
- Payments are canceled.

Generally, PayPal sends email notices to the primary email address of your account.

PayPal can send email notices to an alternate email address, such as to someone in your organization who handles order processing or accounting. Add the additional email address to

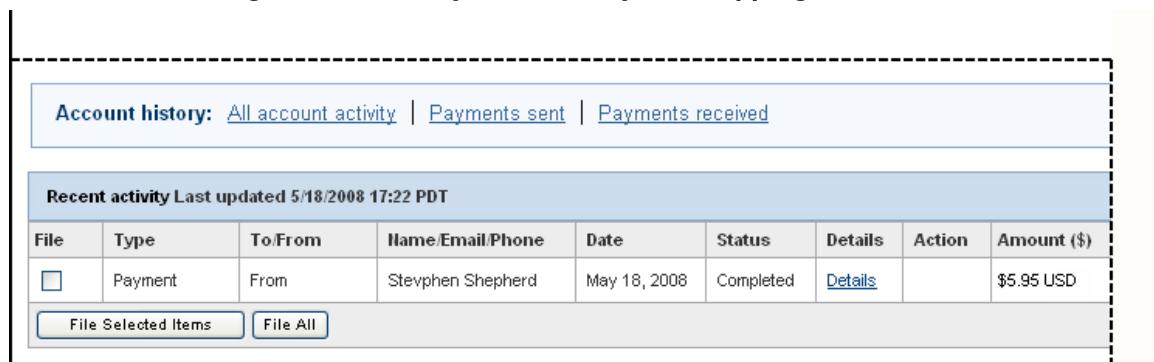
your account profile. Then, use that email address as the one to receive payments when you use the button creation tool on the PayPal website to create your Add to Cart buttons. Specify the alternate email address as the value for the business HTML variable when you write the HTML code yourself for your Add to Cart buttons.

For more information, see Step 4 in the instructions for “[Page 2 – Adding More Details to the PayPal Shopping Cart Button](#)” on page 223, or [Appendix A, “HTML Variables for Website Payments Standard.”](#)

Using Recent Activity to Track PayPal Shopping Cart Transactions

PayPal displays PayPal Shopping Cart transactions in your recent activity, soon after buyers complete them by clicking Add to Cart buttons and checking out on your website.

FIGURE 4.10 Using Recent Activity to Track PayPal Shopping Cart Transactions



The screenshot shows the 'Recent activity' section of the PayPal My Account Overview. At the top, there's a navigation bar with links for 'All account activity', 'Payments sent', and 'Payments received'. Below this is a table header with columns: File, Type, To/From, Name/Email/Phone, Date, Status, Details, Action, and Amount (\$). A single row of data is shown: a blue square icon for 'File', 'Payment' for 'Type', 'From' for 'To/From', 'Stephen Shepherd' for 'Name/Email/Phone', 'May 18, 2008' for 'Date', 'Completed' for 'Status', a blue 'Details' link, an empty 'Action' column, and '\$5.95 USD' for 'Amount (\$)'.

File	Type	To/From	Name/Email/Phone	Date	Status	Details	Action	Amount (\$)
<input type="checkbox"/>	Payment	From	Stephen Shepherd	May 18, 2008	Completed	Details		\$5.95 USD

At the bottom of the table are two buttons: 'File Selected Items' and 'File All'.

To view your recent history:

1. Log in to your PayPal account.
2. Navigate to **My Account > Overview**.

The **My Account Overview** opens.

3. Scroll down to the **Recent Activity** table near the bottom of the page.

Using Transaction History to Track PayPal Shopping Cart Transactions

PayPal lets you search for PayPal Shopping Cart transactions on the History page. The status of payments found there can be:

- **Completed** – Transactions were successful, and funds were credited to your account
- **Cleared** – Payments cleared senders’ accounts, and funds were credited to your account
- **Uncleared** – Payments have not cleared sender’s accounts, and funds were not credited

To learn how to work with transaction history, see the [Order Management Integration Guide](#).

Using Downloadable History Logs to Track PayPal Shopping Cart Transactions

PayPal lets you download your PayPal Shopping Cart transactions to your computer from the History page. You can specify a date range for the transactions and the file format of the download file.

To learn how to work with downloadable history logs, see the [Order Management Integration Guide](#).

Using Instant Payment Notification to Track PayPal Shopping Cart Transactions

PayPal lets your web server receive messages about PayPal Shopping Cart transactions and payment activity on your account. If you activate Instant Payment Notification, PayPal sends messages when:

- Payments are first made, with a status of completed or pending.
- Payments clear, fail, or are denied, if the initial status was pending.

To learn more about Instant Payment Notification, see “[Instant Payment Notification – notify_url](#)” on page 343 and the [Order Management Integration Guide](#).

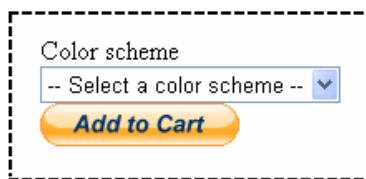
Advanced Features of Add to Cart Buttons

Read the following topics to learn about these advanced features of Add to Cart buttons:

- “[Offering Product Options With Add to Cart Buttons](#)” on page 203

Offering Product Options With Add to Cart Buttons

Prompt buyers for product options, such as size or color. You can prompt buyers for their option selections with dropdown menus or with text boxes. PayPal limits you to 7 product options on a single payment button. Up to 5 options can prompt for selections with dropdown menus, and up to 2 options can prompt for selections with text boxes.



With Add to Cart buttons, you can offer a product option that has separate prices for each selection by using 1 of the 5 allowable dropdown menus.

Specifying Product Options With Add to Cart Buttons

Do one of the following to create Add to Cart buttons that offer product options:

- Specify the product options when you create Add to Cart buttons by using the creation tool on the PayPal website.
See [Step 7 of “Step 1 – Specifying Basic Features of Your Add to Cart Button” on page 207](#).
- Specify the product options in the HTML button code that you write manually.
See [“Sample HTML Code for Add to Cart Buttons With Product Options” on page 229](#).

Creating Advanced PayPal Shopping Cart Buttons on the PayPal Website

Read the following topics to learn more about creating Add to Cart buttons on the PayPal website:

- [“Generating Code for Payment Buttons and Email Payment Links” on page 204](#)
- [“Protecting HTML Code for Payment Buttons” on page 204](#)
- [“Pricing Items in Multiple Currencies” on page 205](#)
- [“Working with View Cart Buttons” on page 205](#)
- [“Using the Button Creation Tool for Advanced Add to Cart Buttons” on page 205](#)
- [“Creating Advanced Add to Cart Buttons With JavaScript Disabled” on page 220](#)

Generating Code for Payment Buttons and Email Payment Links

When you create Add to Cart buttons with tools on the PayPal website, PayPal generates HTML code for website payment buttons. Then, you copy and paste the HTML code onto the pages of your website.

In addition to HTML code, PayPal generates URL code for email payment links. Use email payment links to add Add to Cart functionality to your email messages. If your web editing tool or your service provider does not allow you to paste HTML code onto your webpages, you may be able to paste the URL code for email payment links onto your webpages instead.

Protecting HTML Code for Payment Buttons

When you create Add to Cart code with tools on the PayPal website, PayPal lets you protect the HTML button code that it generates by encrypting part of it. Protecting the HTML code of your payment buttons helps protect against malicious tampering and fraudulent payments.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payments Standard buttons.

For more information, see [Chapter 6, “Securing Your Website Payments Standard Buttons](#)

Pricing Items in Multiple Currencies

All items that buyers add to carts must be priced in the same currency. The first item that buyers add to an empty cart determines the currency for all items in the shopping cart. The cart uses the currency that you selected for your Add to Cart buttons when you created them.

After a buyer adds the first item to a shopping cart, the buyer cannot add items priced in other currencies. To change the currency of a shopping cart, a buyer must purchase the items in the cart with the current currency or empty the cart and add items priced in the other currency.

To avoid shopping difficulties that arise with multiple currencies, price all of your items in the same currency. If you must price items in multiple currencies, let buyers choose the currency for viewing your catalog and display prices on your website only in the currency that the buyer selected.

Working with View Cart Buttons

You need to create only one View Cart button, regardless of the number of Add to Cart buttons that you create and add to your website. Place several copies of the View Cart button on your website, wherever you want to let buyers view their shopping carts and its current contents and to begin the checkout process.

The HTML button code that PayPal generates for View Cart buttons does not require protection, because the code does not contain any payment information. You can use the generated HTML code for any View Cart buttons that you create – the code is identical.

To learn how to create View Cart buttons, see one of the following:

- [“Using the Button Creation Tool for a View Cart Button” on page 218](#)
- [“Creating Advanced Add to Cart Buttons With JavaScript Disabled” on page 220](#)

Using the Button Creation Tool for Advanced Add to Cart Buttons

Read the following topics to learn how to use the button creation tool for Add to Cart buttons:

- [“The Basic Steps for Using the Tool With Add to Cart Buttons” on page 206](#)
- [“Saving Add to Cart Buttons in Your PayPal Account” on page 206](#)
- [“Tracking Inventory” on page 207](#)
- [“Adding Advanced Features to Add to Cart Buttons With HTML Variables” on page 207](#)
- [“Step 1 – Specifying Basic Features of Your Add to Cart Button” on page 207](#)
- [“Step 2 – Tracking Inventory With Your Add to Cart Button” on page 211](#)
- [“Step 3 – Adding Advanced Features to Your Add to Cart Button” on page 214](#)
- [“Copying and Pasting the Add to Cart Code” on page 216](#)

- “Using the Button Creation Tool for a View Cart Button” on page 218

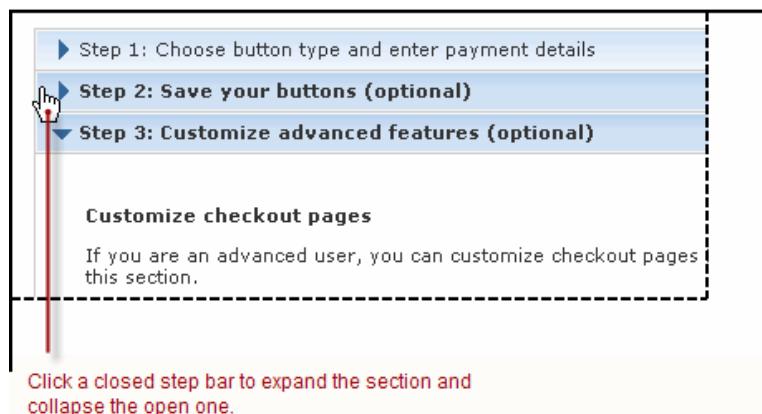
NOTE: If JavaScript is disabled in your browser, PayPal provides an alternative tool described in “Creating Advanced Add to Cart Buttons With JavaScript Disabled” on page 220.

The Basic Steps for Using the Tool With Add to Cart Buttons

The button creation tool for Add to Cart buttons is a single webpage with three sections:

- Step 1 – Choose button type and enter payment details** – This section lets you specify the details of your Add to Cart button. You can specify product options that buyers can choose, and you can specify item-specific charges for shipping and tax.
- Step 2 – Track inventory (optional)** – This section lets you control whether to save your button in your PayPal account. If you save your button, you can enter information that PayPal uses to track inventory on the item.
- Step 3 – Customize advanced features (optional)** – This section lets you work with advanced features of Add to Cart buttons. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard buttons, you can enter them here.

One section at a time is open for you to work with. To work with another section, click its step bar to expand it.



You can switch between the sections as often as you like, until you click the **Create Button** button at the bottom of the page. Then, PayPal generates the code for your button and displays it on the **You are viewing your button code** page. Copy the code and paste it onto your webpage, and your payment button is complete.

Saving Add to Cart Buttons in Your PayPal Account

By default, the button creation tool saves payment buttons in your PayPal account. The tool saves your button and generates the code when you click the **Create Button**. You must copy and paste the generated code onto your webpages, whether or not you save your button at PayPal. The generated code is shorter for saved buttons, because PayPal keeps most of the information about your button in your account, instead of placing it in the code that you add to your website.

Saving your payment buttons in your PayPal account has these benefits:

- Your payment buttons are more secure, because the generated code that add to your website contains no information that can be tampered with to produce fraudulent payments.
- You can edit the details and options for your payment buttons in your PayPal account, without changing the button code that you added to your website.

NOTE: If you change product options, you must copy and paste the code newly generated by PayPal to replace the code that you pasted previously.

- You can track inventory.

Use the Step 2 section of the button creation tool to control whether your button is saved in your PayPal account.

Tracking Inventory

PayPal can track inventory for items that you sell with Add to Cart buttons if you save them in your PayPal account. You can track inventory for the item itself or by its product options.

If you track inventory, PayPal helps you avoid oversold situations. PayPal sends you an alert by email when your inventory on hand falls to or below the alert level you specify. You have the option to let oversold transactions go through or to warn buyers and prevent them from buying more than your quantity on hand.

Use the Step 2 section of the button creation tool to specify the information that PayPal uses to track inventory. You can have a maximum of 1,000 saved buttons in your PayPal account.

Adding Advanced Features to Add to Cart Buttons With HTML Variables

Some advanced features of payment buttons can be specified only with HTML variables. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard payment buttons, you can enter them in the button creation tool before the button code is generated.

Use the Step 3 section of the button creation tool to enter advanced HTML variables that you want to include in your payment button.

For more information, see [Step 5 of “Step 3 – Adding Advanced Features to Your Add to Cart Button” on page 214](#).

Step 1 – Specifying Basic Features of Your Add to Cart Button

To begin using the button creation tool for Add to Cart buttons:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

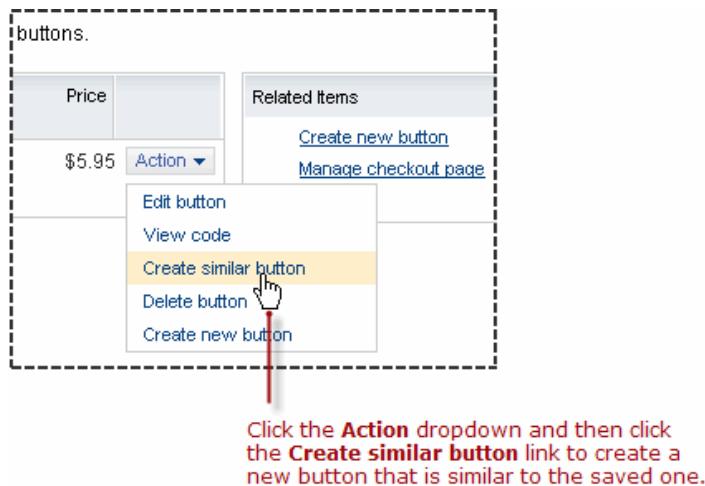
The **My Account Overview** page opens.

2. Click the **Profile** subtab.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, do one of the following:

- Click the **My Saved Buttons** link, and then click the **Create new button** link in the upper right of the page, if you previously saved payment buttons in your PayPal account. To create a new button that is similar to a button that you saved, find the saved button in the list. Then, click the **Action** dropdown menu at the right and click the **Create similar button** link.



- Click the **Create New Button** link, if you have no buttons saved in your PayPal account. The **Create PayPal payment button** page opens.
4. In the **Accept payments for** dropdown menu, select “Products” or “Services”.
 5. Select the **Yes; create an “Add to Cart” button** radio button.
 6. Enter the payment details of your item.
 - **Item name** – Enter the name of the item or service that you wish to sell.
 - **Item ID** – (optional) Enter the inventory ID or tracking number of your item, if you assign such IDs to your products.
If you want to set up your item so that PayPal tracks inventory levels, enter a value that is unique among all the items that you sell and want PayPal to track. For more information, see “[Step 2 – Tracking Inventory With Your Add to Cart Button](#)” on [page 211](#).
 - **Price** – Enter the price of your item.
If you want to add product options with different prices for each option that buyers can select, do not enter a price here. For more information, see [Step 7](#) below.
 - **Currency** – Select the currency in which you priced the item; the dropdown menu automatically selects the currency of your primary balance.
If you want to customize the country and language of the button, make sure that you select an appropriate currency here. For more information, see [Step 8](#) below.

7. Customize your button with product options (optional).

Do any of the following:

- **Add dropdown menu with price/option** – Select this checkbox to add a dropdown menu of product options, with a separate price for each option.

Enter a name for the dropdown menu, such as “Color”. For each menu option, enter a name, such as “Red”, “Blue”, or “Green”, and the price you want buyers to pay. Select the currency for your prices from the dropdown menu. You can add a maximum of 10 priced options to the menu.

Click the **Done** button to preview the effect in the **Buyer’s View** pane.

Click the **Edit** link to change the name and options of your dropdown menu. To remove an option, clear the menu option name and price, and then click the **Done** button.

Click the **Delete** link to remove the dropdown menu from your button.

- **Add dropdown menu without prices** – Select this checkbox to add a dropdown menu of product options, without separate prices.

Enter a name for the dropdown menu, such as “Size”. For each menu option, enter a name, such as “Small”, “Medium”, or “Large”.

Click the **Done** button to preview the effect in the **Buyer’s View** pane.

Click the **Edit** link to change the name and options of your dropdown menu. To remove an option, clear the menu option name and click the **Done** button.

Click the **Delete** link to remove the dropdown menu from your button.

Click the **Add another dropdown menu** link to open a set of fields for another dropdown menu of options without prices. You can add a maximum of 4 dropdown menus, with a maximum of 10 options per menu.

- **Add text field** – Select this checkbox to add a text box in which buyers can enter option information.

Enter a name for the text box, such as “Enter the text you want engraved”.

Click the **Done** button to preview the effect in the **Buyer’s View** pane.

Click the **Edit** link to change the name of the text field.

Click the **Delete** link to remove the text box from your button.

Click the **Add another text box** link to open a field for the name of another text box. You can add a maximum of two boxes.

For more information, see “Offering Product Options With Add to Cart Buttons” on page 203.

8. Customize the appearance and the language of your button (optional).

Click the **Customize appearance** link and select one of the following:

- **PayPal button** – Select this radio button to use a button image that is hosted by PayPal. You can configure the size of the button, whether the button displays payment card logos, and the country and language for the button text.

If you change the country, ensure the currency that you selected in Step 6 above is appropriate.

- **Use your own button** – Select this radio button to specify the URL of your own button image that is not hosted by PayPal. Use your own button image if the buttons hosted by PayPal do not fit the look of your website.

If your image is hosted securely, change the text box to begin with `https://`.

9. Add shipping charges and tax rates to your item (optional).

You can add shipping charges and tax rates for your item here. They override the tax and shipping rates that PayPal calculates automatically based on rates that you specify in your account profile.

- **Shipping** – Enter a specific amount to charge for shipping this item.

The currency for the amount is the same as the currency for the item. Enter zero (0.00) for items that do not incur shipping charges. The amount you enter here overrides the automatic calculation of shipping charges on the item.

NOTE: Before you can accept payments from Add to Cart buttons with specific shipping costs entered here, you must enable the override of shipping methods in the Shipping Calculations section of your account profile. You can create your button successfully, but you cannot accept payments from your button until you enable shipping cost overrides. Ensure that you enable shipping cost overrides for all the shipping methods that you set up for your account. For more information, see [“Automatic Calculation of Shipping Charges \(U.S. Merchants Only\)” on page 290](#) or [“Automatic Calculation of Shipping Charges \(non-U.S. Merchants Only\)” on page 304](#).

- **Tax** – Enter a percentage to calculate the tax on this item, regardless of quantity.

The currency for the calculated tax will be the same as the currency for the item. Enter zero (0.000) for non-taxable items to override automatic sales tax calculation on the item.

10. Choose between your merchant ID and your email address.

Select one of the following radio buttons to associate transactions from your button with your PayPal account.

- **Secure merchant account ID** – Select this radio button to associate your button with your PayPal account by using your merchant ID. PayPal assigns a unique merchant ID to your account and includes it automatically in the code for your button.

Your merchant ID is a more secure way to associate your button with your account than using your email address. Only PayPal can match your merchant ID and PayPal account, and your PayPal email address is never exposed in the HTML button code of your webpages.

- **Plain text email** – Select this radio button to associate your button with your PayPal account by using your email address. Select from the email addresses in your PayPal account. For example, you might select the email address of the person in your organization who handles order fulfillment or accounting. All payments are deposited to your PayPal account balance, regardless of which email address receives payments from this button. Only confirmed email addresses can be used to receive payments.

IMPORTANT: Your email address is a less secure way to associate your button with your PayPal account than by using your merchant ID. Your email address is exposed on webpages wherever you paste the HTML code for your button.

11. Do one of the following:



- Click the **Create Button** button if you specified all the features for your button. Follow the instructions for “[Copying and Pasting the Add to Cart Code](#)” on page 216.
- Click the **Step 2** bar if you want PayPal to track inventory levels for your item or if you do not want to save your button in your PayPal account. Follow the instructions for “[Step 2 – Tracking Inventory With Your Add to Cart Button](#)” on page 211.
- Click the **Step 3** bar if you want to specify advanced features for your button, such as prompting buyers for item quantities. Follow the instructions for “[Step 3 – Adding Advanced Features to Your Add to Cart Button](#)” on page 214.

Step 2 – Tracking Inventory With Your Add to Cart Button

Use the **Step 2** section of the button creation tool to control whether to save the important details your button in your PayPal account and to provide inventory tracking information for your item.

For more information, see “[Tracking Inventory](#)” on page 207.

1. Select the **Save button at PayPal** checkbox to save your button in your PayPal account and to enable your ability to track inventory for your item.
2. Select the **Track inventory** checkbox to enable entering information that PayPal uses to track inventory for your item. Then, do one of the following:
 - **By Item** – Select this radio button if you want to track inventory regardless of product options selected by buyers.
Enter the quantity that you currently have in stock and an alert level. PayPal sends you an alert by email when your inventory on hand falls to or below the alert level.

- **By Option** – Select this radio button if want to track inventory by product options that you specified during “[Step 1 – Specifying Basic Features of Your Add to Cart Button](#)” [on page 207](#). If you set up product options with prices, the radio button is selected automatically.

For each option listed, enter a unique item ID, the quantity that you currently have in stock, and an alert level. PayPal sends you an alert by email when your inventory on hand for any option falls to or below its alert level.

Under the **Can customers buy an item when it is sold out?** heading, do one of the following:

- **Yes** – Select this radio button to let buyers checkout and authorize their payments, even when inventory tracking shows that your item would become oversold. Buyers are not informed of oversold or out-of-stock situations nor that their items will be on back order after they complete their transactions.
- **No** – Select this radio button to prevent buyers from checking out and authorizing their payments when inventory tracking shows that your item would become oversold. In the

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

Creating Advanced PayPal Shopping Cart Buttons on the PayPal Website

text box, enter the URL of a page on your website where you want PayPal to send buyers of out of stock items.

If there are some items in stock, but not enough to fulfill a buyer's request, PayPal proposes the amount currently available.

Description	Unit Price	Quantity	Amount	
Birthday - Cake and Candle Item # 35794	\$3.95	2	\$7.90	Remove
Birthday - Chocolate Cake Item # 35794	\$2.95	1	\$2.95	Remove
3 Items, Total: \$10.85 USD				
Update Totals				

PayPal informs buyers how many items are available if they request more items than you have in stock.

Buyers can click the **Update Totals** button to accept the proposed quantity, adjust the quantity to a lower number, or click the **Remove** link to proceed with checkout.

If there are no items in stock, PayPal lets buyers know that the item is completely sold out.

Description	Unit Price	Quantity	Amount	
Birthday - Cake and Candle Item # 35794	\$3.95	2	\$7.90	Remove
Birthday - Chocolate Cake Item # 35794	\$2.95	0	Sold Out	
2 Items, Total: \$7.90 USD				
Update Totals				

PayPal informs buyers when an item is completely sold out.

PayPal drops sold-out items from the transaction if buyers proceed with checkout. "No" is the default choice for this feature.

3. Do one of the following:



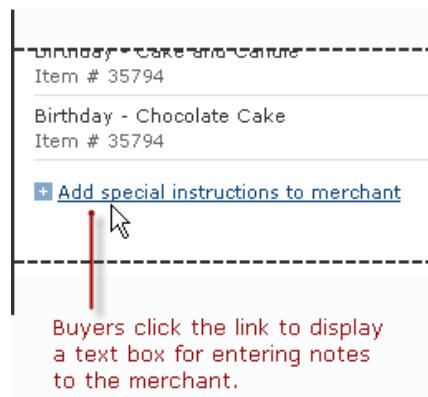
- Click the **Create Button** button if you specified all the features for your button.
Follow the instructions for “[Copying and Pasting the Add to Cart Code](#)” on page 216.
- Click the **Step 3** bar if you want to specify advanced features for your button, such as prompting buyers for item quantities.
Follow the instructions for “[Step 3 – Adding Advanced Features to Your Add to Cart Button](#)” on page 214.
- Scroll to the top of the page and click the **Step 1** bar if you want to adjust the basic features of your button.
Follow the instructions for “[Step 1 – Specifying Basic Features of Your Add to Cart Button](#)” on page 207, beginning with **Step 6**.

Step 3 – Adding Advanced Features to Your Add to Cart Button

Use the **Step 3** section of the button creation tool to specify advanced features of your button.

1. Can your buyers add special instructions in a message to you (optional)?
 - **Yes** – Select this radio button to let buyers add special instructions to you during checkout. In the **Name of message box** text box, enter the text that you want displayed

for the text box in which buyers enter their special instructions; the default value is “Add special instructions to the merchant”.



“Yes” is the default choice for this feature.

- **No** – Select this radio button if you do not want a text box for special instructions.

2. Do you need your buyers’ shipping addresses (optional)?

- **Yes** – Select this radio button to prompt buyers to select or enter shipping addresses during checkout.

“Yes” is the default choice for this feature.

- **No** – Select this radio button if you do not want to prompt buyers for shipping addresses. Select this option for items that do not require shipping, such as digital goods that buyers download, or if the item is a service that does not require on-site delivery.

3. Take buyers to a specific webpage (URL) after checkout cancellation (optional)?

Select the checkbox and enter a URL in the text box if you have a special page on your website where you want buyers to return if they cancel their checkouts before completing their transactions.

4. Take buyers to a specific webpage (URL) after successful checkout (optional)?

Select the checkbox and enter a URL in the text box if you have a special page on your website where you want buyers to return after they complete their checkouts successfully.

NOTE: If you have a special webpage for buyers who return to your website after checking out successfully, consider implementing Payment Data Transfer so that you can display information about the completed transactions. For more information, see the [Order Management Integration Guide](#).

5. Add advanced variables to the HTML code of your payment button (optional).

If you are familiar with the HTML programming and the advanced HTML variables supported by Website Payments Standard payment buttons, you can enter them here. Select the checkbox, and then enter the variables in the text box below it.

Enter any advanced HTML variables in the following, name/value-pair format:
`variableName=allowableValue`

For example, if you want to handle purchases as orders rather than as final sales, use the HTML variable `paymentaction` with the value `order`. If you were to include the variable in HTML code that you write manually, you would use the standard HTML format:

```
<input type="hidden" name="paymentaction" value="order">
```

Enter the variables in the text box using the shortened, name/value-pair format, instead:
`paymentaction=order`

Do not enclose values in quotes, even if value contain spaces. PayPal surrounds the value from the equal sign (=) to the end of the line with quotes in the generated HTML code.

For more information, see [Chapter 11, “HTML Form Basics for Website Payments Standard.”](#)

6. Do one of the following:

- Click the **Create Button** button if you specified all the features for your button.
Follow the instructions for [“Copying and Pasting the Add to Cart Code” on page 216](#).
- Scroll to the top of the page and click the **Step 1** bar if you want to adjust the basic features of your button.
Follow the instructions for [“Step 1 – Specifying Basic Features of Your Add to Cart Button” on page 207](#), beginning with **Step 6**.
- Scroll to the top of the page and click the **Step 2** bar if you want to adjust information that PayPal uses to track inventory levels or if you do not want to save your button in your PayPal account.
Follow the instructions for [“Step 2 – Tracking Inventory With Your Add to Cart Button” on page 211](#).

Copying and Pasting the Add to Cart Code

After you click the **Create Button** button, PayPal displays the **You are viewing your button code** page. The page contains tabs with Add to Cart code for specific situations:

- **Website** – Copy and paste the HTML button code on this tab onto the pages of your website.
- **Email** – Copy and paste the URL email payment link code on this tab into email templates and messages, or paste it onto webpages if your hosting provider does not allow you to paste HTML code.

Regardless of saving your buttons in your PayPal account, you must copy and paste the code that PayPal generates onto your own webpages and into email templates and messages.

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

Creating Advanced PayPal Shopping Cart Buttons on the PayPal Website

Copying and Pasting the HTML Code for the Add to Cart Button. The **Website** tab on the **You are viewing your button code** page contains the generated HTML code for your Add to Cart payment button.

If in “[Step 2 – Tracking Inventory With Your Add to Cart Button](#)” on page 211 you specified that you do not want to save your button in your Paypal account, PayPal protects the generated HTML button code with encryption. Protected HTML code helps secure your buttons against malicious tampering and fraudulent payments.

You can expose the code of your payment button by clicking the **Remove code protection** link at the upper right of text box. For example, you might remove protection so that you can edit the code later to change the item price. If you remove code protection, you must use other methods that PayPal recommends to secure your payment button. Click the **Protect code** link to restore the button protection that you removed.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payment Standard buttons. For more information, [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the HTML code for your Add to Cart payment button:

1. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Copying and Pasting the Code for the Add to Cart Email Payment Link. The **Email** tab on the **You are viewing your button code** page contains the generated URL code for your Add to Cart email payment link.

NOTE: PayPal cannot protect the URL code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

To copy and paste the URL code for your Add to Cart email payment link:

1. Click the **Select Code** button on the **Email** tab to select all of the generated URL code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
3. Open the email template or message that you want to send.
4. Paste the text that you copied from the clipboard into your email, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

Using the Button Creation Tool for a View Cart Button

Each time you create an Add to Cart button, PayPal gives you a chance to create a View Cart button. Paste the same HTML button code onto your webpages for as many View Cart buttons as you need.

NOTE: You cannot save View Cart buttons in your PayPal account.

For more information, see “[Working with View Cart Buttons](#)” on page 205.

To use the button creation tool for a View Cart button:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.
The **My Account Overview** page opens.
2. Click the **Profile** subtab.
The **Profile Summary** page opens.
3. Under the **Selling Preferences** heading, click the **Create new button** link.
The **Create PayPal payment button** page opens.
4. In the **Accept payments for** dropdown menu, select “Products” or “Services”.
5. Select the **Yes; create an “Add to Cart” button** radio button.
6. Enter the payment details of your item.
 - **Item name** – Enter any name.
 - **Price** – Enter any price.

7. Scroll to the bottom of the page, and click the **Step 2** bar.



The **Step 2 – Track inventory (optional)** section of the tool expands to fill the page.

8. Clear the **Save button at PayPal** checkbox.

9. Click the **Create Button** button.

The **You are viewing your button code** page opens.

10. Click the **Create a View Cart button** link.

The **Create PayPal payment button** page opens.

11. Click the **Create button** button.

The **You've Created Your Button** page opens.

12. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.

13. Copy the text that you selected to the clipboard, by:

- pressing Ctrl+C.
- or –
- right-clicking your mouse, and selecting **Copy**.

14. In your web editing tool, open the webpage where you want the button to be seen.

IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

15. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

- pressing Ctrl+V.
- or –
- right-clicking your mouse, and selecting **Paste**.

Creating Advanced Add to Cart Buttons With JavaScript Disabled

The button creation tool for Add to Cart buttons and View Cart buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

IMPORTANT: The button creation tool for PayPal Shopping Cart buttons with JavaScript disabled does not support encryption of the code it generates. Secure your button code for Add to Cart buttons by using an alternative strategy described in [Chapter 6, “Protecting Payment Buttons by Using Encrypted Website Payments.”](#) View Cart buttons do not require encryption.

Read the following topics to learn how to create Add to Cart and View Cart buttons with JavaScript disabled.

- “[The Pages in the Button Creation Tool for Add to Cart](#)” on page 220
- “[Page 1 – Specifying the Basic Features of the Add to Cart Button](#)” on page 220
- “[Page 2 – Adding More Details to the PayPal Shopping Cart Button](#)” on page 223
- “[Copying and Pasting PayPal Shopping Cart Code With JavaScript Disabled](#)” on page 227

NOTE: The alternative tool lets you create Add to Cart buttons on the PayPal website, but it does not allow you to save your buttons in your PayPal account.

The Pages in the Button Creation Tool for Add to Cart

The button creation tool for Add to Cart and View Cart buttons with JavaScript disabled has three pages:

- **PayPal Shopping Cart** – the initial page to specify the required and most often used optional features
- **PayPal Shopping Cart – Page 2** – an optional page to specify additional, advanced features, including the button image for View Cart buttons
- **Add a shopping cart to your site** – the final page that has the generated code for your payment button

You can switch between the first and second pages until you click the **Create Button Now** button to display the third page that has the generated code.

Page 1 – Specifying the Basic Features of the Add to Cart Button

To create HTML code for an Add to Cart button and a View Cart button using a tool on the PayPal website with JavaScript disabled:

1. Log in to your PayPal account at <https://www.paypal.com>.
2. Click the **Edit Profile** link.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **Create New Button** link.

The **Create PayPal payment button** page opens.

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4. Under the **Create button without JavaScript enabled** heading, click the **Add to Cart** link.



The **PayPal Shopping Cart** page opens.

5. Enter the details of your item.

- **Item name/service** – Enter the name of your item or service.
- **Item ID/number** – (optional) Enter the inventory ID or tracking number of your item. The value you enter is displayed to buyers at the time of payment, and it is displayed in the transaction details that both merchants and buyers can view on the PayPal website.
- **Price** – Enter a fixed price of your item.
- **Currency** – From the dropdown menu, select the currency in which you priced the item. The dropdown menu automatically selects the currency of your primary balance.
For more information, see “[Pricing Items in Multiple Currencies](#)” on page 205.
- **Buyer’s default country** – From the dropdown menu, select a country for the PayPal log-in or sign-up page that buyers see when they click the button. The content on the page will be appropriate for the country you select. Buyers can change the country that you select, after the log-in or sign-up page appears.
- **Weight** (optional) – Enter the weight of the item. Select Lbs or Kgs from the dropdown menu to specify the unit of measure. If you set up shipping rates for your account with a basis of weight, PayPal uses the value you enter here to calculate shipping charges for orders that include the item.

6. Choose a button style for your Add to Cart button.

Select the radio button next to the image that you want to use. The image that you select is hosted by PayPal.



– or –

To display your own image that you host on your website:

- Click the **Use your own button image** link.
An additional radio button and text box appear.
- In the **Button Image URL** text box, enter the URL of your button image.
If your image is hosted securely, change the entry to begin with `https://`.

7. Specify a shipping method option.

- Select the **Use my shipping calculations** radio button if you set up shipping rates for your account and you want the shipping charges for the item to be calculated automatically.

– or –

- Select the **Use a flat rate amount** radio button if you have not set up shipping rates for your account or you want to exclude the item from automatic calculation of shipping charges.

In the text box, enter a fixed amount that will be added to the shipping charges for purchases that include the item. Enter zero (`0.00`) for items that do not incur shipping charges. The currency for the amount that you enter is the same as the currency for the item.

For more information, see “Automatic Calculation of Shipping Charges (U.S. Merchants Only)” on page 290 or “Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)” on page 304.

8. Specify a sales tax option.

- Select the **Use my sales tax calculations** radio button if you set up tax rates for your account and you want taxes on the item to be calculated automatically.

– or –

- Select the Use a flat rate amount radio button if you have not set up sales tax calculations for your account or you want to exclude the item from automatic calculation of taxes.

In the text box, enter a fixed amount that will be added to the taxes for purchases that include the item. Enter zero (0.00) for non-taxable items. The currency for the amount that you enter is the same as the currency for the item.

For more information, see “[Automatic Calculation of Sales Tax](#)” on page 285.

9. If you have additional details to specify for your button, such as option fields or a custom payment page style that has your own logo and colors, click the **Add More Options** button and follow the instructions for “[Page 2 – Adding More Details to the PayPal Shopping Cart Button](#)” on page 223.

– or –

If you entered all the details and options for your button, go to “[Copying and Pasting PayPal Shopping Cart Code With JavaScript Disabled](#)” on page 227.

Page 2 – Adding More Details to the PayPal Shopping Cart Button

Use the **PayPal Shopping Cart – Page 2** page to specify the following additional details for your button with JavaScript disabled.

1. Add option fields to your button.

Option fields lets buyers select or specify options when they purchase the item, such as color or size. Options must not change the price of the item.

Add to Cart buttons can have one or two option fields. You can use a dropdown menu, with choices that you specify, or a text box, in which buyers type their option choice.

- **Option Field Type** – Select either “drop-down menu” or “text box” as the type of option field.
- **Option Name** – Enter the name of your option, for example, “Size” or “Color”. Enter no more than 60 characters.
- **Drop-Down Menu Choices** – (if applicable) If you selected “dropdown menu” as the type of option, enter your menu choices. Choices cannot exceed 30 characters. Use a carriage return (press **ENTER**) to separate choices. Enter no more than 10 choices.

2. Choose a button style for your View Cart button.

Select the radio button next to the image that you want to use. The image that you select is hosted by PayPal.



– or –

To display your own image that you host on your website:

- Click the **Use your own button image** link.
- An additional radio button and text box appear.
- In the **Button Image URL** text box, enter the URL of your button image.
- If your image is hosted securely, change the entry to begin with `https://`.

NOTE: You need to create only one View Cart button for the PayPal Shopping Cart. Place copies of the generated HTML code for the View Cart button wherever you want buyers to click to view their shopping cart and begin the checkout process.

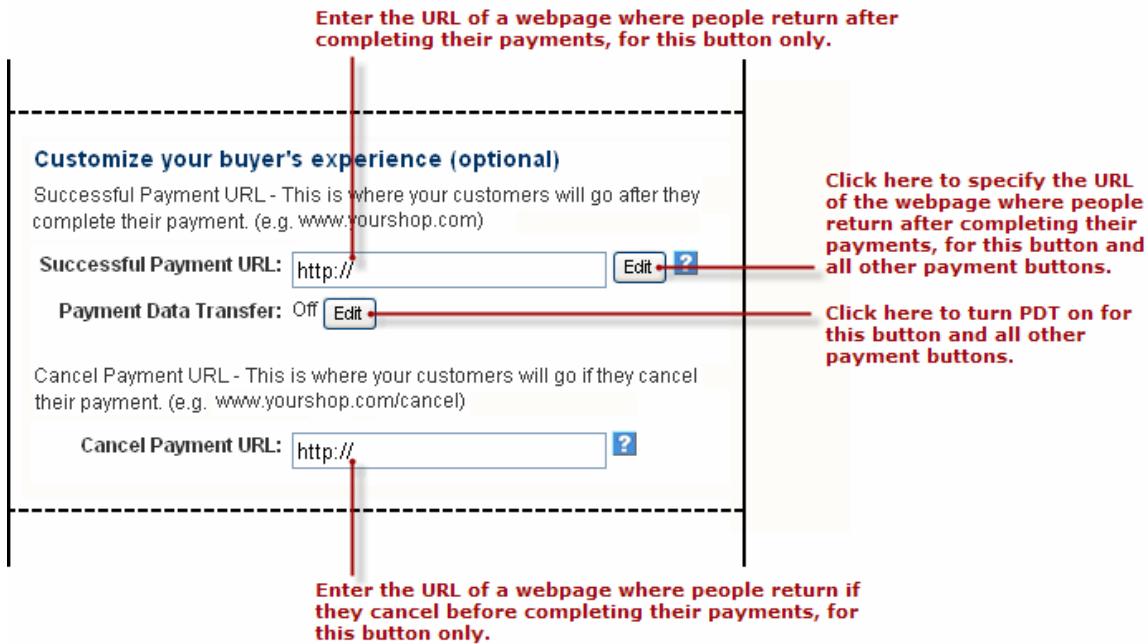
3. Customize your payment pages.

Use these settings to give buyers a visually seamless payment experience by customizing the PayPal payment pages to match the visual style of your website.

- **Primary Page Style** (display only) – The payment pages that your buyers see are displayed with the page style that is specified here, unless you select a different custom payment page style below.
- **Custom Payment Page Style** (optional) – If you already added Custom Payment Page Styles in your account profile, they are listed here. Choose the page style you would like to appear when buyers check out and pay from the PayPal Shopping Cart.
- To learn more about creating page styles, see “[Co-Branding the PayPal Checkout Pages](#)” on page 267.
- **Preview** – Click the **Preview** button to see a mock-up of the payment page style that buyers see.

4. Customize your buyer's experience.

Use these settings to give buyers a payment experience that is easy to navigate.



- **Successful Payment URL** – (optional) Enter the URL for the page on your website that you want buyers redirected to after they complete their payments.
If Auto Return is off, the button uses the Successful Payment URL that you specify here.
If Auto Return is on, this field contains the Return URL that you specified when you turned Auto Return on. Click the **Edit** button to change the Return URL and the Successful Payment URL that this button uses.
For more information, see “[Auto Return](#)” on page 271.
- **Payment Data Transfer** – Click the Edit button to turn Payment Data Transfer on or off for all your payment buttons.
For more information about Payment Data Transfer, see the [Order Management Integration Guide](#).
- **Cancel Payment URL** – (optional) Enter the URL for the page on your website that you want buyers redirected to if they cancel their payments at any point in the PayPal Shopping Cart checkout experience.
If you do not enter a cancel payment URL, buyers who cancel their payments are taken to a PayPal webpage.

5. Select your shipping preferences.

Select the radio button that matches your need to collect shipping addresses from buyers:

Make shipping optional – Select this radio button if you want to prompt buyers to enter their shipping addresses as an option.

– or –

Yes, require shipping – Select this radio button if you want to require buyers to enter their shipping addresses.

– or –

No shipping needed – Select this radio button if your products not require shipping, such as digital goods that buyers download, or if your items are services that do not require on-site delivery.

6. Collect customer notes and special instructions from buyers.

Use these settings to prompt buyers to enter notes or special handling instructions.

Customer notes and special instructions

Do you want customers to have the option to include a note with their payment?

Yes No

Note Title: (30 character limit)

Select the Yes radio button to prompt payers for notes and special instructions.

Change the Note Title to a value that prompts payers for specific notes or instructions.

- Select the **Yes** radio button if you want buyers to enter notes to you when they make their payments. If you leave the **No** radio button selected, buyers cannot include notes.
- **Note Title** – If you selected the **Yes** radio button, change the default value for the field label to prompt buyers for specific information, such as their customer IDs or special handling instructions. Enter no more than 30 characters.

7. Select an email address to receive payment.

(optional) In the **Email Address** dropdown menu, select the email address through which you want to receive payments when people click the payment button that you are creating. The dropdown menu selects your primary email address by default. You might select the email address of the person in your organization who handles order fulfillment or accounting. All payments are deposited to your PayPal account balance, regardless of which email addresses receive particular payments. Only confirmed email addresses can be used to receive payments.

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

Creating Advanced PayPal Shopping Cart Buttons on the PayPal Website

8. If you want to change any of the details that you entered on the previous page, click the **Edit** button and follow the instructions for “[Page 1 – Specifying the Basic Features of the Add to Cart Button](#)” on page 220, beginning with **Step 5**.

– or –

If you have entered all the details and options for your button, go to “[Copying and Pasting PayPal Shopping Cart Code With JavaScript Disabled](#)” on page 227.

Copying and Pasting PayPal Shopping Cart Code With JavaScript Disabled

After you enter the details and options that you want for your Shopping Cart buttons, click the **Create Button Now** button. PayPal generates HTML code for two PayPal Shopping Cart buttons:

- an Add to Cart button, which is used for the item you want to sell.
- A View Cart button, which takes buyers to a webpage hosted by PayPal that displays all the items that buyers have added to their carts and from where they check out and pay.

The **Add a shopping cart to your site** page displays the generated code.

[Copying and Pasting the HMTL Code for the Add to Cart Button With JavaScript Disabled](#). To copy and past the HTML code for the Add to Cart button:

1. Click the “**Add to Cart**” button code text box to select all of the generated HTML code.
2. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - or –
 - right-clicking your mouse, and selecting **Copy**.
3. In your web editing tool, open the webpage where you want the button to be seen.
4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - or –
 - right-clicking your mouse, and selecting **Paste**.

[Copying and Pasting the HTML Code for the View Cart Button With JavaScript Disabled](#).

You need to paste at least one View Cart button onto your website. Paste the View Cart HTML code onto your website in locations where buyers can easily see them and click to check out.

For more information, see “[Working with View Cart Buttons](#)” on page 205.

To copy and past the HTML code for the View Cart button:

1. Scroll down the **Add a shopping cart to your site** page to the **View Cart Button** section.
2. Click the “**View Cart**” button code text box to select all of the generated HTML code.

3. Copy the text that you selected to the clipboard, by:
 - pressing Ctrl+C.
 - **or** –
 - right-clicking your mouse, and selecting **Copy**.
4. Open the webpage where you want the button to be seen.
5. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:
 - pressing Ctrl+V.
 - **or** –
 - right-clicking your mouse, and selecting **Paste**.

[Creating More Add to Cart Buttons With JavaScript Disabled](#). After you copy and paste the PayPal Shopping Cart code, you can create another Add to Cart button for a different item. Scroll to the bottom of the **Add a shopping cart to your site** page and click the **Create Another Button** button. Then follow the instructions for “[Page 1 – Specifying the Basic Features of the Add to Cart Button](#)” on page 220, beginning with **Step 5**. The pages of the button creation tool retain the options that you specified previously.

Avoiding Problems With Pasted HTML Code

After you paste the HTML code onto your webpage, ensure that it matches exactly the HTML code you copied from PayPal. Pasted code may not match the generated code for the following reasons:

- You did not copy all of the generated code.
- Your HTML editing tool may have special areas for pasting HTML code and other areas for pasting display text. Be sure you paste the generated code into a field that accepts HTML code.
- Your HTML editing tool might change some characters in the pasted code.

Sample HTML Code for Add to Cart Buttons

The sample HTML code in this section demonstrates various features of Add to Cart buttons:

- “[Sample HTML Code for a Basic Add to Cart Button](#)” on page 229
- “[Sample HTML Code for Add to Cart Buttons With Product Options](#)” on page 229
- “[Sample HTML Code for Add to Cart Buttons that Open the Shopping Cart in the Merchant Window](#)” on page 233
- “[Sample HTML Code for Add to Cart Buttons that Continue Shopping on the Current Merchant Webpage](#)” on page 236

To protect against malicious users tampering with the HTML code for your Add to Cart buttons and submitting fraudulent payments, see [Chapter 6, “Securing Your Website Payments Standard Buttons.”](#)

IMPORTANT: Organizations with significant payment volume are required to take precautions on securing Website Payment Standard buttons.

Sample HTML Code for a Basic Add to Cart Button

The sample HTML code below illustrates a basic Add to Cart button with these features:

- An item named “Birthday - Cake and Candle”.
- An item price of \$3.95 USD.
- PayPal calculates tax and shipping based on rates that you set up in your PayPal account.
- The buyer’s PayPal Shopping Cart opens in a separate browser window or tab.

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
      method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="kin@kinskards.com">

    <!-- Specify a PayPal Shopping Cart Add to Cart button. -->
    <input type="hidden" name="cmd" value="_cart">
    <input type="hidden" name="add" value="1">

    <!-- Specify details about the item that buyers will purchase. -->
    <input type="hidden" name="item_name"
          value="Birthday - Cake and Candle">
    <input type="hidden" name="amount" value="3.95">
    <input type="hidden" name="currency_code" value="USD">

    <!-- Display the payment button. -->
    <input type="image" name="submit" border="0"
          src="https://www.paypal.com/en_US/i/btn/btn_cart_LG.gif"
          alt="PayPal - The safer, easier way to pay online">
    
</form>
```

Sample HTML Code for Add to Cart Buttons With Product Options

When you add production options to your Add to Cart buttons with HTML code that you write yourself, you can have a maximum of 10 product options, each with their own sets of choices. The options can be either dropdown menus or text boxes. Only one of the dropdown menu options can have options with prices.

Read the following topics for sample code that illustrates various ways to add product options to Add to Cart buttons.

- “[Sample Code for an Add to Cart Button With Product Options](#)” on page 230
 - “[Sample Code for an Add to Cart Button With Product Options With Prices](#)” on page 231
 - “[Sample Code for an Add to Cart Button With Product Options as a Text Box](#)” on page 232
- For more information, see “[Offering Product Options With Add to Cart Buttons](#)” on page 203.

Sample Code for an Add to Cart Button With Product Options

The sample code below illustrates a basic Add to Cart button with a dropdown menu of product options.

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
      method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="kin@kinskards.com">

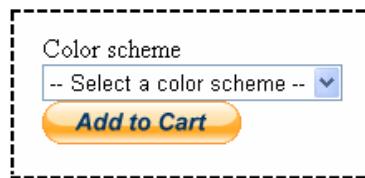
    <!-- Specify a PayPal Shopping Cart Add to Cart button. -->
    <input type="hidden" name="cmd" value="_cart">
    <input type="hidden" name="add" value="1">

    <!-- Specify details about the item that buyers will purchase. -->
    <input type="hidden" name="item_name"
          value="Birthday - Cake and Candle">
    <input type="hidden" name="amount" value="3.95">
    <input type="hidden" name="currency_code" value="USD">

    <!-- Provide a dropdown menu option field, without prices. -->
    <input type="hidden" name="on0" value="Color">Color scheme <br />
    <select name="os0">
        <option
            value="Select a color scheme">-- Select a color scheme --
        <option value="Blue">Blue</option>
        <option value="Pink">Pink</option>
        <option value="Yellow">Yellow</option>
    </select> <br />

    <!-- Display the payment button. -->
    <input type="image" name="submit" border="0"
          src="https://www.paypal.com/en_US/i/btn/btn_cart_LG.gif"
          alt="PayPal - The safer, easier way to pay online">
    
</form>
```

The sample code above produces the following result on your webpage.



Paste the code onto your webpage below an image or a text description of the item.

Sample Code for an Add to Cart Button With Product Options With Prices

The sample code below illustrates a basic Add to Cart button with a dropdown menu of product options that have separate prices for each option. Only one of the dropdown menus in the set product options that your Add to Cart button offers can have prices.

Product options with prices specify the prices in two places:

- The dropdown menu displays the prices for each option – buyers see the prices they pay for each option.
- A list of hidden HTML variables repeats the prices for each option – PayPal uses these prices to charge buyers for the options they choose.

Dropdown menus with option prices use the following variables:

- **currency_code** – sets the currency for option prices
- **item_index** – identifies which dropdown menu of product option has prices
- **option_select*** and **option_amount*** – repeats the prices for each option

NOTE: You cannot specify item IDs for production options with prices to have PayPal track inventory for your item. PayPal can track inventory by product option only for buttons that you save in your PayPal account.

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
      method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="kin@kinskards.com">

    <!-- Specify an Add to Cart button. -->
    <input type="hidden" name="cmd" value="_cart">
    <input type="hidden" name="add" value="1">

    <!-- Specify details about the item that buyers will purchase. -->
    <input type="hidden" name="item_name"
          value="Birthday - Cake and Candle">
    <input type="hidden" name="currency_code" value="USD">

    <!-- Provide a dropdown menu option field. -->
    <input type="hidden" name="on0" value="Color">Color scheme <br />
    <select name="os0">
        <option
```

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

Sample HTML Code for Add to Cart Buttons

```

        value="Select a color scheme">
        -- Select a color scheme --</option>
<option value="Blue">Blue</option>
<option value="Pink">Pink</option>
<option value="Yellow">Yellow</option>
</select> <br />

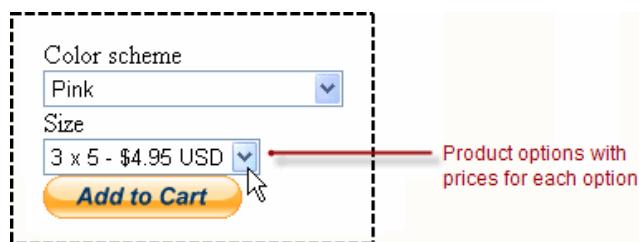
<!-- Provide a dropdown menu option field with prices. -->
<input type="hidden" name="on1" value="Size">Size <br />
<select name="os1">
<option
        value="Select a size">-- Select a size --</option>
<option value="2x4">2 x 4 - $3.95 USD</option>
<option value="3x5">3 x 5 - $4.95 USD</option>
<option value="4x6">4 x 6 - $5.95 USD</option>
</select> <br />

<!-- Specify the price that PayPal uses for each option. -->
<input type="hidden" name="option_index" value="1">
<input type="hidden" name="option_select0" value="2x4">
<input type="hidden" name="option_amount0" value="3.95">
<input type="hidden" name="option_select1" value="3x5">
<input type="hidden" name="option_amount1" value="4.95">
<input type="hidden" name="option_select2" value="4x6">
<input type="hidden" name="option_amount2" value="5.95">

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
       src="https://www.paypal.com/en_US/i/btn/btn_cart_LG.gif"
       alt="PayPal - The safer, easier way to pay online">

</form>
```

The sample code above produces the following result on your webpage:



Paste the code onto your webpage below an image or a text description of the item.

Sample Code for an Add to Cart Button With Product Options as a Text Box

The sample code below illustrates a basic Add to Cart button with a text box for entering product options.

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
```

```

method="post">

<!-- Identify your business so that you can collect the payments. -->
<input type="hidden" name="business" value="kin@kinskards.com">

<!-- Specify an Add to Cart button. -->
<input type="hidden" name="cmd" value="_cart">
<input type="hidden" name="add" value="1">

<!-- Specify details about the item that buyers will purchase. -->
<input type="hidden" name="item_name"
      value="Birthday - Cake and Candle">
<input type="hidden" name="amount" value="3.95">
<input type="hidden" name="currency_code" value="USD">

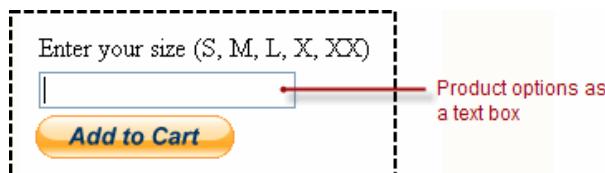
<!-- Provide the buyer with a text box option field. -->
<input type="hidden" name="on0"
      value="Size">Enter your size (S, M, L, X, XX) <br />
<input type="text" name="os0" maxlength="60"> <br />

<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
      src="https://www.paypal.com/en_US/i/btn/btn_cart_LG.gif"
      alt="PayPal - The safer, easier way to pay online">

</form>

```

The sample code above produces the following result on your webpage:



Paste the code onto your webpage below an image or a text description of the item.

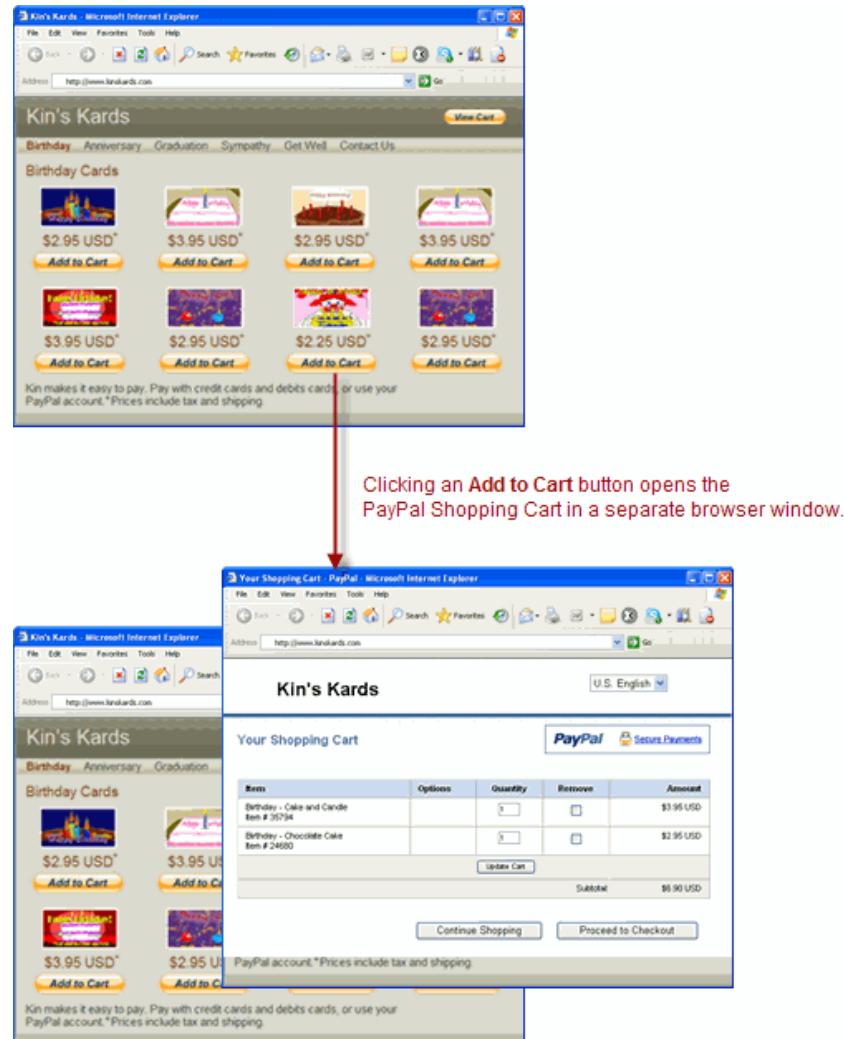
Sample HTML Code for Add to Cart Buttons that Open the Shopping Cart in the Merchant Window

By default, when buyers click Add to Cart buttons, the PayPal Shopping Cart opens in a separate browser window.

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

Sample HTML Code for Add to Cart Buttons

FIGURE 4.11 Opening the PayPal Shopping Cart in a Separate Browser Window

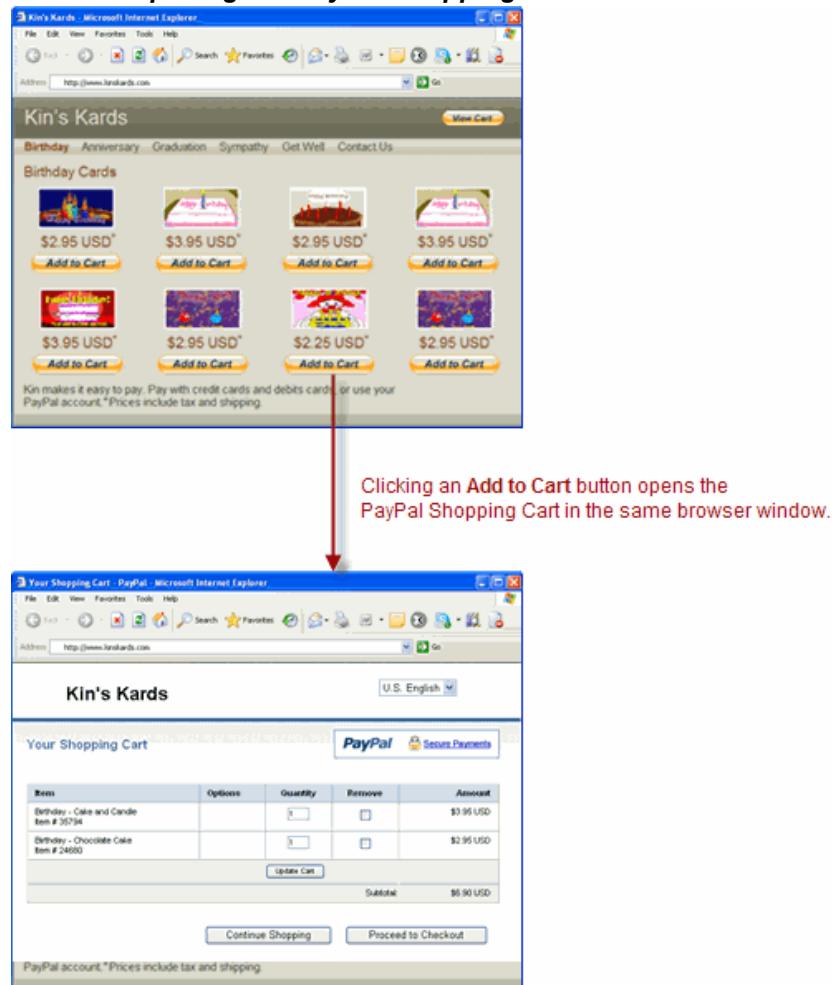


You can change the shopping experience for you buyers by opening the PayPal Shopping Cart in the same browser window that displays your website.

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

Sample HTML Code for Add to Cart Buttons

FIGURE 4.12 Opening the PayPal Shopping Cart in the Same Browser Window



Use the `target` attribute in the `form` element to control whether the PayPal Shopping Cart opens in a separate browser window or opens in the same browser window that displays your website.

TABLE 4.1 Values for “Target” That Open the PayPal Shopping Cart

Target expression	Where the PayPal Shopping Cart Opens
<code>target="paypal"</code>	The PayPal Shopping cart opens in a browser window or browser tab that is separate from the browser window or tab that displays the merchant website.
<code>target="_self"</code>	The PayPal Shopping cart opens in the browser window or browser tab that displays the merchant website.

The sample HTML code below for an Add to Cart button illustrates how to open the PayPal Shopping Cart in the browser window that displays the merchant website.

The PayPal Shopping Cart – Add to Cart and View Cart Buttons

Sample HTML Code for Add to Cart Buttons

```
<form target="_self" action="https://www.paypal.com/cgi-bin/webscr"
      method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="kin@kinskards.com">

    <!-- Specify a PayPal Shopping Cart Add to Cart button. -->
    <input type="hidden" name="cmd" value="_cart">
    <input type="hidden" name="add" value="1">

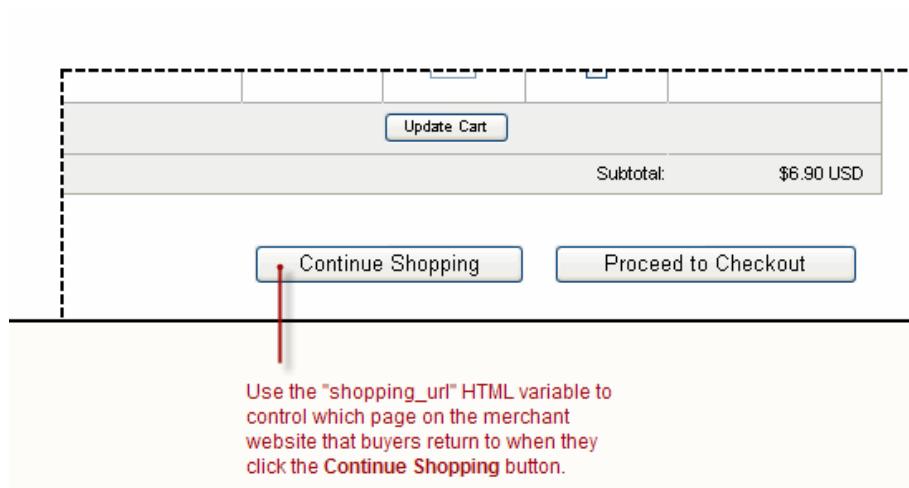
    <!-- Specify details about the item that buyers will purchase. -->
    <input type="hidden" name="item_name"
          value="Birthday - Cake and Candle">
    <input type="hidden" name="amount" value="3.95">
    <input type="hidden" name="currency_code" value="USD">

    <!-- Display the payment button. -->
    <input type="image" name="submit" border="0"
          src="https://www.paypal.com/en_US/i/btn/btn_cart_LG.gif"
          alt="PayPal - The safer, easier way to pay online">
    
</form>
```

See also “[Sample HTML Code for a View Cart Button That Opens the Shopping Cart in the Merchant Window](#)” on page 239.

Sample HTML Code for Add to Cart Buttons that Continue Shopping on the Current Merchant Webpage

When buyers click Add to Cart buttons, the PayPal Shopping Cart page opens. Buyers can see the items in their carts, and they can begin checking out. In addition, buyers can click the **Continue Shopping** button to return to your website and add more items to their carts.



If your website has many product pages, browsers may have difficulty returning buyers to the same product pages that they leave when they click your Add to Cart buttons. Returning buyers to a different page, such as the home page of your website, degrades the shopping experience for buyers who want to add more items to their carts before checking out.

Use the `shopping_url` variable to specify which page PayPal returns buyers to when they click the **Continue Shopping** button. You can set the value of the `shopping_url` variable if you know the URL for the webpage where the button appears. In the code below, the merchant wants to ensure that buyers who click an Add to Cart button for a birthday card return to the product page for birthday cards when they want to continue shopping.

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
      method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="kin@kinskards.com">

    <!-- Specify a PayPal Shopping Cart Add to Cart button. -->
    <input type="hidden" name="cmd" value="_cart">
    <input type="hidden" name="add" value="1">

    <!-- Specify details about the item that buyers will purchase. -->
    <input type="hidden" name="item_name"
          value="Birthday Card - Cake and Candle">
    <input type="hidden" name="amount" value="3.95">
    <input type="hidden" name="currency_code" value="USD">

    <!-- Continue shopping on the webpage for birthday cards -->
    <input type="hidden" name="shopping_url"
          value="http://www.kinskards.com/birthday_cards.html">

    <!-- Display the payment button. -->
    <input type="image" name="submit" border="0"
          src="https://www.paypal.com/en_US/i/btn/btn_cart_LG.gif"
          alt="PayPal - The safer, easier way to pay online">
    
</form>
```

With a more advanced coding technique, you can add JavaScript functions to your product pages that gets the current URL for the webpage from the browser and uses it as the value of `shopping_url`. Use this coding technique to make your button code more portable when you copy and paste buttons from webpage to webpage.

```
...
<script type="text/javascript">
<!--
function getContinueShoppingURL(form) {

    // -- Get the href of the currently displayed webpage --
    form.shopping_url.value = window.location.href;
}
```

```
//-->
</script>
...
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="kin@kinskards.com">

    <!-- Specify a PayPal Shopping Cart Add to Cart button. -->
    <input type="hidden" name="cmd" value="_cart">
    <input type="hidden" name="add" value="1">

    <!-- Specify details about the item that buyers will purchase. -->
    <input type="hidden" name="item_name"
          value="Birthday Card - Cake and Candle">
    <input type="hidden" name="amount" value="3.95">
    <input type="hidden" name="currency_code" value="USD">

    <!-- Continue shopping on the current webpage of the merchant site. -->
    <!-- The below value is replaced when buyers click Add to Cart -->
    <input type="hidden" name="shopping_url"
          value="http://www.kinskards.com/birthday_cards.html">

    <!-- Display the payment button. -->
    <input type="image" name="submit" border="0"
          onclick="getContinueShoppingURL(this.form)"
          src="https://www.paypal.com/en_US/i/btn/btn_cart_LG.gif"
          alt="PayPal - The safer, easier way to pay online">
    
</form>
```

See also “[Sample HTML Code for View Cart Buttons that Continue Shopping on the Current Merchant Webpage](#)” on page 240.

Sample HTML Code for View Cart Buttons

The sample HTML code in this section demonstrates various features of View Cart buttons:

- “[Sample HTML Code for a View Cart Button](#)” on page 239
- “[Sample HTML Code for a View Cart Button That Opens the Shopping Cart in the Merchant Window](#)” on page 239
- “[Sample HTML Code for View Cart Buttons that Continue Shopping on the Current Merchant Webpage](#)” on page 240

Sample HTML Code for a View Cart Button

View Cart buttons contain no payment information, so you do not need to take on precautions on securing them.

The value for the business variable must match a confirmed email address on file with your PayPal account, and it must match the value that you used for the business variables on your Add to Cart buttons.

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
      method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="kin@kinskards.com">

    <!-- Specify a PayPal Shopping Cart View Cart button. -->
    <input type="hidden" name="cmd" value="_cart">
    <input type="hidden" name="display" value="1">

    <!-- Display the View Cart button. -->
    <input type="image" name="submit" border="0"
          src="https://www.paypal.com/en_US/i/btn/btn_viewcart_LG.gif"
          alt="PayPal - The safer, easier way to pay online">
    
</form>
```

The sample code above produces the following result:



Paste the code onto the pages or your website wherever you want buyers to click to view the contents of their PayPal Shopping Carts and begin the checkout process.

Sample HTML Code for a View Cart Button That Opens the Shopping Cart in the Merchant Window

By default, when buyers click View Cart buttons, the PayPal Shopping Cart opens in a separate browser window. You can simplify the shopping experience for you buyers by opening the PayPal Shopping Cart in the same browser window that displays the pages of your website.

The sample HTML code below for a View Cart button illustrates how to open the PayPal Shopping Cart in the same browser window as the merchant website.

```
<form target="_self" action="https://www.paypal.com/cgi-bin/webscr"
```

```

method="post">

<!-- Identify your business so that you can collect the payments. -->
<input type="hidden" name="business" value="kin@kinskards.com">

<!-- Specify a PayPal Shopping Cart View Cart button. -->
<input type="hidden" name="cmd" value="_cart">
<input type="hidden" name="display" value="1">

<!-- Display the View Cart button. -->
<input type="image" name="submit" border="0"
      src="https://www.paypal.com/en_US/i/btn/btn_viewcart_LG.gif"
      alt="PayPal - The safer, easier way to pay online">

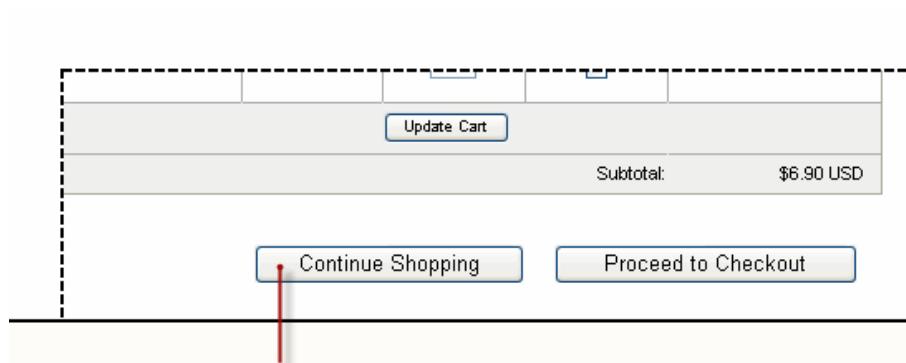
</form>

```

For more information, see “[Sample HTML Code for Add to Cart Buttons that Open the Shopping Cart in the Merchant Window](#)” on page 233.

Sample HTML Code for View Cart Buttons that Continue Shopping on the Current Merchant Webpage

When buyers click View Cart buttons, the PayPal Shopping Cart page opens. Buyers can see the items in their carts, and they can begin checking out. In addition, buyers can click the **Continue Shopping** button to return to your website and add more items to their carts.



Use the "shopping_url" HTML variable to control which page on the merchant website that buyers return to when they click the **Continue Shopping** button.

If your website has many product pages, browsers may have difficulty returning buyers to the same product pages that they leave when they click your View Cart buttons. Returning buyers to a different page, such as the home page of your website, degrades the shopping experience for buyers who want to add more items to their carts before checking out.

Use the `shopping_url` variable to let PayPal control which page buyers return to when they click the **Continue Shopping** button.

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
      method="post">

    <!-- Identify your business so that you can collect the payments. -->
    <input type="hidden" name="business" value="kin@kinskards.com">

    <!-- Specify a PayPal Shopping Cart View Cart button. -->
    <input type="hidden" name="cmd" value="_cart">
    <input type="hidden" name="display" value="1">

    <!-- Continue shopping on the current webpage of the merchant site. -->
    <input type="hidden" name="shopping_url"
          value="http://www.kinskards.com/birthday\_cards.html">

    <!-- Display the View Cart button. -->
    <input type="image" name="submit" border="0"
          src="https://www.paypal.com/en_US/i/btn/btn_viewcart_LG.gif"
          alt="PayPal - The safer, easier way to pay online">
    
</form>
```

For more information, see “[Sample HTML Code for Add to Cart Buttons that Continue Shopping on the Current Merchant Webpage](#)” on page 236.

This chapter describes how to develop a third-party shopping cart that is compatible with PayPal and Website Payments Standard.

NOTE: If you are not a third-party developer, you can easily add a PayPal Shopping Cart which is hosted by PayPal to your site. See [Chapter 4, “The PayPal Shopping Cart – Add to Cart and View Cart Buttons.”](#)

Read the following topics to learn more about third-party shopping carts:

- [“How A Third Party Shopping Cart Works” on page 243](#)
- [“Integrating PayPal with Third Party Shopping Carts” on page 249](#)

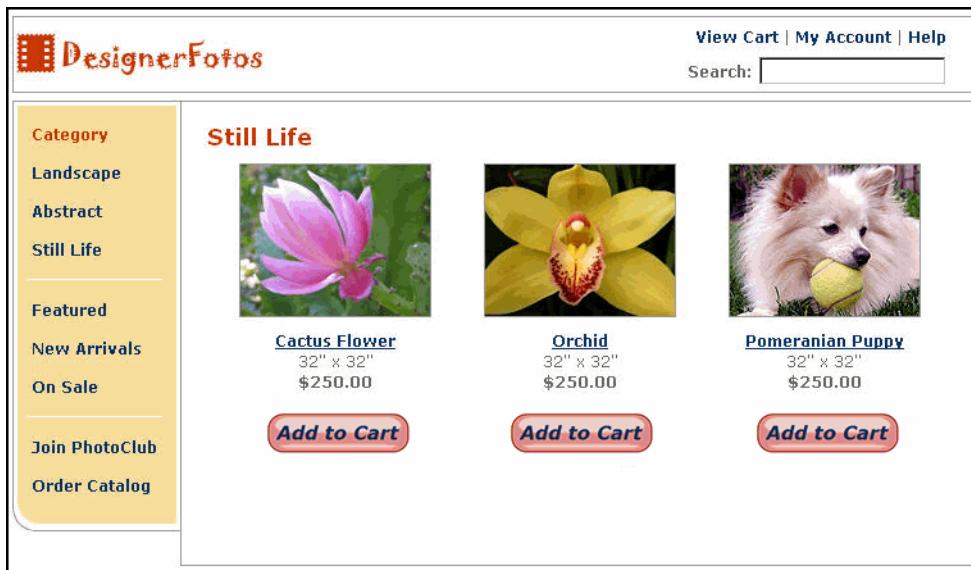
How A Third Party Shopping Cart Works

This example shows how a third party shopping cart works with PayPal and Website Payments Standard. The example merchant has the following account profile settings:

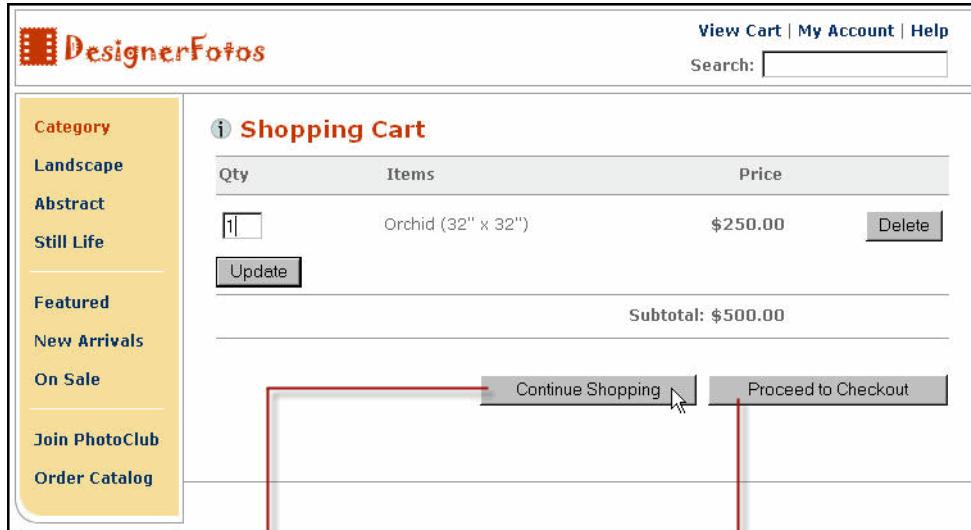
- PayPal Account Optional is turned on. The buyer can pay without an existing PayPal account and is offered the chance to sign up for one after completing the payment.
For more information, see [“PayPal Account Optional” on page 276](#).
- Shipping Calculations have been set up. PayPal calculates the shipping charges automatically and adds them to the order.
For more information, see [“Automatic Calculation of Shipping Charges \(U.S. Merchants Only\)” on page 290](#) or [“Automatic Calculation of Shipping Charges \(non-U.S. Merchants Only\)” on page 304](#).
- Auto Return is turned off. Buyers must click a **Return to Merchant** button to redirect their browsers to the merchant website after completing their payments with PayPal.
For more information, see [“Auto Return” on page 271](#).

What The Buyer Sees With Third Party Shopping Carts

Bob is shopping for photos on the DesignerFotos website. He selects several photos for purchase by clicking the **Add to Cart** button underneath each one.

FIGURE 5.1 Third Party Shopping Cart – Add to Cart

In this example integration, the third party shopping cart is programmed by the vendor to display the contents of the cart each time Bob clicks an **Add to Cart** button. In addition, Bob can click the **View Cart** link at any time to review the items already in the cart and to begin the PayPal Website Payments Standard checkout experience.

FIGURE 5.2 Third Party Shopping Cart – View Shopping Cart

Bob clicks here to find more photos to add to his shopping cart.

Bob clicks here to begin the PayPal payment page sequence.

After selecting the items he wants to buy and specifying their quantities, Bob clicks the **Proceed to Checkout** button.

Bob's browser is redirected to the PayPal website. Buyers with PayPal accounts can enter their PayPal account credentials and click the **Log In** button to access information already on file with PayPal, such as shipping addresses.

FIGURE 5.3 Third Party Shopping Cart – PayPal Payment Login Page

The screenshot shows the PayPal payment login page for a shopping cart from 'DesignerPhotos'. At the top, it displays '2 Items, Subtotal with shipping: \$505.00'. Below this, there are fields for creating a PayPal account: 'Country' (United States), 'First Name', 'Last Name', 'Credit Card Number' (40), 'Expiration Date' (mm / yy), 'CSC' (Security Code), and dropdowns for 'Billing Address Line 1', 'Billing Address Line 2', 'City', 'State', and 'Zip'. There is also a field for 'Home Telephone' with a placeholder 'e.g., 555-555-5555'. An 'Email Address' field is present. A checkbox at the bottom left asks if the user wants to save their information with PayPal. On the right, there is a box for existing users with fields for 'Email' and 'Password', a 'Log In' button, and a link for forgot email or password. The PayPal logo is visible at the top right.

Bob does not have a PayPal account, so he enters his payment and billing information on the payment login page and clicks the **Review Payment** button. Bob is taken to a review page that shows the details of his payment.

Third-Party Shopping Carts – The Cart Upload Command

How A Third Party Shopping Cart Works

FIGURE 5.4 *Third Party Shopping Cart – PayPal Payment Review Page*

Item	Options	Quantity	Amount
Orchid (32" x 32")		1	\$250.00 USD
Pomeranian Puppy (32" x 32")		1	\$250.00 USD
		Subtotal:	\$500.00 USD
		Shipping & Handling:	\$5.00 USD
		Total Amount:	\$505.00 USD

Payment Method: Mastercard [XXXX-5555] [Change](#)

Shipping Address: 123 Anystreet
San Jose, CA 95123
United States
408-555-1234 [Change](#)

Contact Information: billybob@thornton.com
408-555-1234 [Change](#)

DesignerFotos has set up Shipping Calculations in the account profile, so PayPal calculates shipping costs automatically and adds them to the order.

Bob clicks the **Pay \$505.00 Now!** button to complete the payment.

In response, the browser takes Bob to a payment confirmation page. DesignerFotos has Auto Return turned off in the account profile, so the page displays a button to return to the DesignerFotos website.

Bob can:

- Click the **Return to DesignerFotos** button to return to the merchant website.
- Click the **View Printable Receipt** link to view and print a PayPal payment receipt.
- Click the **Create Account** button to sign up for a PayPal account.

Bob does not have a PayPal account yet, and he chooses to open one by entering his email address, a password, and clicking the **Create Account** button. The payment and shipping information he used for the transaction is added to his PayPal account automatically.

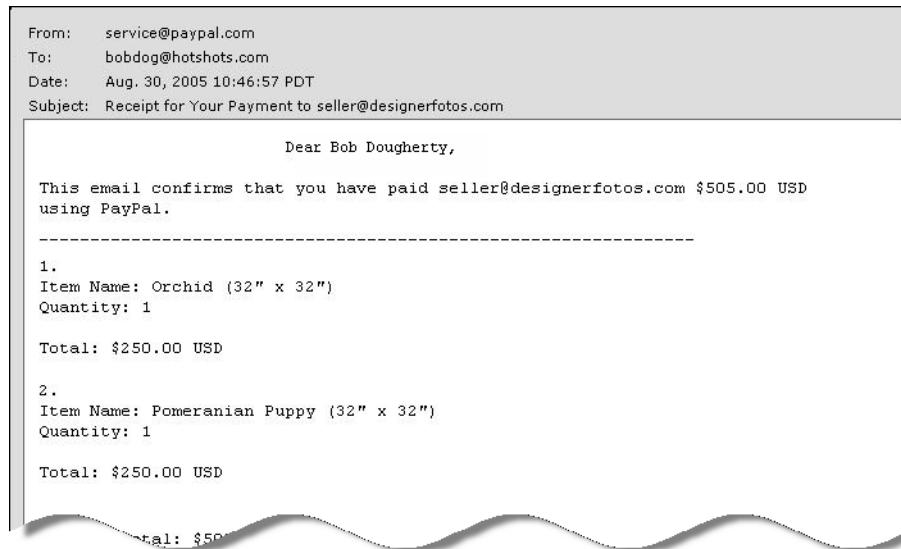
FIGURE 5.5 Third Party Shopping Cart – PayPal Payment Confirmation Page

The screenshot shows a payment confirmation page from DesignerFotos. At the top left is the DesignerFotos logo. Below it, a message says "Thank You for your payment." On the right, the PayPal logo with "Secure Payments" is displayed. The main content area starts with a success message: "Congratulations - your payment was sent. You have successfully paid for this transaction. Order details have been sent to bobdog@hotshots.com. Your confirmation number is: ICN-71B-121-9653." It then shows shipping and payment details:
SHIPPING TO: 123 Anystreet, San Jose, CA 95123, United States
SENT BY: bobdog@hotshots.com, 408-555-1234
Below this are two buttons: "Return to DesignerFotos" and "View Printable Receipt". A section titled "What are the benefits of creating a PayPal account?" lists three points:

- Never share credit card information
- Review order status whenever you want
- Send/receive money online

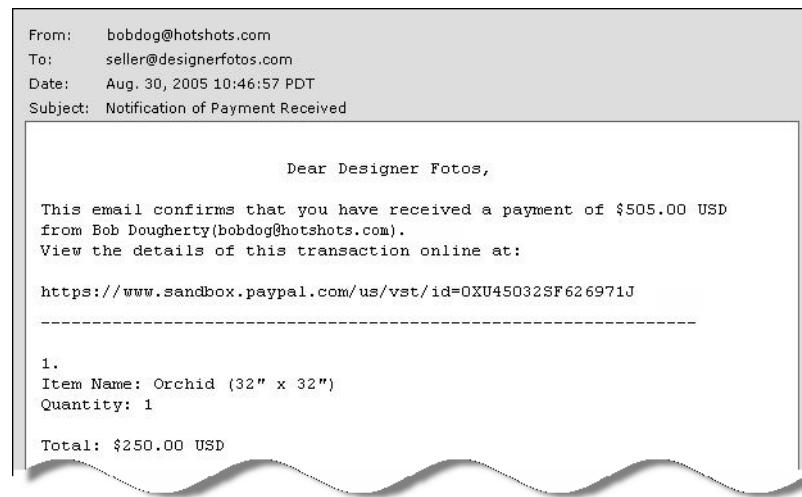
A "Go on, create an account:" section follows, with fields for Email Address (bobdog@hotshots.com), Create PayPal Password, and Confirm Password. A "Create Account" button is at the bottom of this section.

PayPal sends Bob an email notice of his payment to DesignerFotos.

FIGURE 5.6 Email Payment Receipt from PayPal to Buyer

What Merchants See

PayPal sends DesignerFotos an email notice of Bob's payment.

FIGURE 5.7 Email Payment Receipt from PayPal to Merchant

NOTE: DesignerFotos (the user seller@designerfotos.com) can also see the payment in the PayPal account history.

Integrating PayPal with Third Party Shopping Carts

Instead of relying on the PayPal Shopping Cart, many merchants use third party shopping carts that are already integrated with PayPal. The section describes how developers of third party carts integrate with PayPal using Website Payments Standard.

Required Third Party Shopping Cart Variables

Your HTML code requires at least the following hidden HTML variables. For a complete list of variables, see [Appendix A, “HTML Variables for Website Payments Standard.”](#)

TABLE 5.1 Required Third Party Shopping Cart Variables

Name	Description
amount_1	Price of a single item or the total price of all items in the shopping cart
business	Email address of your PayPal account
item_name_1	Name of the item or a name for the entire shopping cart
upload	Indicates the use of third party shopping cart

There are two ways to integrate your third party shopping cart with PayPal and Website Payments Standard:

- Pass the details of the individual items.
- Pass the aggregate amount of the total cart payment, rather than the individual item details.

Passing Individual Item Details to PayPal

If you code your third party shopping cart to pass individual items to PayPal, information about the items is included in buyers’ and the merchants’ transaction histories and notifications.

1. Set the cmd variable to _cart.
2. Include the upload variable:

```
<input type="hidden" name="upload" value="1">
```

3. Define item details for each item in the cart.

Specify the required variables and any optional variables listed in [Table A.1, “Allowable Values for the cmd HTML Variable.”](#) Append _x to the variable name, where x is the item number, starting with 1 and increasing by one for each item added to the cart. The first item in the cart must be defined with variables ending in _1, like item_name_1, amount_1, and quantity_1; the second item with variables like item_name_2, amount_2, and

`quantity_2`; the third item with variables like `item_name_3`, `amount_3`, and `quantity_3`; and so on.

IMPORTANT: The `_x` values must increment by one continuously in order to be recognized.

If you skip from item #1 to item #3 without defining an item #2, the third item will be ignored.

The minimum required HTML for your post to PayPal looks similar to the following.

EXAMPLE 5.1 HTML for Passing Individual Item Detail to PayPal

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
  <input type="hidden" name="cmd" value="_cart">
  <input type="hidden" name="upload" value="1">
  <input type="hidden" name="business" value="seller@designerfotos.com">
  <input type="hidden" name="item_name_1" value="Item Name 1">
  <input type="hidden" name="amount_1" value="1.00">
  <input type="hidden" name="item_name_2" value="Item Name 2">
  <input type="hidden" name="amount_2" value="2.00">
  <input type="submit" value="PayPal">
</form>
```

Setting Currency in the Cart

All monetary variables (`amount_x`, `shipping_x`, `shipping2_x`, `handling_x`, `tax_x`, and `tax_cart`) are interpreted in the currency designated by the `currency_code` variable posted with the payment. Because `currency_code` is not item-specific, there is no need to append `_x` to the `currency_code` variable name. If no `currency_code` variable is posted, all monetary values default to U.S. Dollars.

Setting Tax on Individual Items

Use the `tax_x` variable to specify the tax for a particular item in the cart. For example, the following line specifies that the tax on item 2 in the cart is 15 cents:

```
<INPUT TYPE="hidden" name="tax_2" value=".15">
```

Setting Shipping Charges on Individual Items

Use the `weight_x` and `weight_unit` variables to specify item weights if the merchant's profile-based shipping rates are based on weight. For example, the following lines specify the weight of item 3 in the cart as 1.5 kg.

```
<INPUT TYPE="hidden" name="weight_3" value="1.5">
<INPUT TYPE="hidden" name="weight_unit" value="kgs">
```

Use the `quantity_x` variable if the merchant's profile-based shipping rates are based on quantity. For example, the following line specifies that the quantity for item 3 in the cart is 6.

```
<INPUT TYPE="hidden" name="quantity_3" value="6">
```

Setting the Tax for the Entire Cart

Use the `tax_cart` variable to specify a tax amount that applies to the entire transaction, rather than to individual items. The `tax_cart` variable overrides any per-item tax amount specified with `tax_x`.

Setting the Shipping Charge for the Entire Cart

Use the `shipping` variable to specify the total amount of shipping charge for the entire cart and its payment transaction. The value of `shipping` is used for the shipping charges, regardless of the merchant's profile-based shipping rates and rate basis.

Setting the Weight for the Entire Cart

Use the `weight_cart` and `weight_unit` variables to specify the total weight of the cart, if the merchant's profile-based shipping rates are configured with a basis of weight. The `weight_cart` variable overrides any per-item weights specified with `weight_x`.

Passing the Aggregate Shopping Cart Amount to PayPal

You can aggregate your entire shopping cart and pass the total amount to PayPal. You must post a single `item_name_1` for the entire cart and the total price of the cart contents in `amount_1` as though it were a purchase of a single item.

NOTE: One drawback with passing aggregate cart information is that buyers do not see the individual items in their order on the PayPal payment pages.

The following HTML is identical to “[HTML for Passing Individual Item Detail to PayPal](#)” on [page 250](#) except the individual items amounts and item names are aggregated into a single amount and a single item.

EXAMPLE 5.2 HTML for Aggregate Cart Detail to PayPal

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
  <input type="hidden" name="cmd" value="_cart">
  <input type="hidden" name="upload" value="1">
  <input type="hidden" name="business" value="seller@designerfotos.com">
  <input type="hidden" name="item_name_1" value="Aggregated items">
  <input type="hidden" name="amount_1" value="3.00">
  <input type="submit" value="PayPal">
</form>
```

Securing Your Shopping Cart

After you have customized your third party shopping cart, protect against malicious users tampering with the button code and submitting an incorrect charge by using one of the

methods described in [Chapter 6, “Protecting Payment Buttons by Using Encrypted Website Payments.”](#)

6

Securing Your Website Payments Standard Buttons

Unprotected and non-encrypted buttons that are not saved in your PayPal account are in clear text in the source view of your webpages. The HTML button code for your payment buttons can be viewed by anyone. A malicious third party could copy a page, change button HTML variables such as price, and make fraudulent payments.

IMPORTANT: Merchants with significant payment volume are required to take precautions on securing Website Payment Standard buttons.

PayPal provides the following strategies for securing Website Payments Standard buttons. Use one or more of the following security strategies to prevent and/or detect tampering with your buttons:

Strategy for Securing Buttons	See
Create protected buttons by using button creation tools on the PayPal website.	“Creating Protected Payment Buttons on the PayPal Website” on page 254
Save payments button that you create on the PayPal website in your PayPal account.	“Saving Payment Buttons in Your PayPal Account” on page 256
Manually check the item amounts in each payment through the transaction history in your PayPal account before shipping.	“Reconciling Payments Manually Through Transaction History” on page 257
NOTE: You are required to reconcile your payments, especially if you have unprotected or non-encrypted buttons.	
Automatically check the item amounts in each payment through Instant Payment Notification before shipping.	“Reconciling Payments Through Instant Payment Notification” on page 258
NOTE: You are required to reconcile your payments, especially if you have unprotected or non-encrypted buttons.	
Edit your PayPal account profile to enable Encrypted Website Payments, and use a script and open-source libraries from OpenSSL to encrypt your buttons dynamically when rendering your webpages. You must be comfortable programming in scripts like PHP and ASP to use Encrypted Website Payments.	“Protecting Payment Buttons by Using Encrypted Website Payments” on page 258
Edit your PayPal account profile to block unprotected and non-encrypted buttons to add extra security to your protected, saved, and encrypted buttons.	“Blocking Unprotected and Non-encrypted Website Payments” on page 264

Creating Protected Payment Buttons on the PayPal Website

Read the following topics to learn about creating protected payment buttons:

- “How Protected Payment Buttons Help Prevent Fraudulent Payments” on page 254
- “Using the Button Creation Tool to Create a Protected Payment Button” on page 254
- “Creating a Protected Payment Button with JavaScript Disabled” on page 255

How Protected Payment Buttons Help Prevent Fraudulent Payments

Protected payment buttons help secure your payments because the HTML button code that PayPal generates and that you paste onto your webpages is encrypted. HTML button code that is protected with encryption cannot be altered by malicious third parties to create fraudulent payments.

You can protect the HTML button code that PayPal generates for all kinds of payment buttons:

- Buy Now buttons
- Donate buttons
- Subscribe buttons
- Buy Gift Certificate
- Add to Cart buttons

NOTE: PayPal cannot protect HTML button code for Add to Cart buttons with JavaScript disabled in your browser. In such cases, use an alternative strategy to secure your buttons. See “Reconciling Payments Manually Through Transaction History” on page 257, and “Reconciling Payments Through Instant Payment Notification” on page 258.

Using the Button Creation Tool to Create a Protected Payment Button

To create a protected payment button using the button creation tool:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.
The **My Account Overview** page opens.
2. Click the **Profile** subtab.
The **Profile Summary** page opens.
3. Under the **Selling Preferences** heading, click the **Create new button** link.
The **Create PayPal payment button** page opens.
4. In the **Accept payments for** dropdown menu, do one of the following:

- **Buy Now buttons** – Select “Products” or “Services”, and then select the **No; create a “Buy Now” button** checkbox below.
- **Add to Cart buttons** – Select “Products” or “Services”, and then select the **Yes; create an “Add to Cart” button** checkbox below.
- **Subscribe buttons** – Select “Subscriptions and Recurring Payments”.
- **Donate buttons** – Select “Donations”.
- **Buy Gift Certificate buttons** – Select “Gift Certificates”.

5. Enter details about your button.
6. Click the **Step 2** bar to expand that section of the button creation tool.
7. Clear the **Save button at PayPal** checkbox.

NOTE: If you save your buttons at PayPal, you do not need to protect them. The code that you add to your website for buttons that you save contain no information that can be fraudulently altered by malicious third parties to submit fraudulent payments.

8. Do one of the following:
 - Click the **Create Button** button to generate the protected HTML code.
 - Click the **Step 3** bar to customize your button with advanced features. Then click the **Create Button** button.

The **You've created your button** page opens.

9. Click the text box to selected the generated, protected HTML code, and paste it onto the pages of your website.
10. Update the profile settings on your PayPal account to block non-encrypted website payments, as described in [“Blocking Unprotected and Non-encrypted Website Payments” on page 264](#).

Creating a Protected Payment Button with JavaScript Disabled

To create a protected payment button with JavaScript disabled in your browser:

1. Log in to your PayPal account at <https://www.paypal.com>.
2. Click the **Edit Profile** link.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **Create New Button** link.

The **Create PayPal payment button** page opens.

4. Under the **Create button without JavaScript enabled** heading, click an appropriate link:
 - **Buy Now**
 - **Add to Cart**
 - **Donate**

- **Subscribe**
- **Gift Certificate**

5. Enter details about your button, and choose a button image.
6. In the **Security Settings** section, select the **Yes** radio button to protect your button with encryption. This is the default setting.
7. Click the **Create Button Now** button to generate the encrypted HTML code.

– or –

Click the **Add More Options** button to enter optional details about your button.

NOTE: Some settings on the **Add More Options** page require that you change **Security Settings** to **No**. In such cases, you will have to use an alternative strategy to secure your buttons. See “Reconciling Payments Manually Through Transaction History” on page 257, and “Reconciling Payments Through Instant Payment Notification” on page 258.

8. Update the profile settings on your PayPal account to block unprotected website payments, as described in “Blocking Unprotected and Non-encrypted Website Payments” on page 264.

Saving Payment Buttons in Your PayPal Account

Saving your buttons in your PayPal account helps secure against fraudulent payments because the HTML button code that PayPal generates and that you paste onto your webpages does not contain pricing information. PayPal holds pricing information in your PayPal account, so malicious third parties cannot alter it and submit fraudulent payments.

You can save all kinds of payment buttons in your PayPal Premiere or Business account – Buy Now, Donate, Subscribe, Add to Cart, and Buy Gift Certificate buttons.

NOTE: You cannot save payment buttons in your PayPal account with JavaScript disabled in your browser or if you have a PayPal Personal account. In such cases, use an alternative strategy to secure your buttons. See “Reconciling Payments Manually Through Transaction History” on page 257, and “Reconciling Payments Through Instant Payment Notification” on page 258..

To use the button creation tool to save payment buttons in your PayPal account:

1. Log in to your PayPal Premier or Business account at <https://www.paypal.com>.

The **My Account Overview** page opens.

2. Click the **Profile** subtab.

The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, the **Create New Button** link
The **Create PayPal payment button** page opens.
4. In the **Accept payments for** dropdown menu, do one of the following:
 - **Buy Now buttons** – Select “Products” or “Services”, and then select the checkbox below for Buy Now buttons.
 - **Donate buttons** – Select “Donations”.
 - **Subscribe buttons** – Select “Subscriptions and recurring payments”.
 - **Buy Gift Certificate buttons** – Select “Gift Certificates”.
 - **Add to Cart buttons** – Select “Products” or “Services”, and then select the checkbox below for Add to Cart buttons.
5. Enter the details for your button, using the **Step 1**, **Step 2**, and **Step 3** sections of the tool.
Make sure you select the **Save button at PayPal** checkbox at the top of the **Step 2** section; it is selected by default.
For more detailed instructions, see the chapter that is specific to the kind of button that you are creating.
6. Click the **Create Button** button to save the details of your payment button in your PayPal account and to generate the small portion of code that you need to copy and paste onto your webpages.
7. Update the profile settings on your PayPal account to block non-encrypted website payments, as described in [“Blocking Unprotected and Non-encrypted Website Payments” on page 264](#).

Reconciling Payments Manually Through Transaction History

If you process a small number of transactions, reconcile your payments manually through your transaction history and the reporting tools provided by PayPal. You are required to reconcile your payments, especially if you have unprotected or non-encrypted buttons.

To reconcile payments manually through your transaction history:

1. Log in to your Business or Premier account.
2. In the **My Account** tab, click the **History** subtab.
3. In the **Show** dropdown menu, select “Payments Received”.
4. Specify a time frame for the payments you want to verify.
5. Click the **Search** button.
6. For each payment that was found, verify that the item amounts match the amounts that you charge.

For detailed instructions on using the History subtab, see the [*Order Management Integration Guide*](#).

Reconciling Payments Through Instant Payment Notification

If you process a large number of transactions, reconcile your payments automatically through Instant Payment Notification by verifying that the item amounts match the amounts that you charge. You are required to reconcile your payments, especially if you have unprotected or non-encrypted buttons.

With Instant Payment Notification, PayPal posts a message to your server when someone pays you. You specify the URL through which you receive Instant Payment Notification messages in your PayPal account. Instant Payment Notification messages are text files that include payment details, such as the name of the payer and the amounts charged for each item.

To learn more about Instant Payment Notification, see the [*Order Management Integration Guide*](#).

Protecting Payment Buttons by Using Encrypted Website Payments

Read the following topics to learn about protecting payment buttons by using Encrypted Website Payments:

- “How Encrypted Website Payments Helps Prevent Fraudulent Payments” on page 258
- “Public Key Encryption Used by Encrypted Website Payments” on page 259
- “Setting Up Certificates Before Using Encrypted Website Payments” on page 260
- “Using Encrypted Website Payments to Protect Your Payment Buttons” on page 262

How Encrypted Website Payments Helps Prevent Fraudulent Payments

Using Encrypted Website Payments helps secure payment buttons that you generate or write manually. Encrypted Website Payments protects the HTML button code that contains pricing information by encrypting it. HTML button code that you protect by using Encrypted Website Payments cannot be altered by malicious third parties to create fraudulent payments.

Encrypted Website Payments relies on standard public key encryption for protection. With public and private keys, you can dynamically generate HTML code for payment buttons and encrypt the payment details before displaying the buttons on your website. The below table

illustrates the sequence of actions that occur with payment buttons protected by using Encrypted Website Payments.

TABLE 6.1 How Encrypted Website Payments Works

Website Actions	Payer Actions	PayPal Actions
Generate a public key for the website, upload it to PayPal, and download the PayPal public certificate to the website. NOTE: Do this action only once, when you first integrate Website Payments Standard with your website.		
Generate HTML code for a payment button.		
Encrypt the generated code by using the PayPal public key and then signing the encrypted code with the website's private key.		
Publish the signed, encrypted HTML code for the payment button to the website.	Click the published PayPal payment button.	Check the authenticity of the data by using the website's public key, which was previously uploaded to PayPal.
		Decrypt the protected button code by using the PayPal private key.
		Redirect the payer's browser to the appropriate PayPal checkout experience, as specified in the HTML variables of the decrypted button code.

Public Key Encryption Used by Encrypted Website Payments

Encrypted Website Payments uses public key encryption, or asymmetric cryptography, which provides security and convenience by allowing senders and receivers of encrypted communication to exchange public keys to unlock each others messages. The fundamental aspects of public key encryption are:

- **Public keys** – Public keys are created by receivers and are given to senders before they encrypt and send information. Public certificates comprise a public key and identity information, such as the originator of the key and an expiry date. Public certificates can be signed by certificate authorities, who guarantee that public certificates and their public keys belong to the named entities.

You and PayPal exchange each others' public certificates.

- **Private keys** – Private keys are created by receivers and kept to themselves. You create a private key and keep it in your system. PayPal keeps its private key on its system.
- **The encryption process** – Senders use their private keys and receivers' public keys to encrypt information before sending it. Receivers use their private keys and senders' public keys to decrypt information after receiving it. This encryption process also uses digital signatures in public certificates to verify the sender of the information.
You use your private key and PayPal's public key to encrypt your HTML button code. PayPal uses its private key and your public key to decrypt button code after people click your payment buttons.

Setting Up Certificates Before Using Encrypted Website Payments

Do the following before you use Encrypted Website Payments to protect your payment buttons:

- Generate your private key
- Generate your public certificate
- Upload your public certificate to your PayPal account.
- Download the PayPal public certificate from the PayPal website.

PayPal uses only X.509 public certificates, not public keys. A public key can be used for decryption but contains no information identifying who provided the key. A public certificate includes a public key along with information about the key, such as when the key expires and who the key belongs to. PayPal accepts public certificates in OpenSSL PEM format from any established certificate authority, such as VeriSign.

You can generate your own private key and public certificate using open source software such as OpenSSL (<http://www.openssl.org>), which is detailed in the following section.

Generating Your Private Key Using OpenSSL

Using the `openssl` program, enter the following command to generate your private key. The command generates a 1024-bit RSA private key that is stored in the file `my-prvkey.pem`:

```
openssl genrsa -out my-prvkey.pem 1024
```

Generating Your Public Certificate Using OpenSSL

The public certificate must be in PEM format. To generate your certificate, enter the following `openssl` command, which generates a public certificate in the file `my-pubcert.pem`:

```
openssl req -new -key my-prvkey.pem -x509 -days 365 -out my-pubcert.pem
```

Uploading Your Public Certificate to Your PayPal Account

To upload your public certificate to your PayPal account:

1. Log in to your PayPal Business or Premier account.
2. Click the **Profile** subtab.

3. In the **Seller Preferences** column, click the **Encrypted Payment Settings** link.
 The **Website Payment Certificates** page appears.
4. Scroll down the page to the **Your Public Certificates** section, and click the **Add** button.
 The **Add Certificate** page appears.
5. Click the **Browse** button, and select the public certificate that you want to upload to PayPal from your local computer.
NOTE: The file you upload must be in PEM format.
6. Click the **Add** button.

After your public certificate is uploaded successfully, it appears in the **Your Public Certificates** section of the **Website Payment Certificates** page.

Your Public Certificates

PayPal will use your public certificate to decipher the encrypted content of your website buttons. You may add up to 6 different certificates.

Cert ID	Certifying Authority	Expiration Date
<input checked="" type="radio"/> PUFXE42P9XNNG	/C=US/ST=CA/L=Chino/O=DesignerFotos/OU=Legal Dept./CN=D. Williams/emailAddress=seller@designerfotos.com	Aug. 17, 2006 00:40:02 PDT

[Download](#) [Remove](#) [Add](#)

7. Store the certificate ID that PayPal assigned to your public certificate in a secure place.

You need the certificate ID that PayPal assigned to encrypt your payment buttons by using the Encrypted Website Payments software provided by PayPal.

Downloading the PayPal Public Certificate From the PayPal Website

To download the PayPal public certificate:

1. Log in to your Business or Premier PayPal account.
2. Click the **Profile** subtab.
3. In the **Seller Preferences** column, click the **Encrypted Payment Settings** link.
4. Scroll down the page to the **PayPal Public Certificate** section.

PayPal Public Certificate

PayPal requires that you use the PayPal Public Certificate with your code to encrypt buttons so that only PayPal can decipher the encrypted contents. Click the **Download** button below to download the PayPal Public Certificate.



5. Click the **Download** button, and save the file in a secure location on your local computer.

Removing Your Public Certificate

IMPORTANT: If you remove your public certificate, its associated certificate ID is no longer valid for encrypting buttons, and any buttons that you generated or wrote manually for your website that use the ID will not function correctly.

To remove one or more of your public certificates:

1. Log in to your Business or Premier account.
2. Click the **Profile** subtab.
3. In the **Seller Preferences** column, click the **Encrypted Payment Settings** link.
4. Scroll down the page to the **Your Public Certificates** section.
5. Select the radio button next to the certificate you want to remove, and click the **Remove** button.

The **Remove Certificate** page appears.

6. Click the **Remove** button to confirm the removal of the public certificate that you selected.

Using Encrypted Website Payments to Protect Your Payment Buttons

Encrypted Website Payments includes Java and Microsoft Windows software to protect the payment buttons that you generate or write manually. Download the software from the following location after logging in to PayPal:

<https://www.paypal.com/us/cgi-bin/webscr?cmd=p/xcl/rec/ewp-code>

After you download and extract the software, copy your private key, public certificate, p12 file and the PayPal public certificate to the folder where the software is located.

1. Prepare an input file of Website Payments Standard variables and values for each encrypted button that you want to generate. Each variable and value must be on a separate line, as in the following example.

NOTE: The cert_id variable identifies the public certificate you uploaded to PayPal website.

```
cert_id=z24MFU6DSHBXQ
cmd=_xclick
business=sales@company.com
item_name=Handheld Computer
item_number=1234
custom=sc-id-789
amount=500.00
currency_code=USD
tax=41.25
shipping=20.00
address_override=1
address1=123 Main St
city=Austin
state=TX
zip=94085
country=US
no_note=1
cancel_return=http://www.company.com/cancel.htm
```

2. Run the encryption software using the appropriate syntax, as shown in [Table 6.2 , “Command Line Syntax for PayPal Encrypted Website Payments Software.”](#)
3. Copy the encrypted code to your website.

TABLE 6.2 Command Line Syntax for PayPal Encrypted Website Payments Software

Software	Command Line
Java	java ButtonEncryption CertFile PKCS12File PPCertFile Password InputFile OutputFile [Sandbox]
Microsoft Windows	PPEncrypt CertFile PrivKeyFile PPCertFile InputFile OutputFile [Sandbox]

where:

TABLE 6.3 Arguments for Running Encrypted Website Payments Software

Argument	Description
CertFile	The pathname to your own public certificate
PKCS12File	The pathname to the PKCS12-format of your own public certificate
PPCertFile	The pathname to a copy of the PayPal public certificate
Password	The passphrase to the PKCS12-format of your own public certificate
InputFile	The pathname to file containing the non-encrypted Website Payments HTML Form variables
OutputFile	A file name for the encrypted output

TABLE 6.3 Arguments for Running Encrypted Website Payments Software

Argument	Description
[Sandbox]	The optional word Sandbox that lets you test payment buttons in the PayPal Sandbox that you protected with Encrypted Website Payments

Blocking Unprotected and Non-encrypted Website Payments

For extra security of your protected and encrypted buttons, update your PayPal account profile to block unprotected and non-encrypted payments.

To block payments from unprotected and non-encrypted Website Payments Standard buttons:

1. Log in to your Business or Premier account.
2. Click the **Profile** subtab.
3. In the **Selling Preferences** column, click the **Website Payment Preferences** link.
4. Scroll down to the **Encrypted Website Payments** section.
5. Next to the **Block Non-encrypted Website Payment** label, select the **On** radio button.
6. Scroll to the bottom of the page, and click the **Save** button.

7

Using Your PayPal Account Profile

This chapter describes how to use your PayPal account profile settings to control how Website Payments Standard works for people who pay you and how it works to let you accept the payments that they make.

The Account Profile

Use your PayPal account profile to manage your PayPal account.

To view your account profile:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

2. Click the **Profile** subtab.

The **Profile Summary** page appears.

Your account profile has three sections:

- [Account Information](#)
- [Financial Information](#)
- [Selling Preferences](#)

The following topics describes the use of each section in more detail.

Account Information

Use the **Account Information** column for basic account maintenance, including updating your password, adding and confirming email addresses, managing your business information, and for business accounts, configuring PayPal account for multi-user.

Financial Information

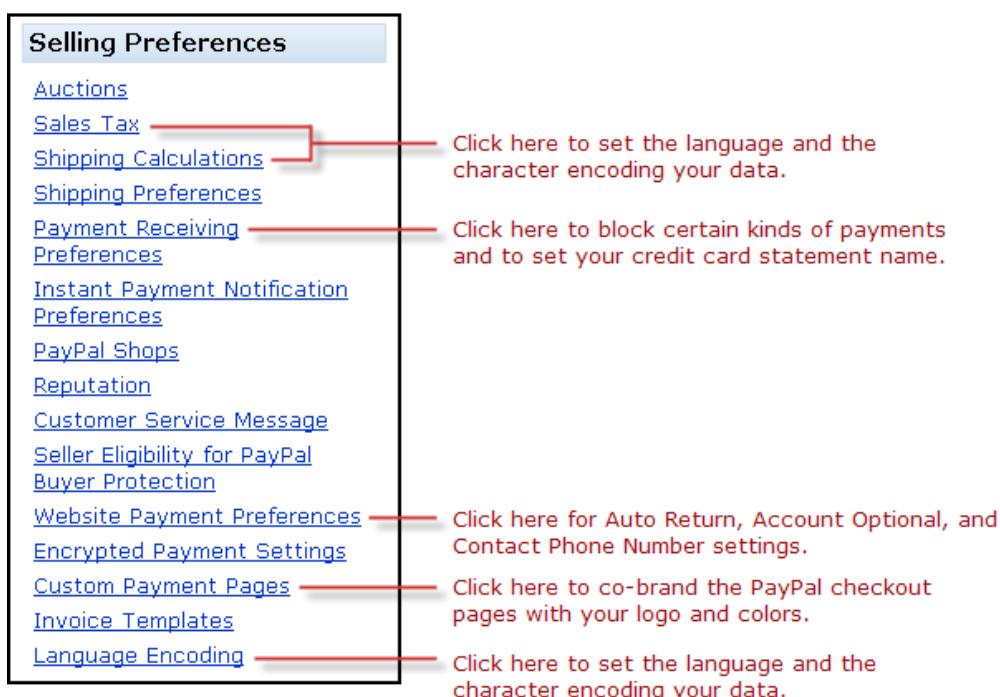
Use the **Financial Information** column to organize and maintain the financial instruments associated with your PayPal account, including managing your credit cards and bank accounts, activating and managing your PayPal Debit Card, managing multiple currency balances, and viewing monthly account statements.

Selling Preferences

Use the **Selling Preferences** column to configure the way you collect payments with PayPal, including:

- Co-branding the PayPal checkout pages with your logo and colors
- Tailoring the Website Payments Standard payment experience with:
 - Auto Return
 - PayPal Account Optional
 - Getting s from payers
- Setting sales tax rates to calculate sales taxes automatically
- Setting shipping rates to calculate shipping charges automatically
- Blocking certain kinds of payments
- Setting the language and character encoding of your data

FIGURE 7.1 Selling Preferences on the Profile Summary Page



Correspondence Between Profile Settings and HTML Variables

Many of the selling preferences that you can set in your account profile have equivalent HTML variables that let you control the behavior of individual transactions. After you enable settings in your account profile, you can include HTML variables with a transaction that take advantage of those settings.

See the following sections for more information:

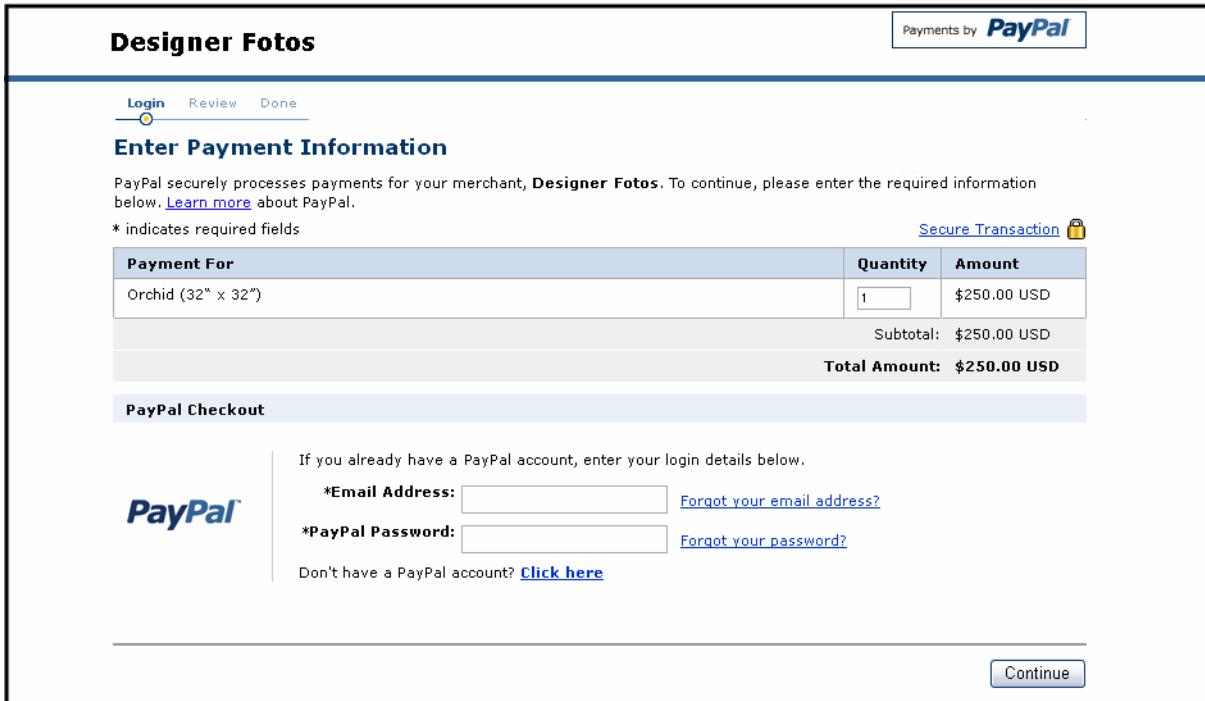
- “Overriding Page Styles On Individual Payment Buttons” on page 270
- “Overriding Sales Tax Calculations on Individual Transactions” on page 290
- “Overriding Shipping Calculations on Individual Transactions” on page 303
- “Setting the Character Set – charset” on page 339
- “Setting The Return URL on Individual Transactions” on page 339
- “Desired Currency on Individual Transactions” on page 340

Co-Branding the PayPal Checkout Pages

Custom payment pages let you tailor the PayPal checkout pages presented to payers to match the style of your website. Custom payment pages work with all Website Payments Standard buttons. You can add up to three custom page styles.

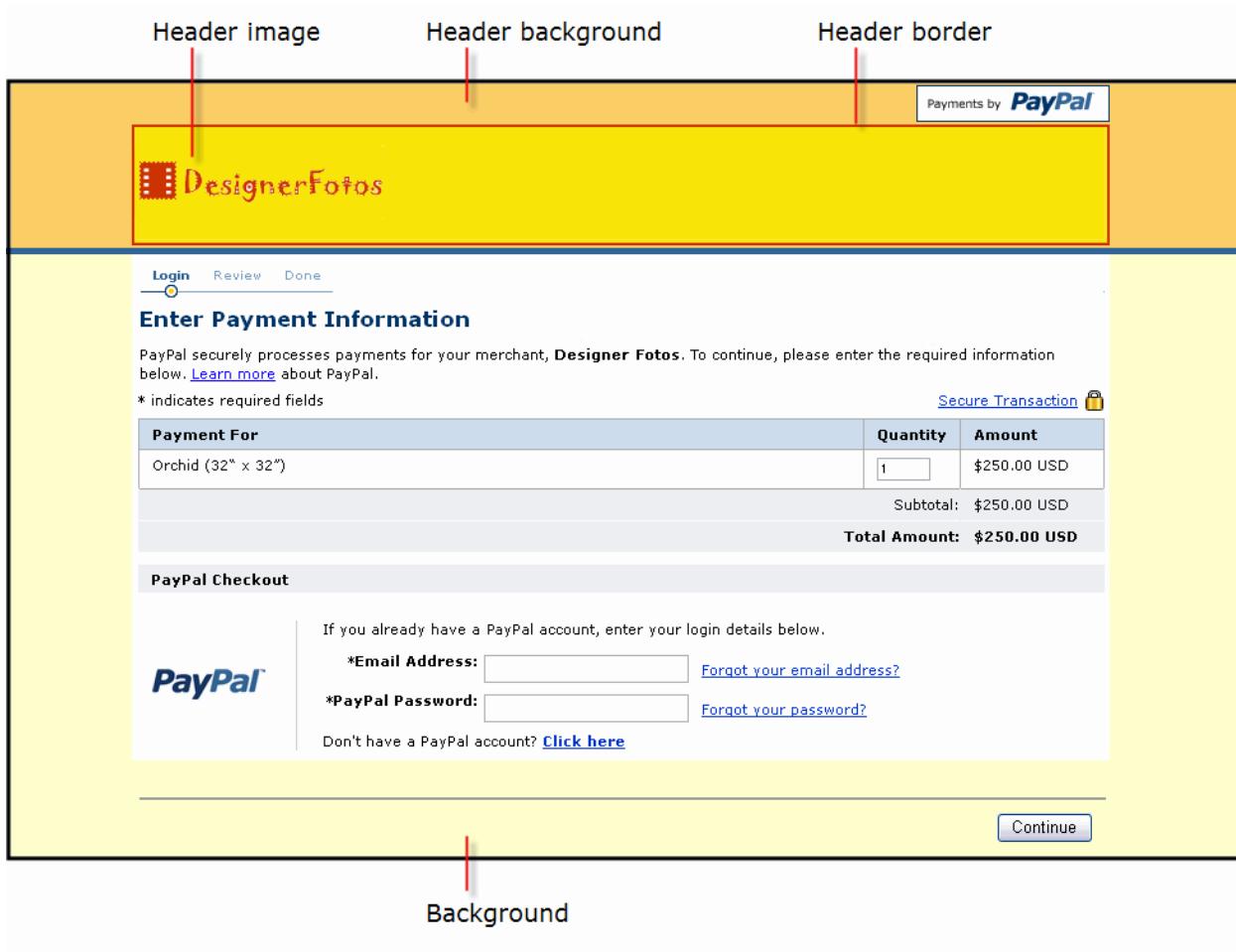
The pictures in this section demonstrate the types of co-branding that you can achieve with custom payment pages. [Figure 7.2 , “Default PayPal Checkout Page Style,”](#) shows a PayPal checkout page with no co-branding.

FIGURE 7.2 Default PayPal Checkout Page Style



The screenshot shows a standard PayPal checkout page. At the top, it says "Designer Fotos". In the top right corner, there is a "Payments by PayPal" logo. Below the header, there are three buttons: "Login", "Review", and "Done". The main section is titled "Enter Payment Information". It contains a table for "Payment For" with one item: "Orchid (32" x 32")" with a quantity of 1 and an amount of \$250.00 USD. The subtotal is also \$250.00 USD. A "Secure Transaction" lock icon is present. Below the table, there is a "PayPal Checkout" section. It asks if the user has a PayPal account and provides fields for "Email Address" and "PayPal Password". There is also a link for users who don't have a PayPal account. At the bottom right of the page is a "Continue" button.

[Figure 7.3 , “Custom Page Style with Co-Branding Options,”](#) shows all the co-branding options that you can specify for your own, custom payment page styles.

FIGURE 7.3 Custom Page Style with Co-Branding Options

Working With Custom Payment Pages

To configure your custom payment pages:

1. Log in to your PayPal account at <https://www.paypal.com>.
The **My Account Overview** page appears.
2. Click the **Profile** subtab.
The **Profile Summary** page appears.
3. In the **Selling Preferences** column, click the **Custom Payment Pages** link.
The **Custom Payment Page Styles** page appears, as shown below.

FIGURE 7.4 Custom Payment Page Styles

Custom Payment Page Styles [Back to Profile Summary](#)

Give your customers a smooth payment experience by customizing PayPal's payment pages to match the look and feel of your website. [Learn more](#)

The Primary page style applies to all of your payment pages, unless specified otherwise for a particular button or link.

Your Page Styles	Status
<input checked="" type="radio"/> PayPal	Primary

[Edit](#) [Preview](#) [Make Primary](#) [Remove](#) [Add](#)

Click these buttons to modify the page style selected by the radio button.

Click this button to add your own page styles.

From this page, you can add, edit, preview, and remove page styles, and make one of the page styles the primary page style.

NOTE: The PayPal page style is a default page style. You cannot edit or remove it.

Adding or Editing a Page Style

The settings described here can also be specified with HTML variables for individual transactions. For more information, see “[HTML Variables for Displaying PayPal Checkout Pages](#)” on page 358.

To add a page style:

1. Begin at the Custom Payment Page Styles page.
2. Click the **Add** button or the **Edit** button.

Enter your custom page style preferences:

- **Page Style Name (required)** – Enter a name up to 30 characters long. The name can contain letters, numbers, and underscores but no other symbols or spaces. The Page Style Name is used to refer to the page style in your PayPal account and in the `page_style` HTML variable for your Website Payment buttons.
- **Header Image URL (optional)** – Enter the URL for an image that should appear at the top left of the payment page. Maximum size of the image is 750 pixels wide by 90 pixels high; larger images are reduced to this size. The image must be in a valid graphics format such as gif, jpg, or png.

IMPORTANT: PayPal recommends that you enter an image URL only if the image is stored on a secure (`https`) server. Otherwise, your payer’s web browser displays a message that the payment page contains insecure items.

- **Header Background Color (optional)**

Enter the background color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. If the Header Image URL is present, the header is a 750 pixel wide by 90 pixel high space at the top of the payment page. If the Header Image URL is not present, the header height is only 45 pixels high.

- **Header Border Color (optional)**

Enter the border color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header border is a two-pixel perimeter around the header space.

- **Background Color (optional)**

Enter the background color for the payment page using HTML hex code. The color code must be six digits long and should not contain the # symbol.

3. Click the **Preview** button to view a mock-up of your page style, or click the **Save** button to save it.

Making a Page Style Primary

When you make a page style primary, it is applied to all checkout pages unless you specify otherwise on individual payment buttons.

NOTE: If you do not designate a page style as Primary, the default PayPal page style is used.

To make a page style primary:

1. Begin at the Custom Payment Page Styles page.
2. Click the radio button next to the page style you want to make your primary style.
3. Click the **Make Primary** button.

The **Make Custom Page Style Primary** page appears.

4. Click the **Make Primary** button to confirm your choice.

Overriding Page Styles On Individual Payment Buttons

Your primary page style is applied to all your checkout pages unless you specify otherwise. You can override this behavior by specifying custom page style variables in the HTML code of your payment buttons.

To change the page style for a button that you created already, replace the value of the `page_style` variable with the page style name you want to use. The next time that someone clicks the payment button, the checkout pages appear in the new style.

Overriding Co-Branding Options on Individual Payment Buttons

You can specify variables in the HTML code of payment buttons to override specific co-branding options. These customizing of payment page variables override page styles set in your account profile or set with the `page_style` variable. The customizing of payment page variables take precedence in the following order:

TABLE 7.1 Order of Page Style Variables

Custom Option	Description
1 Customizing of Payment Page Variables on Individual Buttons	See Table A.8, “HTML Variables for Displaying PayPal Checkout Pages,” on page 358.
2 Page Style Variable on Individual Buttons	With the <code>page_style</code> variable, you can specify a page style on individual payment buttons that overrides any page styles set in your account profile.
3 Primary Page Style in Account Profile	You can create and set the primary style in your account profile.
4 Default PayPal Page Style in Account Profile	The default page style used when an alternative is not selected and designated as primary.

Tailoring the Checkout Experience

Use any of these settings in your account profile to tailor the checkout experience for people who pay with Website Payments Standard:

- [Auto Return](#)
- [Getting Contact Telephone Numbers](#)
- [PayPal Account Optional](#)

Auto Return

With Auto Return for Website Payments Standard, you can avoid making people click a button to return to your website after they complete their payments with PayPal. Auto Return applies to all Website Payments Standards payment buttons, including Buy Now, Shopping Cart, Subscription, Gift Certificate, and Donate buttons.

What Payers See with Auto Return On

With Auto Return on, instead of having to click a button on the payment confirmation page, payers see an alternative payment confirmation page for a few seconds before PayPal returns them automatically to your website.

FIGURE 7.5 Momentary Payment Confirmation with Auto Return On

Turning On Auto Return

Auto Return is turned off by default.

To turn on Auto Return:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. Under the **Selling Preferences** column, click the **Website Payment Preferences** link.

The **Website Payment Preferences** page appears, as shown below.

Website Payment Preferences

[Back to Profile Summary](#)

Auto Return for Website Payments

Auto Return for Website Payments brings your buyers back to your website immediately after payment completion. Auto Return applies to PayPal Website Payments, including Buy Now, Donations, Subscriptions, and Shopping Cart. [Learn More](#)

Auto Return: On Off

Return URL: Enter the URL that will be used to redirect your customers upon payment completion. This URL must meet the guidelines detailed below. [Learn More](#)

Return URL:

4. Under **Auto Return for Website Payments**, click the **On** radio button to enable Auto Return.
 5. In the **Return URL** field, enter the URL to which you want your payers redirected after they complete their payments.
- NOTE:** If the Return URL you enter is invalid, PayPal displays the standard payment confirmation page after people complete their payments.
6. Scroll to the bottom of the page, and click the **Save** button.

Setting Return URL on Individual Transactions

With Auto Return turned on in your account profile, you can set the value of the `return` HTML variable on individual transactions, which overrides the value of the return URL that you stored on PayPal as part of the Auto Return feature. For example, you might want to redirect payers to a URL on your site that is specific to that person, perhaps with a session-id or other transaction-related data included in the URL.

To set the return URL for individual transactions, include the `return` variable in the HTML Form:

```
<INPUT TYPE="hidden" NAME="return" value="URLspecificToThisTransaction">
```

NOTE: To receive transaction-related data from PayPal, you must turn Payment Data Transfer on. For more information about Payment Data Transfer, see the [Order Management Integration Guide](#).

Subscriptions Password Management and Auto Return

If you use or plan to use Subscriptions Password Management, you must make sure that Auto Return is turned off in order to display the PayPal-generated username and password to the subscriber.

NOTE: You can use Auto Return with Subscriptions, which is a separate feature from Subscriptions Password Management. For more information, see Chapter 3, “Recurring Payments – Subscribe Buttons.”

Getting Contact Telephone Numbers

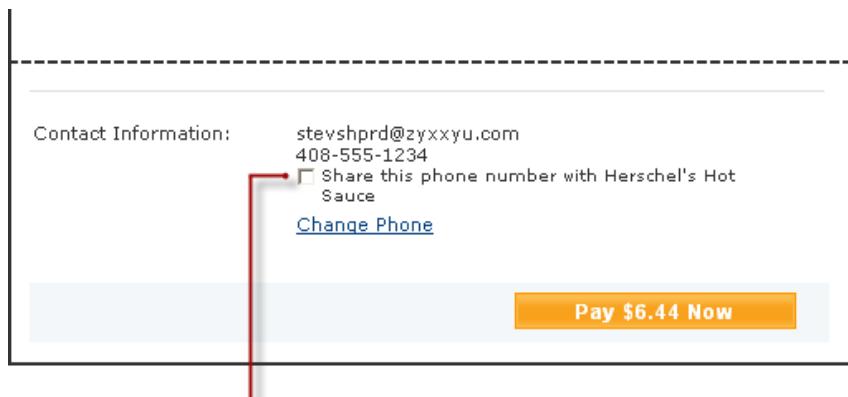
PayPal always collects contact telephone numbers from payers for each transaction that they complete with PayPal. PayPal collects telephone numbers to help confirm the identity of the payer and to contact the payer if necessary to complete the transaction.

Contact Telephone Number is a feature of Website Payments Standard that lets you obtain the contact telephone numbers that PayPal collects from people who pay you. Contact Telephone Number is off by default.

You can turn Contact Telephone Number on in one of two ways:

- **On (Optional Field)** – During checkout PayPal gives people the option of sharing their contact telephones numbers with you.

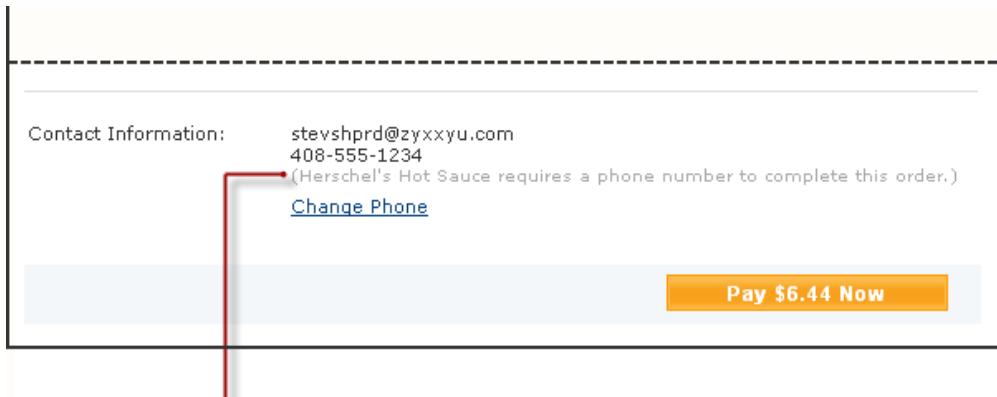
FIGURE 7.6 Merchants Allow People to Share Their Telephone Numbers During Checkout



Payers select the checkbox to share their contact phone numbers with merchants who turn Contact Phone Number on as an option.

- **On (Required Field)** – During checkout PayPal informs people that their contact telephone numbers will be shared with you because you require it.

FIGURE 7.7 Merchants Require People To Share Their Telephone Numbers During Checkout



Payers see a message that their contact phone numbers will be shared with merchants who turn Contact Phone Number on as a requirement.

When people share their contact telephone numbers with you, PayPal includes their shared numbers in the transaction details section of payment authorization notices sent by email. Also, PayPal displays the shared numbers in the Transaction Details page for transactions in which contact telephone numbers were shared. These actions let payers and yourself know that contact telephone numbers were shared as part of the transaction.

IMPORTANT: In accordance with the PayPal user agreement, you may use contact telephone numbers only to communicate with the payer about the related transaction. You may **not** use them for unsolicited communication.

Turning Contact Telephone Number On

To turn Contact Telephone Number on:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. In the **Selling Preferences** column, click the **Website Payment Preferences** link.

4. Scroll down the page to the **Contact Telephone Number** section.

5. Select one of the following options:

- **On (Optional Field)** – PayPal lets payers share their telephone numbers with you, as an option.
- **On (Required Field)** – PayPal informs payers that their telephone numbers will be shared with you because you require it.
- **Off (Recommended)** – PayPal does not share payers' telephone numbers with you.

6. Scroll to the bottom of the page and click the **Save** button.

PayPal Account Optional

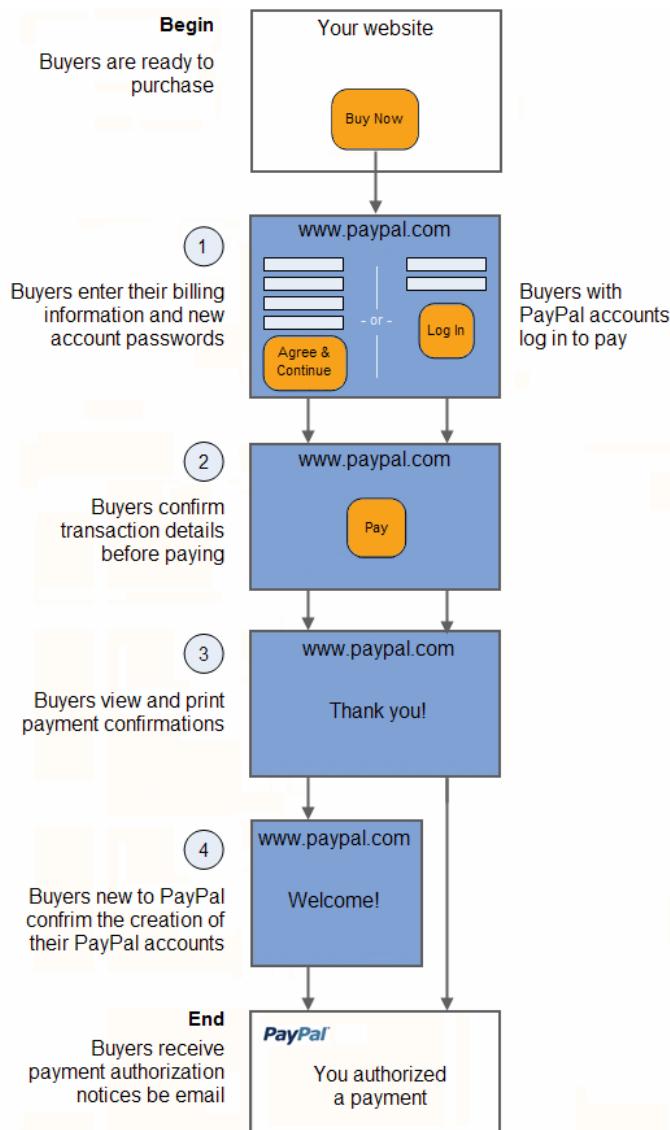
With PayPal Account Optional turned on, people can pay by credit card without signing up for PayPal accounts. They are offered the chance to sign up for a PayPal account by using the address and credit card from the completed transaction, but they are not required to. PayPal Account Optional is turned on by default for new PayPal Premiere and Business accounts.

With PayPal Account Optional turned off, people without PayPal accounts must sign up of a PayPal account. They can pay by credit card, but they must agree to sign up for a PayPal account before completing their transactions and making their payments.

NOTE: Only Premiere or Business accounts have PayPal Account Optional in their account profiles. With Personal accounts, the checkout experience is as if PayPal Account Optional were turned off.

The Checkout Experience With Account Optional Turned Off

This topic demonstrates the PayPal checkout experience for Website Payments Standard when PayPal Account Optional is turned off. The following diagram illustrates the steps.

FIGURE 7.8 *Checkout Experience with PayPal Account Optional Turned Off*

Read these topics to better understand the checkout experience when PayPal Account Optional is turned off:

- “Begin – Buyers are Ready to Purchase on Your Website” on page 278
- “1 – Buyers Enter Their Billing Information or They Log In to PayPal” on page 278
- “2 – Buyers Confirm Their Transaction Details Before Paying” on page 280
- “3 – Buyers View and Print Their PayPal Payment Confirmations” on page 280
- “4 – Buyers New to PayPal Confirm the Creation of their PayPal Accounts” on page 282
- “End – Buyers Receive Payment Authorization Notices by Email” on page 283

Begin – Buyers are Ready to Purchase on Your Website. The checkout experience with PayPal Account Optional turned off begins when someone on your website is ready to purchase.

FIGURE 7.9 Buyers Begin on Your Website When They are Ready to Make a Purchase

The screenshot shows a website for 'DezingerFotos' with a sidebar menu on the left containing links for Category, Landscape, Abstract, Still Life, Featured, New Arrivals, On Sale, Join PhotoClub, and Order Catalog. The main content area displays a category titled 'Still Life' with three products: 'Cartus Flower', 'Orchid', and 'Pomeranian Puppy'. Each product has a small image, a title, dimensions (32" x 32"), and a price (\$250.00). Below each product is a red 'Buy Now' button.

Product	Dimensions	Price
Cartus Flower	32" x 32"	\$250.00
Orchid	32" x 32"	\$250.00
Pomeranian Puppy	32" x 32"	\$250.00

In this example, Bob begins on the DezingerFotos website and decides to buy a photo of an orchid. He clicks the **Buy Now** button to pay.

1 – Buyers Enter Their Billing Information or They Log In to PayPal. PayPal displays a billing information/log-in page, which lets buyers enter their billing information and passwords for new PayPal accounts or log in to PayPal.

FIGURE 7.10 Buyers Enter Their Billing Information or Log In to PayPal

The transaction details widget shows the transaction total to buyers before they enter their billing information or log in to PayPal.

This figure shows a screenshot of a PayPal checkout page for a product titled "Orchid (32" x 32")" from "DezignerFotos". The page includes a "transaction details" summary at the top right:

- Subtotal: \$250.00
- Enter ship-to ZIP Code to [calculate total order amount](#)
- Shipping and Handling: \$5.00
- Total with Shipping: \$255.00 USD**

Below the summary, there are two main sections:

- Create a PayPal Account or Log In**: This section contains fields for creating a new account (Country, First Name, Last Name, Credit Card Number) and payment information (Payment Type, Expiration Date, Billing Address Line 1, City, State, ZIP Code). It also includes fields for Home Telephone and Email, and a "Create PayPal Password" field. A note at the bottom states: "By clicking the button below, I agree with PayPal's [User Agreement](#) and [Privacy Policy](#)".
- Already have a PayPal account?**: This section contains fields for logging in (Email, Password) and a "Log In" button. A link "Forgot [email address](#) or [password](#)?" is provided.

Annotations provide additional context:

- A red arrow points from the text "The transaction details widget shows the transaction total to buyers before they enter their billing information or log in to PayPal." to the "Total with Shipping" line.
- A red arrow points from the text "Buyers enter email addresses and passwords and then click this button to pay with existing PayPal accounts." to the "Log In" button.
- A red arrow points from the text "Buyers enter passwords to create their new PayPal accounts at the same time they pay." to the "Create PayPal Password" field.
- A red arrow points from the text "Buyers enter billing information and email addresses and then click this button to sign up for new PayPal accounts and make their payments." to the "Agree and Continue" button.

Agree and Continue

In this case, Bob does not have a PayPal account. He enters his billing information and a password for his new PayPal account. Then, he clicks the **Agree and Continue** button.

2 – Buyers Confirm Their Transaction Details Before Paying. PayPal displays a transaction confirmation page to let buyers confirm the details before they complete their transactions and authorize their payments.

FIGURE 7.11 Buyers Confirm Their Payment Details Before Paying

The screenshot shows a payment confirmation page for 'DezignerFotos'. At the top, it says 'Review Your Payment'. Below that, there's a note about reviewing payment details and a link to 'Funding Sources'. A table shows the purchase items: 'Orchid (32" x 32")' at \$250.00 each, quantity 1, totaling \$250.00. There's also a link to 'Enter Gift Certificate, Coupon, or Reward'. The subtotal is \$250.00, shipping and handling is \$5.00 (Ground (1-2 Weeks) \$5.00 USD), and the total is \$255.00 USD. Two large orange 'Pay \$255.00 Now' buttons are present, one above the payment method section and one below the shipping address section. Red arrows point from the text 'Buyers click either button to complete their transactions and make their payments.' to both of these buttons. The payment method section includes a credit card number (Visa XXXX-XXXX-XXXX-1694) and a note that it will appear on the bill as 'DEZIGNERFOT'. The shipping address is listed as 123 Anystreet, San Jose, CA 95123, United States. The contact information is bobthornton@xyzzyu.com.

In this case, Bob reviews the transaction details and clicks the **Pay \$255.00 Now!** button to complete the transaction and make his payment.

3 – Buyers View and Print Their PayPal Payment Confirmations. PayPal displays a payment confirmation page after buyers pay to let them know that they have completed their transactions and authorized their payments successfully.

FIGURE 7.12 Buyers View Their Payment Confirmations

The screenshot shows a payment confirmation page from DezignerFotos. At the top, it says "Bob, thank you for your payment". Below that, a note says "Buyers use receipt IDs to reconcile their payments." A red arrow points to this note. The page also states "You just paid without exposing your financial information." and provides a Receipt ID: 2UL87273G18114200. An email summary was sent to bobthornton@xyzzyu.com. Order details show it's being shipped to 123 Anystreet, San Jose, CA 95123, United States. Merchant contact info is DezignerFotos, seller@dezignerfotos.com, 415-555-3456. Links include "Go to PayPal Account Overview" and "View Printable Receipt". A red arrow points to the "View Printable Receipt" link. On the right, there's a "Continue" button and another note: "Buyers view and print receipts for their records." A red arrow points to this note.

From the payment confirmation page, buyers can:

- View the **PayPal Receipt ID** – the transaction ID – to reconcile their payments.
- Click the **View Printable Receipt** link to print receipts for their records.

FIGURE 7.13 Buyers Print Their PayPal Payment Receipts

The screenshot shows a payment receipt page from DezignerFotos. At the top, it says "Receipt". Below that, "Seller Information" is listed as DezignerFotos, seller@dezignerfotos.com. It notes that the payment will appear on the credit card statement as "DEZIGNERFOT". Transaction ID: 2UL87273G18114200. The payment details table shows:

Payment For	Quantity	Price
Orchid (32" x 32")	1	\$250.00 USD
	Subtotal:	\$250.00 USD
	Shipping & Handling:	\$5.00 USD
	Total Amount:	\$255.00 USD

At the bottom, there are "Print" and "Done" buttons.

In this case, Bob prints the PayPal payment receipt for his records.

4 – Buyers New to PayPal Confirm the Creation of their PayPal Accounts. Paypal displays an account confirmation page to buyers who signed up for PayPal accounts in order to pay. The confirmation page lets buyers know that they have successfully created their PayPal accounts.

FIGURE 7.14 Buyers View Their New PayPal Account Confirmations

The screenshot shows a PayPal account confirmation page. At the top left is the "PayPal" logo. At the top right are links for "Log Out" and "Help". Below the header, a blue bar contains the text "Congratulations". Underneath, a message states: "You have sucessfully created a PayPal account." A section titled "Next Step: Remember to Confirm Your Email Address" provides instructions: "Next, confirm your email address. Check your email at billybob@thornton.com. By clicking on the link in the email, you will be returned to PayPal. If a link does not appear in your email, click here. You will be prompted to enter your password to confirm your email address. You will need your password every time you use PayPal." Below this is a horizontal dotted line. Another section titled "Now You Can Use Your PayPal Account Whenever You Shop Online" lists benefits: "• There's no need to re-enter your personal information every time • Simply log in & send payments quickly, easily and securely- it's free • Use [My PayPal Account](#) to keep track of your payments and view details of your transaction history". To the left of the third bullet point is a small shield icon with a checkmark. At the bottom right is a "Return to Merchant" button.

PayPal also sends buyers an account signup notice by email to confirm their new PayPal accounts.

FIGURE 7.15 Buyers Receive Account Signup Notices by Email

From: service@paypal.com
To: bobthornton@xyzzyu.com
Date: Jun. 10, 2008 15:44:15 PDT
Subject: Welcome to PayPal

Dear Bob Thornton,

Congratulations on signing up with PayPal. To get started, just follow these steps to start paying safely and easily with PayPal whenever you shop online.

* Step 1: Activate your account
To activate your account, just confirm your email address. (It only takes a minute.)
<https://www.sandbox.paypal.com/us/ece/cn=07030318065308351102&em=bobthornton%40xyzzyu%2ecom>

Another way to activate your account:
1. Log in to your PayPal account.
2. Click "Confirm Email" on your Account Overview.
3. Enter your confirmation number: 0703-0318-0653-0835-1102

* Step 2: Get more flexibility – link your bank account

End – Buyers Receive Payment Authorization Notices by Email. PayPal sends buyers a payment authorization notice by email to confirm the transaction that they made with the merchant.

FIGURE 7.16 Buyers Receive Payment Authorization Notices by Email

From: service@paypal.com
 To: bobthornton@xyzzyu.com
 Date: Jun. 10, 2008 15:48:34 PDT
 Subject: Receipt for Your Payment to DezignerFotos

Dear Bob Thornton,

This email confirms that you have paid DezignerFotos \$255.00 USD using PayPal. This credit card transaction will appear on your bill as "PAYPAL *DEZIGNERFOT".

Payment Details

Transaction ID: 2UL87273G18114200
 Item Price: \$250.00 USD
 Total Shipping: \$5.00 USD
 Total: \$255.00 USD
 Order Description: Orchid (32" x 32")
 Buyer: Bob Thornton

It may take a few moments for this transaction to appear in the Recent Activity list on your Account Overview.

Business Information

Business: DezignerFotos
 Contact E-Mail: seller@dezignerfotos.com

Your CONFIRMED Address

Bob Thornton
 123 Anystreet
 San Jose, CA 95123
 United States

If you have questions about the shipping and tracking of your purchased item or service, please contact DezignerFotos at seller@dezignerfotos.com.

If your email program has problems with hypertext links, then you may also confirm your email address by logging into your PayPal account at www.sandbox.paypal.com/us. On your My Account page you will find a "Confirm Your Email Address" link. Click on this link and enter the following confirmation

In this case, PayPal sends Bob an email message notifying him of his transaction with DezignerFotos and his authorization for payment of \$255.00 USD.

Turning PayPal Account Optional Off

PayPal Account Optional is available on Premiere and Business accounts only. It is turned on by default.

To turn PayPal Account Optional off:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

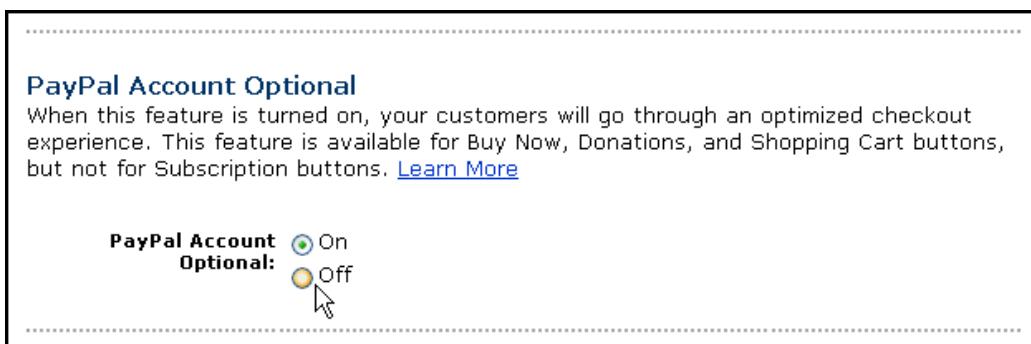
2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. Click the **Website Payment Preferences** link in the **Selling Preferences** column.

The **Website Payment Preferences** page appears.

4. Scroll down to the **PayPal Account Optional** section of the page.



5. Select the **Off** radio button to turn PayPal Account optional off.
6. Scroll to the bottom of the page, and click the **Save** button.

Automatic Calculation of Sales Tax

You can have PayPal calculate sales tax (also called value-added tax or VAT) automatically. PayPal calculates sales taxes based on rates that you specify in your account profile. You can set up tax rates as follows:

- Domestic (U.S.-only) tax rates by state or zip code
- Canadian tax rates by province
- International sales tax rates by country or jurisdiction

Read these topics to learn more about automatic calculation of sales tax:

- “Displaying the Sales Tax that PayPal Calculates During Checkout” on page 286
- “Accessing Your Sales Tax Rates in Your Account Profile” on page 286
- “Setting Up Domestic Sales Tax Rates” on page 287
- “Setting Up International Sales Tax Rates” on page 289
- “Resolving Overlapping Sales Tax Rates” on page 289
- “Editing or Deleting Sales Tax Rates” on page 290
- “Overriding Sales Tax Calculations on Individual Transactions” on page 290

Displaying the Sales Tax that PayPal Calculates During Checkout

After you set up sales tax rates in your account profile, PayPal calculates the tax for purchase transactions automatically. Buyers see the tax as a separate item during checkout, based on the shipping addresses that they provide.

FIGURE 7.17 Buyers See Sales Taxes Before They Pay

Item	Unit Price	Qty	Total
Birthday - Cake and Candle Item # 35794	\$3.95	1	\$3.95
Birthday - Chocolate Cake Item # 24680	\$2.95	1	\$2.95
<u>Enter Gift Certificate, Coupon, or Reward</u>			
Subtotal:		\$6.90 USD	
Tax: (4.000% in Louisiana)		\$0.28	
2 Items, Total:		\$7.18 USD	

Pay \$7.18 Now

PayPal calculates the tax based on rate tables that you set in your account profile.

If buyers change their shipping addresses, PayPal calculates the tax again and displays the new amount.

Accessing Your Sales Tax Rates in Your Account Profile

To view or modify your sales tax rates in your account profile:

1. Log in to your PayPal account at <https://www.paypal.com>.
2. Click the **Profile** subtab of the **My Account** tab.
3. In the **Selling Preferences** column, click the **Sales Tax** link.

FIGURE 7.18 Sales Tax Rates in Your Account Profile

The screenshot shows two tables for setting up sales tax rates. The top section, "Set Up Domestic Sales Tax Rates", lists rates for California, Colorado, and other zip code ranges. The bottom section, "Set Up International Sales Tax Rates", lists rates for Alberta, British Columbia, Manitoba, and Australia.

<input type="checkbox"/>	State/Zip Code	Tax Rate	Apply Tax to Shipping ?	Status
<input type="checkbox"/>	94044	8.250%	No	Active
<input type="checkbox"/>	94040 to 94060	7.750%	No	Active
<input type="checkbox"/>	California	7.250%	No	Active
<input type="checkbox"/>	Colorado	7.500%	No	Active

<input type="checkbox"/>	Country	Tax Rate	Apply Tax to Shipping ?	Status
<input type="checkbox"/>	Alberta	6.750%	No	Active
<input type="checkbox"/>	British Columbia	6.250%	No	Active
<input type="checkbox"/>	Manitoba	6.750%	No	Active
<input type="checkbox"/>	Australia	7.540%	No	Active

Setting Up Domestic Sales Tax Rates

You can create sales tax rates for a state, zip code, or zip code range. To add a new rate, click the **Add New Sales Tax** link in the Set Up Domestic Tax Rates box.

To create a rate for a state

1. Click **State** for **Configure Sales Tax by**.
2. Select one or more states for the rate you want to create. Hold down the **Ctrl** key to select more than one state.
3. Enter the sales tax rate.
4. Click the checkbox labeled **Apply rate to shipping amount**, if applicable.
5. Click the **Continue** button to add the new rate and return to the Sales Tax page (Figure 7.18).

6. Click the **Create Another** button to add the new rate and then add another domestic sales tax rate.

To create a rate for a specific zip code

1. Click **Zip Code** for **Configure Sales Tax by**.

FIGURE 7.19 Setting Up a Domestic Sales Tax Rate by Zip Code

2. Click the **Specific** radio button.
3. Enter the zip code for the rate you want to create.
4. Enter the sales tax rate.
5. Click the checkbox labeled **Apply rate to shipping amount**, if applicable.
6. Click the **Continue** button to add the new rate and return to the Sales Tax page.
7. Click the **Create Another** button to add the new rate and then add another domestic sales tax rate.

To create a rate for a zip code range

1. Click **Zip Code** for **Configure Sales Tax by**.
2. Click the **Range** radio button.
3. Enter the starting and ending zip code for the rate you want to create.
4. Enter a the sales tax rate.
5. Click the checkbox labeled **Apply rate to shipping amount**, if applicable.

6. Click the **Continue** button to add the new rate and return to the Sales Tax page.
7. Click the **Create Another** button to add the new rate and then add another domestic sales tax rate.

Setting Up International Sales Tax Rates

You can create the following types of international sales tax rates:

- For Canada, sales tax rates can be for one or more provinces.
- For countries other than the U.S. and Canada, sales tax rates apply to the entire country.

To add a new rate, click **Add New Sales Tax** in the **Set Up International Tax Rates** box.

1. Select the country for the rate you want to create.
2. If you selected Canada for **Country**, select one or more provinces or select **All Provinces**. Hold down the **Ctrl** key to select more than one province.
3. Enter the sales tax rate.
4. Click the checkbox labeled **Apply rate to shipping amount**, if applicable.
5. Click the **Continue** button to add the new rate and return to the Sales Tax page ([Figure 7.18](#)).
6. Click the **Create Another** button to add the new rate and then add another international sales tax rate.

Resolving Overlapping Sales Tax Rates

It is possible that more than one sales tax rate will apply to a buyer. For example, in [Figure 7.20](#), all three of the domestic sales tax rates apply to a buyer in zip code 94044.

FIGURE 7.20 Three Domestic Sales Tax Rates

<input type="checkbox"/>	State/Zip Code	Tax Rate	Apply Tax to Shipping ?	Status
<input type="checkbox"/>	94044	8.250%	No	Active
<input type="checkbox"/>	94040 to 94060	7.750%	No	Active
<input type="checkbox"/>	California	7.250%	No	Active

[Add Another Sales Tax](#)

1-3 of 3 | Show All Edit Delete

When multiple rates apply, the most specific rate is used. For a buyer in zip code 94044, the most specific rate is the single zip code rate of 8.25%. For a buyer in zip code 94056, the most specific rate is the range of zip codes with a rate of 7.75%.

Editing or Deleting Sales Tax Rates

To edit a sales tax rate, click the checkbox to the left of the rate and then click the **Edit** button.

To delete a sales tax rate, click the checkbox to the left of the rate and then click the **Delete** button.

Overriding Sales Tax Calculations on Individual Transactions

Regardless of a buyer's location, you can override automatic tax calculation on an individual transaction or on individual items in a transaction. For more information, see “[Setting Tax on Individual Items](#)” on page 250 and “[Setting the Tax for the Entire Cart](#)” on page 251.

Automatic Calculation of Shipping Charges (U.S. Merchants Only)

You can have PayPal calculate shipping charges automatically. PayPal calculates shipping charges based on rates that you specify in your account profile. You can set up shipping rates as follows:

- Domestic (U.S.-only) shipping rates for regions defined by state or zip code
- International shipping rates for regions defined by country or jurisdiction

Within shipping regions, you can specify rates for different shipping methods, such as standard and express delivery.

Read these topics to learn more about automatic calculation of sales tax:

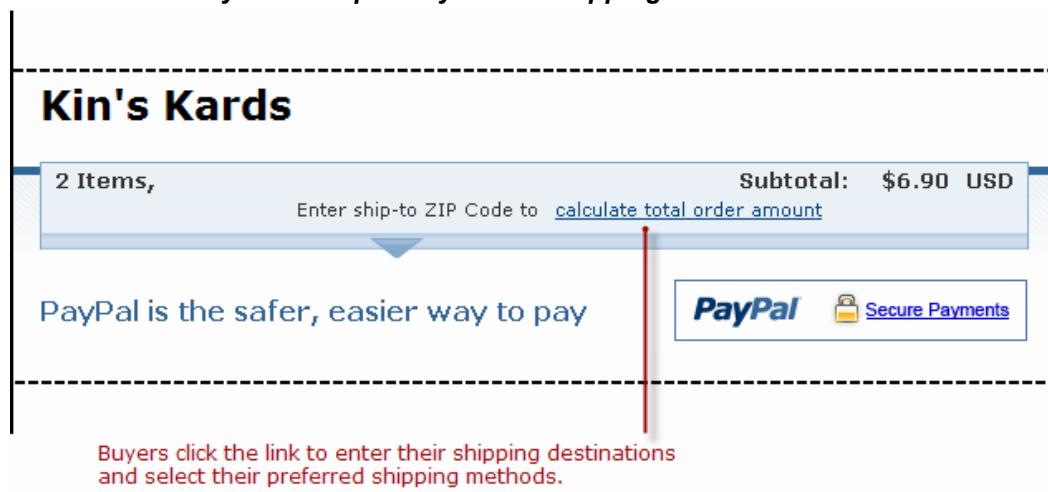
- “[Displaying the Shipping Charges that PayPal Calculates During Checkout](#)” on page 291

- “Shipping Regions” on page 293
- “Shipping Methods” on page 294
- “Shipping Rate Bases” on page 294
- “Shipping Rates and Currencies” on page 295
- “Adding Shipping Rates for the First Time” on page 295
- “Adding Shipping Methods by Using a Wizard” on page 296
- “Viewing, Editing, and Adding Shipping Rates” on page 298
- “Deleting Shipping Methods” on page 301
- “Examples of Rate Bases and Shipping Calculations” on page 302
- “Overriding Shipping Calculations on Individual Transactions” on page 303
- “Editing the Configuration Settings of an Existing Shipping Method” on page 300

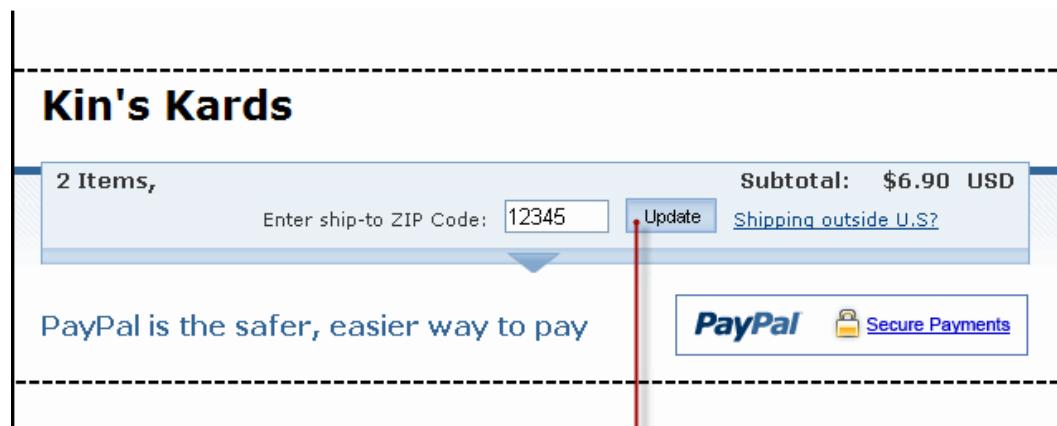
Displaying the Shipping Charges that PayPal Calculates During Checkout

After you set up shipping rates in your account profile, PayPal calculates the shipping charges for purchase transactions automatically. PayPal prompts buyers to enter their shipping destinations on the first checkout page.

FIGURE 7.21 PayPal Prompts Buyers for Shipping Destinations



Buyers click the **calculate total order amount** link to enter information about their shipping destinations.

FIGURE 7.22 Buyers Enter Shipping Destinations to Calculate Shipping Charges

Buyers click the **Update** button to calculate shipping charges based on the shipping destination and shipping rates set up in the merchant's PayPal account profile.

Buyers enter information about their shipping destinations, and then they click the **Update** button.

FIGURE 7.23 Buyers See Shipping Charges Before They Pay

PayPal calculates and displays the shipping charges, based on the least expensive shipping method set up in the merchant's account profile.

PayPal calculates the shipping charges using the least expensive shipping method that you set up for the destination.

FIGURE 7.24 Buyers Select Their Preferred Shipping Methods

The screenshot shows a shopping cart summary with two items:

Item	Unit Price	Qty	Total
Birthday - Cake and Candle Item # 35794	\$3.95	1	\$3.95
Birthday - Chocolate Cake Item # 24680	\$2.95	1	\$2.95

Below the cart, there is a section for entering a gift certificate, coupon, or reward. The subtotal is \$6.90. A dropdown menu for shipping and handling shows three options:

- Standard Shipping (1-2 Weeks) \$3.00 USD
- Standard Shipping (1-2 Weeks) \$3.00 USD
- Express (2-3 business days) \$5.75 USD

A red arrow points from the text "Buyers can select their preferred shipping methods after they enter their billing information or log in to PayPal." to the dropdown menu. A button labeled "Pay \$9.90 Now" is visible at the bottom right.

Buyers can select their preferred shipping methods after they enter their billing information or log in to PayPal.

PayPal lets buyers select their preferred shipping methods after they enter their billing information or log in to PayPal. If buyers change their shipping addresses or select a different shipping method, PayPal calculates the shipping charges again and displays the new amount.

Shipping Regions

You organize your shipping rates primarily by the states and countries to which you ship your products. Some merchants make only domestic shipments. Other merchants make both domestic shipments and international shipments. Depending on territorial size, some merchants divide their domestic markets into smaller shipping regions, each with their own shipping rates.

Before you begin setting up the shipping rates that PayPal uses to calculate shipping charges, decide whether:

- You ship only domestically or both domestically and internationally
- You want one set of rates for all U.S. domestic shipments or you want rates for different domestic regions, such as western and eastern states.
- You want one set of rates for all international shipments or you want rates for different international regions, such as Europe and Asia

You can establish one set of shipping rates for all domestic and international destinations, but your shipping rates should reflect your costs of shipping, which generally vary between different domestic and international regions.

Shipping Methods

Within each shipping region that you define, you specify specific shipping rates for the different *shipping methods* you want to offer buyers. A shipping method specifies a mode of shipment and the general time frame for delivery. For example, you might offer your domestic buyers two shipping methods: “Standard Shipping,” “Priority.”

For each region in which you offer a specified shipping method, you generally select different delivery time frames and different rates. Otherwise, you should not set up separate shipping regions.

For example, your “Standard Shipping” method for the region where your shipments originate might specify a time frame of “2-3 Days.” A more distant domestic shipping region might specify a time frame of “3-7 Days.” You set the same rates for “Standard Shipping” in all regions, but delivery times are longer for more distant ones.

As an alternative to differentiating on delivery time, you might differentiate on rates. For example, your “Standard Shipping” method for all domestic regions might specify the same time frame of “2-3 Days.” You set more expensive rates for “Standard Shipping” in more distant regions, but delivery times are the same for all regions.

Shipping Rate Bases

For each shipping method in each shipping region that you define, you specify the *basis* upon which your shipping rates are used to calculate the shipping charges for specific purchases. You can choose from the following shipping rate bases:

- Total order amount
- Total order weight
- Total item quantity

Generally, you specify the same shipping rate basis for all shipping regions and shipping methods that you define. Before you begin setting up the shipping rates that PayPal uses to calculate shipping charges, decide which basis is most suitable for the kinds of products you sell and the typical orders that your buyers place.

For more information, see “[Examples of Rate Bases and Shipping Calculations](#)” on page 302

Shipping Rate Tables

For each shipping method you define, fill in a *rate table* to specify the rates that PayPal uses to calculate shipping charges. Rate tables let you specify *tiered* rates.

FIGURE 7.25 Shipping Rate Table With a Basis of Total Order Amount

Fixed Amounts / Percentages		
From (USD)	To (USD)	Rate (USD)
0.01	20.00	5.00
20.01	50.00	4.00
50.01	and up	3.00

Each row in a rate table represents a different tier. Each successive tier encompasses a successively increasing range within the rate basis. You specify a separate rate for each tier.

In the preceding example rate table, each successive tier encompasses an increasing range of order amounts. The first tier encompasses orders that total from \$0.01 USD through and including \$10.00 USD. The shipping rate for orders that fall within the first tier is 5% of the total order amount. The shipping charge for an order amount of \$6.75 USD is \$0.34 USD.

Shipping Rates and Currencies

When you set up shipping methods, specify the same currency for the shipping rates that you used to price the products on your website. Specify shipping rates for both domestic shipments and international shipments in your domestic currency, provided that you priced your products for international buyers in your domestic currency.

If you price your products in multiple currencies, you should specify international shipping rates in the same currencies that you priced your products for international buyers. For example, a merchant in London might price products in Pounds Sterling for British buyers, while also pricing the same products in Euros for Euro-zone buyers and U.S. Dollars for U.S. buyers.

Adding Shipping Rates for the First Time

The first time you set up shipping rates, the page sequence is tailored for creating your initial shipping regions, methods, and rates.

To begin adding shipping regions, methods, and rates for the first time:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

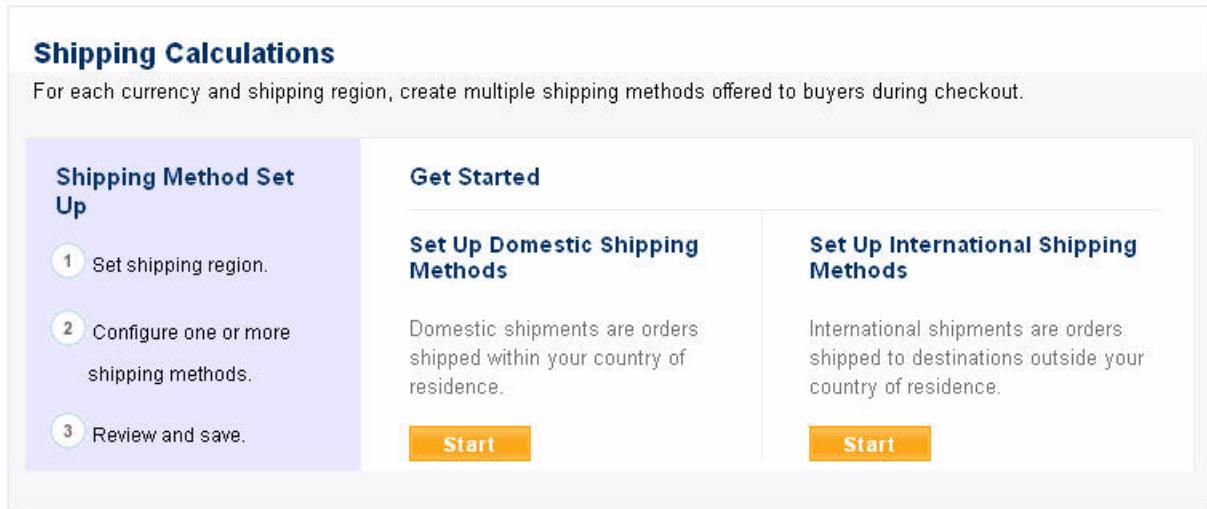
2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. In the Selling Preferences column, click the Set Up Shipping Calculations link.

This **Shipping Calculations** page appears, as shown below.

FIGURE 7.26 Shipping Calculations Setup Page



From the **Shipping Calculations** setup page, you can start a domestic or an international shipping wizard.

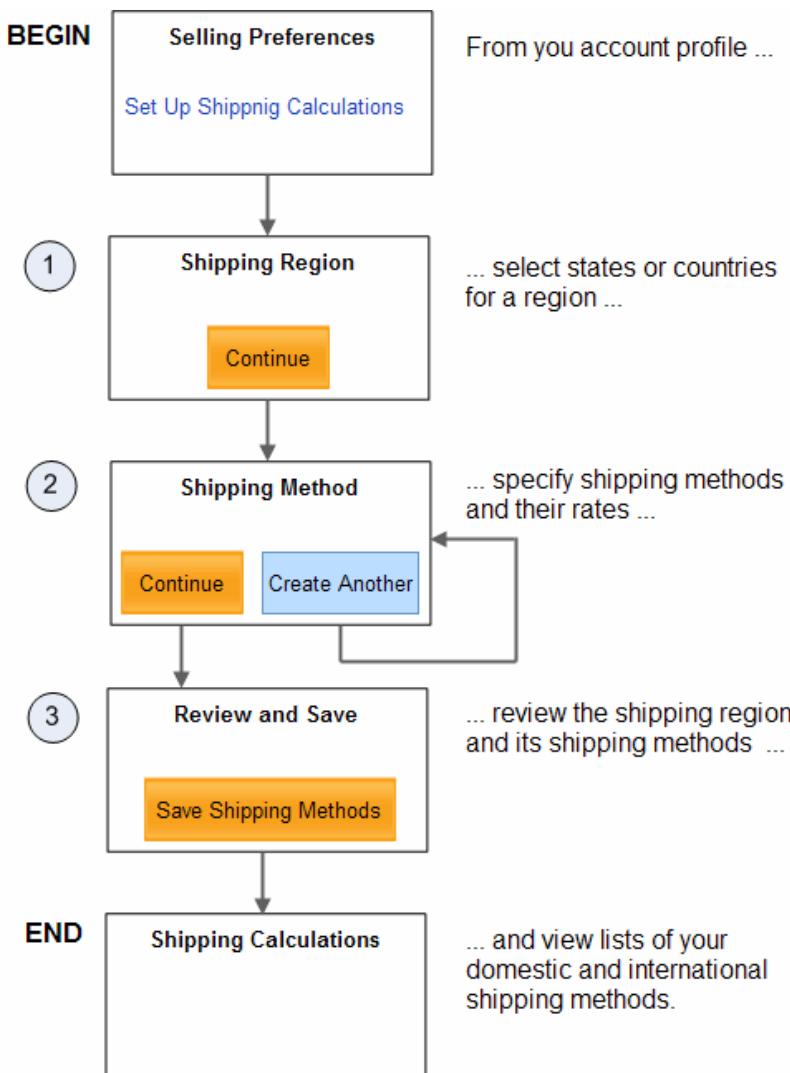
Adding Shipping Methods by Using a Wizard

Whenever you add a shipping method, you use one of two wizards to step you through the process. The domestic shipping wizard lets you configure shipping regions within the U.S., and the international shipping wizard lets you configure foreign shipping regions. Shipping wizards let you configure a shipping region and all the shipping methods for it at one time.

You can start a shipping wizard in one of two ways:

- Click the **Start** button from the **Shipping Calculations** setup page, as shown in [Figure 7.26 , “Shipping Calculations Setup Page](#).
- Click the **Add Another Shipping Method** link from the **Shipping Calculations** review page, as shown in [Figure 7.28 , “Shipping Calculations Review Page \(U.S. Merchants Only\)](#).

The steps in domestic and international shipping wizards are the same.

FIGURE 7.27 Page Sequence in a Shipping Wizard

1. **Setting Up the Shipping Region for a Shipping Wizard.** Select the U.S. states or the foreign countries for the shipping region, and select the currency in which you want to price the shipping rates for the shipping region.
2. **Configuring the Shipping Methods Within the Region of a Shipping Wizard.** Select a name and delivery time frame, a rate basis, and fill in the rate table. Repeat this step to configure all of the shipping methods you want for the shipping region.
3. **Saving the Shipping Methods Configured With a Shipping Wizard.** Review the shipping region and the shipping methods, and change them if you like before you save them.

The following sections describe each step in more detail.

Setting Up the Shipping Region for a Shipping Wizard

The first step of a shipping wizard lets you select the U.S. states or foreign countries for one or your shipping regions. In addition, you select the currency in which you want to price the shipping rates within the region.

NOTE: You can select the currency at the time you add shipping methods and rates. You cannot change the currency later when you edit shipping methods. For more information, see “[Shipping Rates and Currencies](#)” on page 295.

After you select the U.S. states or foreign countries you want for the shipping region, click the **Continue** button to proceed to the second step of the shipping wizard.

Configuring the Shipping Methods Within the Region of a Shipping Wizard

As the second step of a shipping wizard, you configure the shipping methods that you want for the shipping region. A shipping wizard lets you configure the name, delivery time frame, rate basis, and rate table of shipping methods.

Repeat the second step of a shipping wizard to create additional shipping methods for the same shipping region. Click the **Create Another** button after completing the configuration of the current method to begin the configuration of the next one.

After you configure all the shipping methods for the shipping region, click the **Continue** button to proceed to the third and final step of the shipping wizard.

Saving the Shipping Methods Configured With a Shipping Wizard

As the final step of a shipping wizard, you review the configuration of the shipping region and the configuration of the shipping methods for the shipping region. You can change the shipping region, and you can change and add shipping methods.

In addition, the final step of a shipping wizard lets you enable individual purchase transactions to override the rates for the shipping methods you defined within the shipping region. Select the **Override profile shipping method...** checkbox to permit individual transactions to override automatic calculation of shipping charges. For more information, see “[Overriding Shipping Calculations on Individual Transactions](#)” on page 303.

After you review the shipping region and its shipping methods, click the **Save Shipping Methods** button to preserve the shipping methods that you set up with the shipping wizard. The shipping methods become available to buyers as soon as you save them.

Viewing, Editing, and Adding Shipping Rates

After you set up some shipping regions, methods, and rates, the page sequence is tailored for viewing and editing existing shipping methods, as well as for creating additional regions, methods, and rates.

To begin viewing, editing, or creating additional shipping regions, methods, and rates:

1. Log in to your PayPal account at <https://www.paypal.com>.

2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. In the **Selling Preferences** column, click the **Shipping Calculations** link.

The **Shipping Calculations** review page appears, as shown below.

FIGURE 7.28 Shipping Calculations Review Page (U.S. Merchants Only)

The screenshot shows two panels: 'Domestic Shipping Methods' and 'International Shipping Methods'. Each panel has a header, a table of shipping methods, and a summary at the bottom.

Domestic Shipping Methods:

- Header:** Select a currency to display only the shipping methods that you priced in that currency. Filter Methods: Show All.
- Table:**| Shipping Method | Currency | Shipping Region | Basis | Status |
| --- | --- | --- | --- | --- |
| Standard Shipping | USD | All States and Territories | Amount | Active |
| Priority | USD | All States and Territories | Amount | Active |
| Overnight | USD | All States and Territories | Amount | Active |

Add Another Shipping Method

1-3 of 3 | Show All View Edit Delete

International Shipping Methods:

 - Header:** Select a currency to display only the shipping methods that you priced in that currency. Filter Methods: Show All.
 - Table:**| Shipping Method | Currency | Shipping Region | Basis | Status |
| --- | --- | --- | --- | --- |
| Standard Shipping | USD | Canada | Amount | Active |
| International Express | USD | Canada | Amount | Active |

Add Another Shipping Method

1-2 of 2 | Show All View Edit Delete

Annotations:

 - A red box highlights the 'Show All' dropdown in the 'Filter Methods' section of both panels.
 - A red box highlights the 'Add Another Shipping Method' link in the 'Domestic Shipping Methods' panel.
 - A red box highlights the 'View', 'Edit', and 'Delete' buttons at the bottom of each panel.
 - A red callout points to the 'Standard Shipping' method in the 'Domestic' panel with the text: 'Select one shipping method to view, edit, or delete it'.
 - A red callout points to the 'Standard Shipping' and 'International Express' methods in the 'International' panel with the text: 'Select multiple shipping methods to delete them'.
 - A red callout points to the 'Select a currency...' header in the 'Domestic' panel with the text: 'Select a currency to display only the shipping methods that you priced in that currency'.
 - A red callout points to the 'Show All' dropdown in the 'International' panel with the text: 'Select a currency to display only the shipping methods that you priced in that currency'.

4. From the **Shipping Calculations** review page, perform one of the following actions:

- **Viewing the Configuration of an Existing Shipping Method.** Select the checkbox next to the shipping method and click the **View** button.
- **Editing the Configuration Settings of an Existing Shipping Method.** Select the checkbox next to the shipping method and click the **Edit** button.

- [Deleting Shipping Methods](#). Select the checkboxes next to the shipping methods and click the **Delete** button.
- [Adding Shipping Methods by Using a Wizard](#). Click the **Add Another Shipping Method** link.

Viewing the Configuration of an Existing Shipping Method

To view the configuration of a shipping method:

1. From the **Shipping Calculations** review page, select the checkbox next to the shipping method you want to view.
2. Click the **View** button.

The **View Domestic Shipping Method** page or the **View International Shipping Method** page appears.

3. From the review page, perform one of the following actions:
 - To change the shipping method, click the **Edit Settings** button.
 - When you are finished viewing the shipping method, click the **Back to Shipping Methods** button.

Editing the Configuration Settings of an Existing Shipping Method

To edit the configuration settings of an existing shipping method:

1. From the **Shipping Calculations** review page, select the checkbox next to the shipping method you want to change.
2. Click the **Edit** button.

The **Edit Domestic Shipping Method** page or the **Edit International Shipping Method** page appears.

3. Change any of the following settings:

TABLE 7.2 Shipping Method Settings

Setting	Action
Status	Select whether the shipping method is actively used to calculate shipping charges. Allowable values: <ul style="list-style-type: none"> • Active – the shipping method is available for buyers to choose • Inactive – the shipping method is hidden from buyers
Region	Displays the domestic regions or foreign countries currently selected for the shipping region. To select different regions or countries, click the Change link.

TABLE 7.2 Shipping Method Settings

Setting	Action
Override shipping methods per transaction	Select whether the shipping rates can be overridden by individual transactions if the information is passed to PayPal with HTML variables in the transaction. Allowable values: <ul style="list-style-type: none"> • Yes • No <p>IMPORTANT: Changing the Override shipping methods per transaction setting of a specific shipping method changes the setting for all U.S. domestic and international shipping methods that use the same currency.</p>
Shipping Method Name	From the dropdown menu, select a name for the shipping method.
Delivery Time	(Optional) From the dropdown menu, select a delivery time.
Based On	Select the rate basis for the shipping method. Allowable values: <ul style="list-style-type: none"> • By Amount – based on the total amount of the order • By Weight – based on the total weight of items in the order • By Quantity – based on total quantity of items in the order For more information, see “ Examples of Rate Bases and Shipping Calculations ” on page 302
Shipping Rates	Reconfigure the rows in the rate table to change the shipping rates that PayPal uses to calculate shipping charges when buyer select the shipping method. NOTE: Changes that you make to active shipping methods become effective after a momentary delay.

4. Click the **Save Changes** button.

Deleting Shipping Methods

You can delete one or more domestic or international shipping methods at one time. Follow the procedure below in either the **Domestic Shipping Methods** section or the **International Shipping Methods** section of the **Shipping Calculations** review page.

IMPORTANT: After you delete a shipping method, it cannot be recovered for use in future shipping calculations.

To delete one or more shipping methods:

1. From the **Shipping Calculations** review page, select the checkboxes next to the shipping methods that you want to delete.
2. Click the **Delete** button.
3. Click the **Yes** button in the **Delete Confirmation** message box.

Examples of Rate Bases and Shipping Calculations

The following examples demonstrate how the different kinds of shipping rates are applied when calculating shipping charges:

- [Calculating Shipping Charges Based on Amount of Purchase](#)
- [Calculating Shipping Charges Based on Weight of Shipment](#)
- [Calculating Shipping Charges Based on Quantity of Items Shipped](#)

Calculating Shipping Charges Based on Amount of Purchase

When you choose **Total Order Amount** or **By Amount** as the basis for shipping rates, tiers in the rate table represent increasing ranges of order amounts. Generally, you select **By Amount** as the rate basis if you want to encourage your buyers to buy more with increasing discounts on shipping charges.

You can choose between specifying a flat rate for each tier or specifying a percentage of the order amount. Click the **Flat Rate** or the **Percent** links in the **Shipping Rate** section to make your choice.

EXAMPLE 7.1 Flat Rate Shipping Calculations

Assume the following shipping rate table with a basis of **By Order** and fixed amount pricing selected:

From (EUR)	To (EUR)	Rate (EUR)
0.01	49.99	3.00
50.00	and up	2.00

The shipping charge for an order amount of €36.50 EUR is €3.00 EUR. The shipping charge for an order amount of €66.50 EUR is €2.00 EUR. This rate structure encourages buyers to purchase more with discounted shipping on larger orders.

EXAMPLE 7.2 Percentage Rate Shipping Calculation

Assume the following shipping rate table with a basis of **By Order** and percentage rate pricing selected:

From (JPY)	To (JPY)	Rate (%)
0.01	49.99	5
50.00	and up	4

The shipping charge for an order amount of ¥36.50 JYP is ¥1.38 JYP ($36.50 \times 5\%$). The shipping charge for an order amount of ¥66.50 JYP is ¥2.66 JYP ($66.50 \times 4\%$).

Calculating Shipping Charges Based on Weight of Shipment

When you choose **Total Order Weight** or **By Weight** as the basis for shipping rates, tiers in the rate table represent increasing ranges of order weights. Generally, you select **By Weight** as the rate basis if you want to recover your shipping costs.

You can choose between specifying order weights in pounds or kilograms. Click the **Lbs** or the **Kgs** links in the **Shipping Rate** section to make your choice.

EXAMPLE 7.3 Weight-Based Shipping Calculations

Assume the following shipping rate table with a basis of **By Weight**:

From (Kgs)	To (Kgs)	Rate (GBP)
0.01	49.99	3.00
50.00	and up	6.00

The shipping charge for an order that weights 36.50 kg is £3.00 GBP. The shipping charge for an order that weights 66.50 kg is £6.00 GBP.

Calculating Shipping Charges Based on Quantity of Items Shipped

When you choose **Total Order Quantity** or **By Quantity** as the basis for shipping rates, tiers in the rate table represent increasing ranges of order item counts. Generally, select **By Quantity** as the rate basis if all your products have a generally uniform size and weight, such as shoes.

EXAMPLE 7.4 Quantity-Based Shipping Calculations

Assume the following shipping rate table with a basis of **By Quantity**:

From	To	Rate (USD)
1	49	3.00
50	and up	6.00

The shipping charge for an order with 36 items is \$3.00 USD. The shipping charge for an order with 66 items is \$6.00 USD.

Overriding Shipping Calculations on Individual Transactions

Sometimes you want to set special shipping rates for certain items, such as especially heavy ones that cost more to ship, or services and digital downloads that do not require shipping.

Prerequisites for Overriding Shipping Rates on Individual Transactions

To override your profile-based shipping rates:

- Enable overrides of your shipping rates; overrides are enabled for new shipping methods by default
- Set the special shipping rates for individual items or entire transactions with special HTML variables of Buy Now, Donation, Add to Cart, and View Cart buttons

For more information, see “[Setting Shipping Charges on Individual Items](#)” on page 250 and “[Setting the Tax for the Entire Cart](#)” on page 251.

Disabling the Override of Shipping Rates on Individual Transactions

By default, shipping methods enable the override of shipping rates on individual transactions. You can disable overrides by:

- Editing any shipping method and changing the **Override shipping methods per transaction** setting.
- Adding a new shipping method and changing the default value of the **Override shipping methods per transaction** setting

Regardless of how you disable overrides, the override setting you specify for a specific shipping methods applies to the setting for all shipping methods of the same currency.

To enable or disable overrides of a shipping method:

1. From the **Shipping Calculations** review page, select the checkbox next to any of the shipping methods for a specific currency.
2. Click the **Edit** button.

The **Edit Domestic Shipping Method** or the **Edit International Shipping Method** page appears.

3. For the **Override shipping methods per transaction** setting, select one of the following radio buttons:
 - **Yes** – enables transaction-specific shipping charges to override the shipping rates
 - **No** – prohibits transaction-specific shipping charges

IMPORTANT: Changing the **Override shipping methods per transaction** setting of a specific shipping method changes the setting for all U.S. domestic and international shipping methods that use the same currency.

4. Click the **Save Changes** button.

Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)

You can set up shipping rates in your account profile and let PayPal calculate shipping charges automatically.

To view or modify your shipping rates:

1. Log in to your PayPal account at <https://www.paypal.com>.
The **My Account Overview** page appears.
2. Click the **Profile** subtab.
The **Profile Summary** page appears.

3. In the **Selling Preferences** column, click the **Shipping Calculations** link.

The **Shipping Calculations** page appears, as shown below.

FIGURE 7.29 Shipping Calculations Page (non-U.S. Merchants Only)

<p>Select a currency and click Select to set the currency for your shipping rates.</p> <p>Select a radio button and click Select to set the cost method for your shipping rates.</p> <p>Enter the shipping costs for each tier of price ranges in your shipping rates.</p> <p>Select the checkbox to allow individual transactions to override automatic shipping calculation.</p>	<h3>Shipping Calculations</h3> <p>Back to Profile Summary</p> <p>Shipping will only be applied to all PayPal Shopping Cart Purchases, Buy Now Buttons, and Donations. Shipping will not be applied to payments made with PayPal Subscriptions and Recurring Payments, Winning Buyer Notification, or Instant Purchase (for eBay listings).</p> <p>Currency — To view or edit your Shipping Calculations, choose a currency type and click Select. If you have Shipping Calculations enabled, your current settings will be displayed after the page refreshes.</p> <p>Currency: Euro <input type="button" value="Select"/></p> <p>Cost Method — Choose the Flat Amount or Percentage method of calculating shipping costs and click Select or Save, below. The page will refresh after you have made your selection.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Cost Method</th> <th style="text-align: left;">Description</th> </tr> </thead> <tbody> <tr> <td><input checked="" type="radio"/> Flat Amount (€)</td> <td>Calculate a flat shipping amount based on the total amount of the purchase.</td> </tr> <tr> <td><input type="radio"/> Percentage (%)</td> <td>Calculate the shipping amount based on a percentage of the total amount of the purchase.</td> </tr> </tbody> </table> <p><input type="button" value="Select"/></p> <p>Cost and Price Ranges — Enter a shipping cost for each price range. To make changes to the price ranges, click Edit.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Cost</th> <th colspan="2" style="text-align: center;">Price Ranges</th> </tr> </thead> <tbody> <tr> <td style="text-align: right;">€ <input type="text"/> EUR</td> <td style="text-align: center;">€0,01 EUR</td> <td style="text-align: center;">–</td> <td style="text-align: right;">€9,99 EUR</td> </tr> <tr> <td style="text-align: right;">€ <input type="text"/> EUR</td> <td style="text-align: center;">€10,00 EUR</td> <td style="text-align: center;">–</td> <td style="text-align: right;">€49,99 EUR</td> </tr> <tr> <td style="text-align: right;">€ <input type="text"/> EUR</td> <td style="text-align: center;">€50,00 EUR</td> <td style="text-align: center;">–</td> <td style="text-align: right;">€99,99 EUR</td> </tr> <tr> <td style="text-align: right;">€ <input type="text"/> EUR</td> <td style="text-align: center;">€100,00 EUR</td> <td style="text-align: center;">–</td> <td style="text-align: right;">€199,99 EUR</td> </tr> <tr> <td style="text-align: right;">€ <input type="text"/> EUR</td> <td style="text-align: center;">€200,00 EUR</td> <td style="text-align: center;">–</td> <td style="text-align: right;">and up</td> </tr> </tbody> </table> <p><input type="button" value="Edit"/></p> <p>Miscellaneous - Allow transaction-based delivery settings to override profile settings (Optional).</p> <p><input type="checkbox"/> Click here to allow transaction-based shipping values to override the profile shipping settings listed above (if profile settings are enabled).</p> <p style="text-align: right;"><input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Clear Settings"/></p> <p style="text-align: center;">Click Save to set your shipping rates according to the selections and entries you made on this page.</p> <p style="text-align: right;">Click Edit to modify the tiers of price ranges in your shipping rates.</p>	Cost Method	Description	<input checked="" type="radio"/> Flat Amount (€)	Calculate a flat shipping amount based on the total amount of the purchase.	<input type="radio"/> Percentage (%)	Calculate the shipping amount based on a percentage of the total amount of the purchase.	Cost	Price Ranges		€ <input type="text"/> EUR	€0,01 EUR	–	€9,99 EUR	€ <input type="text"/> EUR	€10,00 EUR	–	€49,99 EUR	€ <input type="text"/> EUR	€50,00 EUR	–	€99,99 EUR	€ <input type="text"/> EUR	€100,00 EUR	–	€199,99 EUR	€ <input type="text"/> EUR	€200,00 EUR	–	and up
Cost Method	Description																													
<input checked="" type="radio"/> Flat Amount (€)	Calculate a flat shipping amount based on the total amount of the purchase.																													
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Cost	Price Ranges																													
€ <input type="text"/> EUR	€0,01 EUR	–	€9,99 EUR																											
€ <input type="text"/> EUR	€10,00 EUR	–	€49,99 EUR																											
€ <input type="text"/> EUR	€50,00 EUR	–	€99,99 EUR																											
€ <input type="text"/> EUR	€100,00 EUR	–	€199,99 EUR																											
€ <input type="text"/> EUR	€200,00 EUR	–	and up																											

Examples of Cost Methods and Shipping Calculations

The following examples demonstrate how different cost methods are applied when calculating shipping charges.

Calculating Shipping Charges with the Flat Amount Cost Method

When you choose **Flat Amount** as the cost method for shipping rates, costs for each price range are expressed as fixed amounts.

EXAMPLE 7.1 Flat Amount Cost Method and Shipping Calculations

Assume the following shipping rates with a cost method of **Flat Amount**:

Cost	Price Ranges
€3,00 EUR	€0,00 EUR – €49,99 EUR
€6,00 EUR	€50,00 EUR – and up

The shipping charge for an order price of €36,50 is €3,00. The shipping charge for an order price of €66,50 is €6,00. This rate structure helps you recover your shipping costs from buyers.

Calculating Shipping Charges with the Percentage Cost Method

When you choose **Percentage** as the cost method for shipping rates, costs for each price range are expressed as percentages of the actual order price.

EXAMPLE 7.2 Percentage Cost Method and Shipping Calculations

Assume the following shipping rates with a cost method of **Percentage**:

Cost	Price Ranges
5.00 GBP %	£0.00 GBP – £49.99 GBP
4.00 GBP %	£50.00 GBP – and up

The shipping charge for an order price of £36.50 is £1.83. The shipping charge for an order price of £66.50 is £2.66. This rate structure encourages buyers to purchase more with discounted shipping rates on larger orders

Overriding Shipping Calculation on Individual Transactions

Sometimes you want to set special shipping rates for certain items, such as especially heavy ones that cost more to ship, or services and digital downloads that do not require shipping.

Prerequisites for Overriding Shipping Rates on Individual Transactions

To override your profile-based shipping rates:

- Enable overrides of your shipping rates for individual transactions; overrides are disabled by default.
- Set the special shipping rates for individual items or entire transactions with special HTML variables of Buy Now, Donation, Add to Cart, and View Cart buttons

For more information, see “Setting Shipping Charges on Individual Items” on page 250 and “Setting the Tax for the Entire Cart” on page 251.

Enabling the Override of Shipping Rates on Individual Transactions

To enable overrides of shipping rates:

1. Log in to your PayPal account at <https://www.paypal.com>.

2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. In the **Selling Preferences** column, click the **Shipping Calculations** link.

The **Shipping Calculations** page appears

4. Click the checkbox labelled **Click here to allow transaction-based shipping values to override the profile shipping settings listed above (if profile settings are enabled)**.

5. Click the **Save** button.

Blocking Certain Kinds of Payments

Payment receiving preferences let you block.

- Payments from U.S. payers without a confirmed address
- Payments in currencies you do not hold
- Payments from payers with non-U.S. accounts
- Payments initiated through the Pay Anyone Subtab
- Payments by credit card instead of a bank account
- Payments funded with eChecks

Accessing Your Payment Receiving Preferences to Block Payments

To access your Payment Receiving Preferences to block different types of payments:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. In the **Selling Preferences** column, click the **Payment Receiving Preferences** link.

The **Payment Receiving Preferences** page appears, as shown below.

FIGURE 7.30 Payment Receiving Preferences Page

Payment Receiving Preferences [Back to Profile Summary](#)

Block payments from U.S. users who **do not** provide a Confirmed Address:

Yes
 No
 Ask Me

Block payments sent to me in a currency I do not hold:

Yes
 No, accept them and convert them to U.S. Dollars
 Ask Me

Block accidental payments:

You may prevent accidental payments by blocking duplicate invoice IDs

Yes, block multiple payments per invoice ID
 No, allow multiple payments per invoice ID

Block payments from users who:

Have non-U.S. PayPal accounts
 Do not have credit cards on file (Subscription payments only)
 Initiate payments from the Pay Anyone subtab of the Send Money tab
(If checked, you may enter an Alternate Payment URL for your buyers.)

Alternate Payment URL: [?](#)
(optional)

Block the following payments:

Pay with eCheck for website and Smart Logo payments, or German bank transfer for all website payments except eBay

Display "Add Instructions to Seller" text input field:

Yes
 No

The Credit Card Statement Name is the name that will appear on your customers' credit card statements.

The name can be 11 alpha-numeric characters in length, including spaces.

For some payments, the name can be extended to 19 alpha-numeric characters in length, including spaces.
[Learn More](#)

Credit Card Statement Name:	<input type="text" value="AlicesBooks"/>	(11 Character Maximum)
Extended Credit Card Statement Name:	<input type="text" value="Alice's Used Books"/>	(19 Character Maximum)

[Save](#) [Cancel](#)

Blocking Payments From U.S. Payers Without a Confirmed Address

You can better manage your risk by blocking payments where the payer chooses not to share his Confirmed Address with you. PayPal provides Confirmed Addresses to help you make informed decisions when shipping goods. To be eligible for PayPal's Seller Protection Policy (SPP), and to help reduce your risk of dealing with fraudulent buyers, ship to a buyer's Confirmed Address.

There are three choices for this preference:

- **Yes** – All payments from U.S. payers without a Confirmed Address are blocked. All U.S. payers must provide a Confirmed Address in order to pay you.
- **No** – All payments are accepted. To maximize your sales, select No.
- **Ask Me** – You can choose whether to accept or deny payment without a Confirmed Address on a case-by-case basis. This option lets decide whether to take on the risk of not having the payer's Confirmed Address for each transaction. If you accept the payment, it becomes a completed transaction. If you deny a particular payment, the sender of the payment is notified that the payment has been denied and is credited with the payment amount. PayPal does not charge fees for denied payments.

For a detailed description of how Confirmed Address and other settings affect the PayPal billing and shipping addresses, see [Appendix B, “Address Handling \(U.S. Merchants Only\)”](#).

Blocking Payments in Currencies That You Do Not Hold

When you receive a payment in a currency you do not hold, PayPal prompts you to open a balance for that currency, convert it to your primary balance, or deny the payment. Payments in currencies for which you hold a balance are applied to the appropriate balance. You see a summary of each currency balance in your Account Overview page.

There are three choices for this preference:

- **Yes** – Accept the payment regardless of the currency in which the payment is made.
- **No, accept them and convert them to U.S. Dollars** – Accept the payment but automatically converts to U.S. Dollars.
- **Ask Me** – Transaction-by-transaction, you can choose to accept or deny a payment in a currency you do not currently hold. If you accept the payment, it becomes a completed transaction. If you deny a particular payment, the sender of the payment is notified that the payment has been denied and is credited with the payment amount. PayPal does not charge fees for denied payments.

For more informations, see [“Managing Currency Balances” on page 316](#).

Blocking Payments from Payers With Non-U.S. PayPal Accounts

Because many international addresses cannot be confirmed, you may choose to block payments from users with non-U.S. PayPal accounts in order to qualify for the Seller Protection Policy.

Blocking Payments Initiated Through the Pay Anyone Subtab

You can choose whether or not to receive payments initiated via the **Pay Anyone** subtab of the **Send Money** tab on the PayPal website. Selecting this option might help you manage your account, because the payments you receive will be associated with a specific item or transaction that you defined.

If you block these payments, you accept only payments initiated from Buy Now, PayPal Shopping Cart, Gift Certificate, Subscription, and Donate buttons, as well as Winning Buyer Notification, Mass Payments, Money Requests, Smart Logos, or eBay Checkout Payments.

Blocking Payments by Credit Card Instead of Bank Account

You can force people to pay you with a bank account or funds in their PayPal balances if they are able to do so. However, if they cannot pay using a bank account or their PayPal balances, they still have the option to pay with a credit card.

This preference can also help to reduce your risk of chargebacks. Verified members are people who have confirmed their bank accounts with PayPal or who have been otherwise verified by PayPal. Because most Verified members have the option of paying with their bank accounts (via eCheck or Instant Transfer), this preference does not prevent them from sending you money. When they pay with PayPal's Instant Transfer, you receive the payment instantly, just as when they pay with a credit card. Members who have not confirmed their bank accounts with PayPal can still send you money funded by credit cards.

Blocking Payments Funded With eChecks

You can block payments from PayPal members who pay with eChecks. Because eCheck payments take three to four business days to clear, you might want to block them for your Instant Purchase and Buy Now buttons.

If you choose to block these payments, users who attempt to pay via eCheck are prompted to add a credit card to their account before completing the transaction.

If you choose not to block these payments, you can receive eCheck payments through PayPal Website Payments or Auction Logos. eCheck payments are listed as Pending and are not credited to your PayPal account for three to four business days.

Adding Your Credit Card Statement Name

When PayPal members pay with credit cards on file with their PayPal accounts, the transactions appear on their credit card statements in the following format in the description:

PAYPAL**MERCHANT*

By default, *MERCHANT* is:

- For premiere accounts, the mailbox name of the email addressed that you specified when you signed up your account.

- For business accounts, the business name that you specified when you signed up for your account.

The value you specified is converted to all upper-case letters, spaces are removed, the result is truncated to eleven characters. The result is stored in your account profile as your Credit Card Statement Name

The default value for your Credit Card Statement Name may be difficult for payers to understand. To reduce chargebacks and payer confusion, replace the default Credit Card Statement Name with one that accurately reflects your business or legal name.

To specify your Credit Card Statement Name:

- Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

- Click the **Profile** subtab.

The **Profile Summary** page appears.

- In the **Selling Preferences** column, click the **Payment Receiving Preferences** link.

The **Payment Receiving Preferences** page appears.

- Scroll down the page to the **Credit Card Statement Name** section, as shown below.

FIGURE 7.31 Specifying Your Credit Card Statement Name

The Credit Card Statement Name is the name that will appear on your customers' credit card statements.

The name can be 11 alpha-numeric characters in length, including spaces.

For some payments, the name can be extended to 19 alpha-numeric characters in length, including spaces. [Learn More](#)

Credit Card Statement Name:	DESIGN FOTO	(11 Character Maximum)
Extended Credit Card Statement Name:	DESIGNER FOTOS	(19 Character Maximum)

- Change the following settings:

TABLE 7.3 Shipping Method Settings

Setting	Action
Credit Card Statement Name	Enter up to 11 characters and spaces. Do not include special characters, such as "&," "#", or "_" . The value is converted to all capital letters and might be truncated by some credit card processors.

TABLE 7.3 Shipping Method Settings

Setting	Action
Extended Credit Card Statement Name	Enter up to 19 characters and spaces. Do not include special characters, such as “&,” “#”, or “_”. The value is converted to all capital letters and might be truncated by some credit card processors.

6. Scroll to the bottom of the page and click the **Save** button.

Allowing Multiple Users to Access Your PayPal Account

If you have a PayPal business account, you can set up multiple logins with different permissions to allow multiple people in your organization to access your PayPal account. Multi-user access lets you give different employees access to different parts of your account, based on their business functions.

For example, you can give your customer service representatives their own logins with limited privileges that let them only view balances and make refunds but not let them edit profiles, send money, or withdraw funds.

IMPORTANT: Remember to remove user logins for people who leave your organization.

Adding a User Login to Your Account

To create a user login for your PayPal business account:

1. Log in to your PayPal account at <https://www.paypal.com>.
The **My Account Overview** page appears.
2. Click the **Profile** subtab.
The **Profile Summary** page appears.
3. In the **Account Information** column, click the **Multi-User Access** link.
The **Multi-User Access-Current Users** page appears.
4. Click the **Add User** button if you have not added users yet, or the **Add** button if already have additional users on your account.
The **Add Users** page appears.

5. Enter information in the following settings:

TABLE 7.4 New User Login Settings

Setting	Action
User's Name	Enter the first and last name of the person to whom you want to give access to your account.
User ID	Enter a combination of between 10 and 16 letters and numbers.
Re-enter User ID	Enter the same combination of letters and numbers that you entered for User ID .
Password	Enter a combination of between 8 and 20 letters and numbers.
Re-enter Password	Enter the same combination of letters and numbers that you entered for Password .
Multi-User Access	Select any of the checkboxes to grant the user specific privileges within your account: <ul style="list-style-type: none"> ● Send Money ● Mass Payments ● Request Money ● Add Funds ● Refunds ● Withdraw Money ● Cancel Payments ● View Balance ● View Profile ● Edit Profile ● History and Reports ● API Activation & Authorization ● Discuss Account with Customer ● Authorization & Settlement ● PayPal Shipping ● Recurring Payments

6. Click the **Save** button.

Changing the Privileges for a User Login

After you add a user login, you can change the privileges of the login. You cannot change the user's name or the user ID.

To change the privileges of a user login:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. In the **Account Information** column, click the **Multi-User Access** link.

The **Multi-User Access - Current Users** page appears, as shown below:

FIGURE 7.32 Multi-User Access - Current Users Page

User Name	User ID
<input checked="" type="radio"/> Bill Smith	williamsmith
<input type="radio"/> Sue Johnson	susanjohnson

[Back to Profile Summary](#)

The users below currently have access to your PayPal account.

To add a user to your account, click Add. To edit a user's privileges, choose the radio button of the user in question and click Edit.

[Edit](#) [Change Password](#) [Remove](#) [Add](#)

4. Select the radio button next to the **User Name**, and click the **Edit** button.

The **Change Multi-User Access** page appears, with the **User Name** and **User ID** displayed as read-only text.

5. Select and deselect checkboxes for the privileges you want to grant to or revoke from the user login.
6. Click the **Save** changes.

Resetting the Password for a User Login

When employees forget or lose their passwords, you can log in and reset them.

To reset the password for a user login:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. In the **Account Information** column, click the **Multi-User Access** link.

The **Multi-User Access - Current Users** page appears.

4. Select the radio button next to the **User Name** for the user login, and click the **Change Password** button.

The **Change User Password** page appears, with the **User Name** and **User ID** displayed as read-only text.

5. Enter a new password for the user login:

TABLE 7.5 Change User Login Password Settings

Setting	Action
Password	Enter a combination of between 8 and 20 letters and numbers.
Re-enter Password	Enter the same combination of letters and numbers that you entered for Password .

6. Click the **Save** button.

Removing a User Login

When someone leaves your organization, you should remove the person's user login from your account.

To remove a user login:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. In the **Account Information** column, click the **Multi-User Access** link.

The **Multi-User Access-Current Users** page appears.

4. Select the radio button next to the **User Name** for the user login, and click the **Remove** button.

The **Remove User** page appears, with the **User Name** and **User ID** displayed as read-only text.

5. Click the **Remove** button to permanently remove the user login from your account, or click the **Cancel** button to retain the user login.

Handling Multiple Currencies

PayPal helps you handle multiple currencies in the following ways:

- Managing Currency Balances
- Accepting or Denying Cross-Currency Payments

Managing Currency Balances

Use the **Currency Balances** section of your account profile to manage your currency balances, including:

- Selecting your primary currency balance
- Opening or closing currency balances
- Converting funds from one currency balance to funds in another currency balance.

People can pay you in the following currencies; you maintain PayPal balances only in those currencies that you specify.

TABLE 7.6 Currencies Allowed for Transactions and Balances

Currency	ISO-4217 Code
Australian Dollar	AUD
Canadian Dollar	CAD
Czech Koruna	CZK
Danish Krone	DKK
Euro	EUR
Hong Kong Dollar	HKD
Hungarian Forint	HUF
Israeli New Sheqel	ILS
Japanese Yen	JPY
Mexican Peso	MXN
Norwegian Krone	NOK
New Zealand Dollar	NZD
Polish Zloty	PLN
Pound Sterling	GBP
Singapore Dollar	SGD
Swedish Krona	SEK
Swiss Franc	CHF
U.S. Dollar	USD

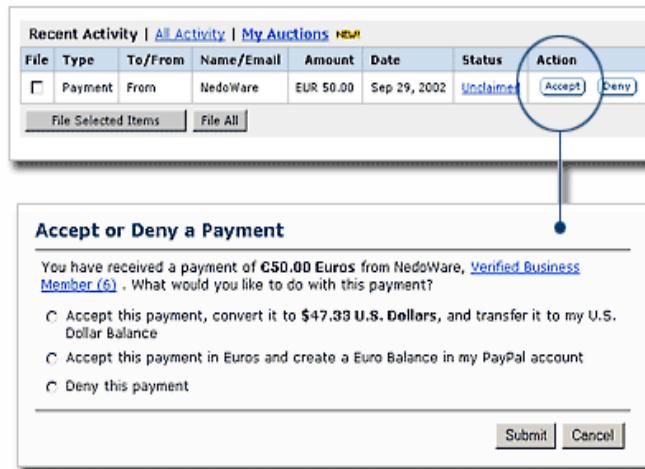
NOTE: Use the ISO-4217 code for the currency_code HTML variable of HTML buttons with monetary amounts in currencies in other than USD.

Accepting or Denying Cross-Currency Payments

You choose which currencies you accept and how you would like to accept them. You can set your **Payment Receiving Preferences** to handle cross-currency payments. See “[Blocking Certain Kinds of Payments](#)” on page 307.

When people make payments in currencies that you hold, the funds appear in your account in the balance of that currency. When people make payments in currencies that you do not hold, you can accept or deny the payments.

FIGURE 7.33 Accepting or Denying a Cross-Currency Payment



Receiving fees are assessed in the currency in which the funds were sent. Payments converted to your primary currency are converted at a competitive exchange rate.

Language Encoding Your Data

Websites that use PayPal in different parts of the world work with different languages and different character encoding schemes. PayPal refers collectively to these differences as *language encoding*. You can set the default language encoding that your website uses to exchange data with PayPal. The default settings are used for all transactions sent from your website to PayPal and all automated notifications sent from PayPal to your website. You can override the default settings on individual transactions with the charset HTML Form variable.

For more information on overrides, see “[Setting the Character Set – charset](#)” on page 339.

About Language Encoding for Exchanging Data With PayPal

Computer systems represent human languages in terms of *character sets* and *character encoding*.

Character Sets

A character set is a defined set of individual letters and symbols used in a particular language. For instance, the ASCII character is commonly used to define the character in written American English. The Big 5 character is commonly used to define the characters in written Chinese.

Character Encoding

Character encoding is the way a computer system represents internally the letters and symbols of a particular character set. Computers use internal representation to store, transmit, and process data.

Different character encoding schemes define the number of bytes each character requires and the pattern of on/off bits that identify a particular character. For example, single-byte encoding schemes, such as ANSI and extended ASCII, allocate one byte for each character or symbol in character set for Western European languages. Other encoding schemes, such as Unicode and UTF-8, allocate several bytes for each character in their character sets.

Changing Your Default Language Encoding

Your **Language Encoding** preferences let you control which language and encoding scheme is used to exchange data between your website and PayPal. When you sign up for a PayPal account, the system determines your default language and encoding based on your country of origin. For example, if you sign up with a French postal address, your language and encoding are set for Western European languages.

You must set your language encoding preferences to match the language and encoding that your website uses. Otherwise, data cannot be exchanged with PayPal. Generally, the default selected by PayPal is appropriate. In some cases, particularly in Asian countries or with certain operating systems, the language and/or encoding may not match those used by your website.

You can set these language encoding preferences.

- **Your website's language** – Set the character set used on your website, such as Western European, Japanese, or Russian
- **Encoding** – Set the character encoding used on your website, such as UTF-8, EUC-JP, or KOI8-R.

NOTE: For a complete list of supported character encodings, see ““Setting the Character Set – charset” on page 339.

Changing Your Default Website Language

To change your website language:

1. Log in to your PayPal account at <https://www.paypal.com>.

The **My Account Overview** page appears.

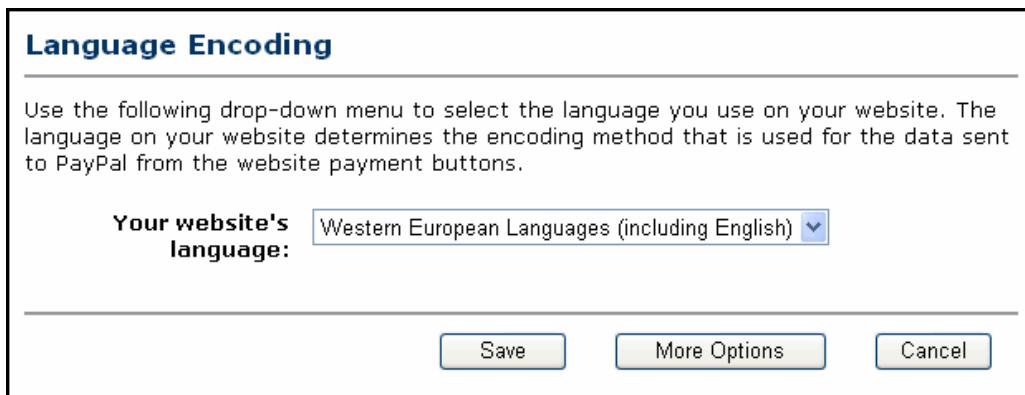
2. Click the **Profile** subtab.

The **Profile Summary** page appears.

3. In the **Selling Preferences** column, click the **Language Encoding** link.

The **Language Encoding** page appears, as shown below.

FIGURE 7.34 Language Encoding Settings – Language Choice



4. From the **Your website's language** dropdown menu, select an appropriate setting.
5. Click the **Save** button.

Changing the Character Encoding Used by Your Website

Sometimes setting your website's language is insufficient to set the language encoding correctly. You may need to specify the character encoding explicitly. In addition, you may need to select separately the encoding for data that your website sends to PayPal with Website Payments Standard buttons and the data sent by PayPal through Instant Payment Notification, downloadable history logs, and email notifications.

To change the character encoding used by your website:

1. Log in to your PayPal account at <https://www.paypal.com>.
 2. Click the **Profile** subtab.
 3. In the **Selling Preferences** column, click the **Language Encoding** link.
- The **Language Encoding** page appears, as shown in [Figure 7.34](#).
4. Ensure that setting for **Your website's language** is correct.

5. Click the **More Options** button.

The **More Encoding Options** page appears, as shown below

FIGURE 7.35 Language Encoding Settings – More Encoding Options

More Encoding Options

Use the following drop-down menu to select the encoding used on your website.

Encoding: windows-1252

Do you want to use the same encoding for data sent from PayPal to you (e.g., IPN, downloadable logs, emails)?

Yes

No, use: [empty dropdown]

For more information on adding multiple languages to your website payment buttons or IPN, please refer to the [Integration Guide](#).

Save Cancel

6. From the **Encoding** dropdown menu, select the appropriate character encoding scheme for data that your website sends to PayPal.
 - If you want to use the encoding scheme for receiving data that PayPal sends to your website, ensure that the **Yes** radio button is selected.
 - If you want to use a different encoding scheme, select the **No** radio button and select the encoding scheme you want to use to receive data from PayPal from the **No, use** dropdown menu.
7. Click the **Save** button to preserve both the encoding options that you selected on this page and the website language you selected on the previous page.

IMPORTANT: You can click the **Cancel** button to return to the previous page and review your choice for website language. However, selections that you made on the **More Encoding Options** page are lost.

8

Using Authorization & Capture

PayPal Authorization & Capture is a settlement solution that provides merchants increased flexibility in obtaining payments from their buyers. During a traditional sale at PayPal, the authorization and capture action is completed simultaneously. PayPal Authorization & Capture separates the authorization of payment from the capture of the authorized payment.

Authorization & Capture is for merchants who have a delayed order fulfillment process and who typically make a \$1 USD authorization at checkout. It enables merchants to modify the original authorization amount due to order changes occurring after the initial order is placed (such as taxes, shipping, or item availability). This chapter discusses the authorization and capture process and provides steps to help you authorize, capture, reauthorize, and void funds.

There are two ways to use Authorization & Capture:

- Create an order or authorization with Website Payments Standard HTML and capture or void the authorization on the PayPal website (www.paypal.com).
- Use the Authorization & Capture API, which is not discussed in this book. For more information, see the [Website Payments Pro Integration Guide](#).

Basic Authorization Process

Authorization & Capture starts when your buyer authorizes a payment amount during checkout.

1. For example, you can send your buyer through the Website Payments payment flow, passing in the paymentaction variable set to authorization or order.
2. After your buyer completes checkout, you can then use the payment's transaction ID with Authorization & Capture in the PayPal website (<https://www.paypal.com>). You can:
 - Capture either a partial amount or the full authorization amount.
 - Authorize a higher amount, up to 115% of the originally authorized amount (not to exceed an increase of \$75 USD).
 - Void a previous authorization.

Honor Period and Authorization Period

When your buyer approves an authorization, the buyer's balance can be placed on hold for a 29-day period to ensure the availability of the authorization amount for capture. You can reauthorize a transaction only once, up to 115% of the originally authorized amount (not to exceed an increase of \$75 USD).

After a successful authorization (or reauthorization), PayPal will honor authorized funds for three days, but PayPal cannot ensure that 100% of the funds will be available. A day is defined as the start of the calendar day on which the authorization or reauthorization was made (from 12AM PST to 11:50PM PST).

You can settle without a reauthorization from day 4 to day 29 of the authorization period, but PayPal cannot ensure that 100% of the funds will be available after the three-day honor period. However, PayPal will not allow you to capture funds if the buyer's account is restricted, locked, or a fraudulent case occurs, or if your account has a high restriction level. You can use Authorization & Capture only when your account has a low restriction level.

The honor period and authorization period for authorizations are described below:

- If you attempt to capture funds outside the honor period, PayPal applies best efforts to capture funds. However, funds may not be available at that time.
- The accounts of buyers and merchants cannot be closed if there is a pending (unsettled) authorization.

Supported PayPal Payment Products

You can use Authorization & Capture with the PayPal products listed in [Table 8.1 , “PayPal Products Supporting Authorization & Capture.”](#)

By default, these products assume that a transaction is a final sale. You must explicitly specify that a transaction is a basic or order authorization.

NOTE: You must capture and void orders and order authorizations using the Authorization & Capture APIs. That is, you cannot process order authorizations on the PayPal website (<https://www.paypal.com>). The PayPal website supports processing only basic authorizations, not order authorizations.

TABLE 8.1 PayPal Products Supporting Authorization & Capture

Product	Typical Usage
Website Payments	<code>paymentaction="authorization"</code>
Buy Now	<code>paymentaction="authorization"</code>
Donations	<code>paymentaction="authorization"</code>
Shopping carts	<code>paymentaction="authorization"</code>

Basic Authorization & Capture Scenarios

Included here are examples of some common scenarios you might encounter when implementing basic authorizations and captures.

Capturing A Single Authorization

If you have authorized a transaction, you need to capture the funds in order to receive payment.

NOTE: PayPal recommends that you capture payments within three days of the original authorization.

To initiate a capture:

1. Go to the History of your account on <https://www.paypal.com>.
2. Click the **Capture** button associated with the transaction.
3. Review the information on the Capture Funds page, enter the amount to capture, and then click the **Capture Funds** button.

The funds are transferred to your account.

Batch Capturing Multiple Authorizations

On <https://www.paypal.com>, you can initiate the capture of an entire group of authorized transactions at the same time. This feature is known as *batch capture*.

To capture a batch of authorized transactions:

1. Go to the History of your account on <https://www.paypal.com>.
2. Click the **Capture** button associated with any transaction.

Recent Activity All Activity										
Your Recent Activity displays the last day of account activity.										
File	Type	To/From	Name/Email/Phone	Date	Status	Details	Action	Amount (\$)	Fee	...
<input type="checkbox"/>	Authorization	From	Joseph Evans	Aug. 27, 2010	Pending	Details	Capture	\$10.00 USD		...
<input type="checkbox"/>	Authorization	From	Joseph Evans	Aug. 27, 2010	Pending	Details	Capture	\$10.00 USD		...

3. On the displayed page, click the **Batch Capture** link that is located in the introductory paragraph.

Capture Funds

Enter the capture details below to move funds from your buyer's account to your account. To capture multiple transactions at once, use [Batch Capture](#) tool.

Authorization ID: 86705136G28309319

4. On the displayed page, either use the dropdown menu to choose a defined date or date range, or enter a specific date range in the provided fields.

Batch Capture

Specify a date range and click Search to view transactions that can be captured. View your completed captures in [Batch Capture Reports](#).

Show Transactions:	<input type="radio"/>	Period:	Show All			
	<input checked="" type="radio"/>	From:	<input type="text"/> / <input type="text"/> / <input type="text"/>	To:	<input type="text"/> / <input type="text"/> / <input type="text"/>	
		Month	Day	Year	Month	Day
						Year
						<input type="button" value="Search"/>

- On the displayed page, check the authorizations you want to capture, set their capture amount, choose whether you will make an additional capture later, and optionally enter a note to the buyer.

Pending Authorizations from Aug. 27, 2010 to Aug. 27, 2010						
<input checked="" type="checkbox"/>	Date	Authorization ID / Buyer Name	Authorization Amount Remaining	Capture Amount	Additional capture	Note to Buyer
<input checked="" type="checkbox"/>	Aug. 27, 2010	86705136G28309319 Joseph Evans	\$10.00 USD	8.25	Yes	
<input checked="" type="checkbox"/>	Aug. 27, 2010	8J552685A333620B Joseph Evans	\$10.00 USD	10.00	Yes No	
<input checked="" type="checkbox"/>	Aug. 27, 2010	6UG76354LN348310V Joseph Evans	\$10.00 USD	10.00	No	
<input checked="" type="checkbox"/>	Aug. 27, 2010	1WT84122XW187811S Joseph Evans	\$10.00 USD	10.00	No	
<input checked="" type="checkbox"/>	Aug. 27, 2010	0MG93653R9520720D Joseph Evans	\$10.00 USD	10.00	No	
<input checked="" type="checkbox"/>	Aug. 27, 2010	3WP42389AH094101E Joseph Evans	\$10.00 USD	10.00	No	
check all - clear all						

- Review the capture transactions, make any desired changes, and submit them for processing.

Voiding an Authorization

If you initiated an authorization and now want to refund the buyer, you need to void the authorization. Once you void an authorization, you cannot capture any funds associated with the authorization, and the funds are returned to the buyer.

NOTE: Voiding an authorization cancels the entire open amount.

You can initiate a void in the following cases:

- The authorization is pending
- The authorized amount was captured at less than 100%

To void an authorization:

1. Click the **Void** button associated with the authorization.
2. Confirm the void details on the **Void Authorization** page, and then click the **Void** button.

NOTE: PayPal recommends that you explain any unique circumstance to your buyer in the Note field.

PayPal sends the buyer an email with the details of the voided authorization.

Capture Within 3 Days

1. Your buyer orders a camera from your website.
2. Your buyer enters payment information and authorizes payment.
3. Send your buyer to PayPal using a hosted flow, specifying the variable paymentaction=authorization
4. PayPal initiates the authorization.
5. On day 3, you ship the camera and capture funds.

After you have captured funds, your Transaction Details shows the transaction with a Completed status.

FIGURE 8.1 Transaction Details – Completed Transaction

Transaction Details						
Web Accept Payment Received (ID # 6P775734WM9600006)						
Original Authorization						
Date	Type	Status	Details	Gross	Fee	Net
Aug. 1, 2011	Authorization From bus	Completed	Details	\$100.00 USD
Related Transaction						
Date	Type	Status	Details	Gross	Fee	Net
Aug. 3, 2011	Payment From bus	Completed	...	\$100.00 USD	-\$3.20 USD	\$96.80 USD
Total Funds Captured: \$100.00 USD						

Capture From 4 - 29 Days

1. Your buyer orders a DVD player from your website.
2. Send your buyer to PayPal using a hosted flow, specifying the variable paymentaction=authorization.

3. Your buyer enters payment information and authorizes payment.
4. PayPal initiates the authorization.
5. The DVD player is discontinued. You order a different DVD player from your vendor and notify your buyer of the change.
6. On day 14, the DVD player arrives from your vendor. Because the honor period has passed, you complete a reauthorization for payment. You ship the DVD player and complete the final capture.

Your Transaction Details shows that the transaction has been completed.

FIGURE 8.2 Transaction Details – Reauthorization, Final Capture

Transaction Details						
Web Accept Payment Received (ID # 26S82076L4851981N)						
Original Authorization						
Date	Type	Status	Details	Gross	Fee	Net
Jul. 19, 2011	Authorization From bus	Completed	Details	\$100.00 USD
Related Transactions						
Date	Type	Status	Details	Gross	Fee	Net
Aug. 1, 2011	Reauthorization From bus	Completed	Details	\$75.00 USD
Aug. 1, 2011	Payment From bus	Completed	...	\$75.00 USD	-\$2.48 USD	\$72.52 USD
Total Funds Captured: \$0.00 USD						

One Authorization, Multiple Captures, and a Refund

1. Your buyer orders two textbooks and a keyboard from your website.
2. Your buyer enters payment information and authorizes payment.
3. Send your buyer to PayPal using a hosted flow, specifying the variable paymentaction=authorization.
4. PayPal initiates the authorization.
5. One textbook and the keyboard are out of stock. You order additional inventory from your vendors. You ship the in-stock textbook and capture the first partial capture on day 6.
6. You receive the second textbook from the vendor. You ship the textbook and capture the second partial capture on day 11.
7. You receive the keyboard from the vendor. You reauthorize for payment on day 19.

8. Your buyer files a complaint that the textbook from the first shipment is damaged. You issue a partial refund for the first capture.

Your Transaction Details shows the following:

FIGURE 8.3 Transaction Details – Partial Capture, Reauthorization, Refund

Transaction Details						
Authorization (ID # 48W34161GT1537504)						
Original Authorization						
Date	Type	Status	Details	Gross	Fee	Net
Jan. 21, 2012	Authorization From bus	Pending	...	\$100.00 USD
Related Transactions						
Date	Type	Status	Details	Gross	Fee	Net
Jan. 26, 2012	Payment From bus	Completed	Details	\$25.50 USD	-\$1.04 USD	\$24.46 USD
Jan. 31, 2012	Payment From bus	Completed	Details	\$15.75 USD	-\$0.76 USD	\$14.99 USD
Feb. 8, 2012	Reauthorization From bus	Pending	Details	\$55.25 USD
Feb. 8, 2012	Payment From bus	Refunded	Details	\$25.25 USD	-\$1.03 USD	\$24.22 USD
Feb. 8, 2012	Refund To bus	Completed	Details	-\$20.00 USD	\$0.58 USD	-\$19.42 USD
Total Funds Captured: \$41.25 USD						

Lower Capture Amount

1. Your buyer orders a laser printer and a USB cable from your website.
2. Your buyer enters payment information and authorizes payment.
3. Send your buyer to PayPal using a hosted flow, specifying the variable paymentaction=authorization.
4. PayPal initiates the authorization.
5. Before you process the transaction, your buyer contacts you and requests to cancel the USB cable from the order.
6. On day 6, you ship the laser printer and complete a partial capture for an amount less than the original authorization amount.
7. You complete a void on the funds remaining on the authorization.

Your Transaction Details shows the following:

FIGURE 8.4 Transaction Details — Partial Capture, Voided Transaction

Transaction Details							
Web Accept Payment Received (ID # 5G110511NP137493W)							
Original Authorization							
Date	Type	Status	Details	Gross	Fee	Net	
Feb. 19, 2011	Authorization From bus	Voided	Details	\$100.00 USD	
Related Transaction							
Date	Type	Status	Details	Gross	Fee	Net	
Feb. 24, 2011	Payment From bus	Completed	...	\$75.00 USD	-\$2.48 USD	\$72.52 USD	
Total Funds Captured: \$75.00 USD							

Capture Up to 115%

1. Your buyer places an order from your website.
2. Your buyer enters payment information and authorizes payment.
3. Send your buyer to PayPal using a hosted flow, specifying the variable `paymentaction=authorization`.
4. PayPal initiates the authorization.
5. You add shipping charges to the order and capture funds on day 1.

Your Transaction Details shows the completed transaction. The capture results in a total not greater than 115% of the original authorization.

FIGURE 8.5 Transaction Details — Capture up to 115%

Transaction Details						
Web Accept Payment Received (ID # 30N56883AP381802P)						
Original Authorization						
Date	Type	Status	Details	Gross	Fee	Net
Apr. 10, 2011	Authorization From bus	Completed	Details	\$100.00 USD
Related Transaction						
Date	Type	Status	Details	Gross	Fee	Net
Apr. 10, 2011	Payment From bus	Completed	...	\$115.00 USD	-\$3.64 USD	\$111.36 USD
Total Funds Captured: \$115.00 USD						

Authorization Expires

1. Your buyer orders a desktop computer from your website.
2. Your buyer enters payment information and authorizes payment.
3. Send your buyer to PayPal using a hosted flow, specifying the variable paymentaction=authorization.
4. PayPal initiates the authorization.
5. Before you process the transaction, your buyer contacts you to cancel the order.
6. You do not capture funds for the transaction.
7. The authorization expires.

Your Transaction Details shows the authorization with an Expired status.

FIGURE 8.6 Transaction Details – Expired Authorization

Transaction Details						
Web Accept Payment Received (ID # 9C144809Y43476015)						
Original Authorization						
Date	Type	Status	Details	Gross	Fee	Net
Mar. 3, 2010	Authorization From Nguyen Cleaners	Expired	Details	\$100.00 USD	\$0.00 USD	\$100.00 USD

Void

1. Your buyer orders a stereo system from your website.
2. Your buyer enters payment information and authorizes payment.
3. Send your buyer to PayPal using a hosted flow, specifying the variable paymentaction=authorization.
4. PayPal initiates the authorization.
5. Before you process the transaction, your buyer contacts you to cancel the order.
6. You void the transaction.

Your History shows the transaction with a Voided status.

FIGURE 8.7 History – Voided Transaction

The screenshot shows the PayPal History interface. On the left, there's a sidebar with 'Monthly Account Statements' and a 'Get Monthly Account Statements' button. On the right, there's a 'Reporting Tools' sidebar with links to 'Download My History', 'Merchant Sales Report', 'Advanced Search', and 'Transaction Disputes'. The main area has search filters: 'Show' set to 'All Activity - Advanced View', 'in' set to 'All Currencies', 'Within' set to 'The Past Day', and date ranges from 'From: 01 / 28 / 2005' to 'To: 02 / 27 / 2005'. A 'Search' button is below these filters. Below the filters is a section titled 'All Activity - Advanced View from Jan. 28, 2005 to Feb. 27, 2005' containing a table of transactions. The table has columns: Date, Type, To/From, Name/Email, Status, Details, Action, Gross, Fee, Net Amount, and Balance. One row is highlighted, showing a transaction from 'Feb. 27, 2005' for an 'Authorization' type from 'Nguyen Cleaners' with a status of 'Voided'.

Date	Type	To/From	Name/Email	Status	Details	Action	Gross	Fee	Net Amount	Balance
Feb. 27, 2005	Authorization	From	Nguyen Cleaners	Voided	Details		\$10.00 USD	\$0.00 USD	\$10.00 USD	\$292.82 USD

Reattempted Capture

1. Your buyer orders two sweatshirts from your website.
2. Your buyer enters payment information and authorizes payment.
3. Send your buyer to PayPal using a hosted flow, specifying the variable `paymentaction=authorization`.
4. PayPal initiates the authorization.
5. On day 3, you attempt to capture funds, but the capture fails. You receive an error message similar to the following:

We are sorry, we cannot process the settlement at this time.

There was a restriction on the buyer's account.

6. You contact the buyer to resolve the problem.
7. Your buyer resolves the account problem.
8. You reattempt and successfully capture funds. You ship the order to your buyer.

NOTE: The reauthorization scenario is similar to the Reattempted Capture scenario, as detailed above.

Recommendations for Best Use of Authorization & Capture

Here are recommendations to ensure the best experience for buyers and to get the most from Authorization & Capture.

Capturing Funds on Basic Authorizations

PayPal recommends that you capture funds within the honor period of three days because PayPal will honor the funds for a 3-day period after the basic authorization. If you attempt to capture funds after the three-day period and the authorization fails, your request to capture funds may be declined.

After day 4 of the authorization period, you can initiate a reauthorization, which will start a new three-day honor period. However, it will not extend the original authorization period past 29 days. For example, if you successfully complete a reauthorization on day 29 of the authorization period, funds will only be honored until the end of the 29th day, and a new three-day honor period will start but not extend beyond day 29.

You should capture funds within 24 hours after you ship your buyer's order.

Buyer Approval for Basic Authorizations

A buyer-initiated authorization allows you to capture funds from the buyer's account up to 115% of the originally authorized amount (not to exceed an increase of \$75 USD) and up to \$10,000 USD.

IMPORTANT: If you want to update any details of the purchase that change the original authorization amount, PayPal requires that you obtain consent from the buyer at the time of purchase or at the time of capture.

Voiding Basic Authorizations

You should void an authorization if the authorization or reauthorization will not be used. Voiding the authorization unlocks the temporary hold placed on your buyer's funding sources.

9

Issuing Refunds

When you issue a refund, the gross amount of the refund is sent to the buyer. The gross amount equals the net amount of the original transaction plus the refunded fee from PayPal.

Gross Amount = Net Amount + Refund Fee

Refunding Within 60 Days of Payment

You can refund the entire amount of a transaction or portions of it. If you issue a refund within 60 days, the original transaction fee for receiving the payment is credited to your account. For partial refunds, you are credited a percentage of the original transaction fee based on the refunded amount.

To issue a refund within 60 days:

1. Log in to your PayPal account.
2. Click the **History** subtab.
3. Find the payment transaction you want to refund.
4. Click the **Details** link for the transaction.
5. Click the **Refund Payment** link on the **Transaction Details** page.
6. Enter the refund amount and click the **Submit** button.
7. Confirm the refund amount and click the **Process Refund** button.

If you refund a pending eCheck payment, no fees are charged because the pending payment is effectively canceled.

Refunding After 60 Days

When you issue a refund after 60 days, your original transaction fee for receiving the payment is not credited to your account.

To issue a refund after 60 days:

1. Log in to your PayPal account.
2. Click the **Send Money** tab.
3. Enter the required information.

4. Click the **Continue** button.
5. Review the information on the confirmation page, and click the **Send Money** button to complete the refund.

The PayPal Sandbox can be used to test the following functionality:

- **Buy Now buttons** – Test single-item payments.
For more information, see [Chapter 1, “Single-Item Payments – Buy Now Buttons.”](#)
- **Subscribe buttons** – Test recurring payments.
For more information, see [Chapter 3, “Recurring Payments – Subscribe Buttons.”](#)
- **Donate buttons** – Test contribution payments.
For more information, see [Chapter 2, “Contribution Payments – Donate Buttons.”](#)
- **Shopping Cart buttons** – Test multiple-item payments in a single purchase transaction.
For more information, see [Chapter 4, “The PayPal Shopping Cart – Add to Cart and View Cart Buttons.”](#)
- **Refunds** – Test the refunding of money paid by PayPal members.
For more information, see [Chapter 9, “Issuing Refunds.”](#)
- **Payment Data Transfer** – Test your identity token, return URL, and Payment Data Transfer settings.
For more information about implementing Payment Data Transfer, see the [Order Management Integration Guide](#).
- **Instant Payment Notification** – Test Instant Payment Notification messages for payments and reversals
Instant Payment Notification messages in the Sandbox environment include the special `ipn_test` variable, set to the value 1. This variable lets your code differentiate between Instant Payment Notification messages in the Sandbox and Instant Payment Notification messages from the live PayPal website. Use the `ipn_test` variable to develop scripts that work in both situations.

IMPORTANT: Instant Payment Notification messages that come from the Sandbox cannot be verified against the live PayPal website, and Instant Payment Notification messages that come from the live PayPal website cannot be verified against the Sandbox.

For more information about implementing Instant Payment Notification, see the [Order Management Integration Guide](#).

- **Simulated transactions** – Test scenarios, such as successful and failed eChecks.
To test in the Sandbox, create a Developer Central account. Then create multiple PayPal test accounts for buyers and merchants so that you can simulate different scenarios.

IMPORTANT: The Sandbox does not process real money.

For more information, see the [*Sandbox User Guide*](#).

This chapter describes in technical terms the basic functionality of Website Payments Standard and its use of HTML Forms. Use the information in this chapter as a guide to writing the HTML code yourself for Website Payments Standard payment buttons. A wide variety of HTML authoring tools exist. This guide does not describe all the possibilities.

People who pay you through Website Payments Standard interact with HTML forms and hidden HTML input variables that you place on your website. When someone clicks a payment button in an HTML form on a webpage, the form submits the variables and their values to PayPal. You set the values of the variables to produce the desired effect, such as invoking the Buy Now, the Donate, the Subscribe, or the PayPal Shopping Cart checkout experience and various other PayPal features.

NOTE: The PayPal website offers tools that let you create the HTML code for Buy Now, Donate, Subscribe, and PayPal Shopping Cart buttons. For more information, see Chapter 1, “Single-Item Payments – Buy Now Buttons”, Chapter 2, “Contribution Payments – Donate Buttons”, Chapter 3, “Recurring Payments – Subscribe Buttons”, and Chapter 4, “The PayPal Shopping Cart – Add to Cart and View Cart Buttons”.

Form Attributes – ACTION and METHOD

The FORM tag includes two required attributes, `action` and `method`, which always looks like this:

```
<FORM action="https://www.paypal.com/cgi-bin/webscr" method="post">
```

IMPORTANT: Do not change these values. These attributes are required for all Buy Now buttons, shopping cart buttons, and Donate buttons.

Hidden Input Variables

HTML input variables in a PayPal Website Payments Standard FORM are always hidden from the payer’s view. They have the following general format:

```
<INPUT TYPE="hidden" name="variableName" value="allowedValue">
```

The `variableName` is any of the variables described in Appendix A, “HTML Variables for Website Payments Standard,” and the `allowedValue` is any of the values detailed for those variables.

Specifying the Kind of Payment Button – cmd

The cmd variable is always required in a FORM. Its value determines which Website Payments Standard checkout experience you are using to obtain payment.

TABLE 11.1 Allowed Values for cmd Variable

Value of cmd	Description
_xclick	The button that the person clicked was a Buy Now button
_donations	The button that the person clicked was a Donate button
_xclick-subscriptions	The button that the person clicked was a Subscribe button.
_cart	For shopping cart purchases; these additional variables specify the kind of shopping cart button or command: <ul style="list-style-type: none"> • add – Add to Cart buttons • display – View Cart buttons • upload – The Cart Upload command

The input tag looks like one of the following:

- **Buy Now buttons** – <INPUT TYPE="hidden" name="cmd" value="_xclick">
- **Donate buttons** – <INPUT TYPE="hidden" name="cmd" value="_donations">
- **Subscribe buttons** – <INPUT TYPE="hidden" name="cmd" value="_xclick-subscriptions">
- **Shopping cart buttons** – <INPUT TYPE="hidden" name="cmd" value="_cart">

IMPORTANT: These INPUT tags are required exactly as shown above. Do not alter them.

Variations on Basic Variables

This section highlights some useful miscellaneous ideas about Website Payments Standard FORM variables.

The HTML variables interact in various ways. Sometimes their effect is cumulative, sometimes they can cancel each other out, sometimes a variable requires that you also set another variable. These interactions are detailed in the descriptions of the variables in [Appendix A, “HTML Variables for Website Payments Standard”](#) and [Appendix B, “Address Handling \(U.S. Merchants Only\).”](#)

Record Keeping with Passthrough Variables

Some variables are exclusively for your own use, such as order management. PayPal returns the values that you send through Instant Payment Notification exactly as you sent them. For

this reason, they are called *passthrough* variables. Their values are not recorded or used by PayPal.

The following are passthrough variables:

- custom
- item_number or item_number_x
- invoice

Setting the Character Set – charset

You can use the `charset` HTML variable to specify the character set or character encoding of the data you collect in your website forms and send to PayPal. PayPal sends data to you in the same character set or encoding you specify with the `charset` variable. For example, the following `INPUT` tag sets the encoding to UTF-8:

```
<INPUT TYPE="hidden" name="charset" value="utf-8">
```

TABLE 11.2 Character Sets and Encoding Schemes Supported by PayPal

Big5 (Traditional Chinese in Taiwan)	ISO-2022-JP	ISO-8859-8	UTF-16BE	US-ASCII	windows-1258
EUC-JP	ISO-8859-1	ISO-8859-13	UTF16_Platform	windows-1251	(Thai)
EUC-KR	(Western European Languages)	ISO-8859-15	UTF16_OppositeEndian	windows-1252	windows-949
EUC-TW	ISO-8859-2	KOI-R	UTF16_OppositeEndian	windows-1253	(Korean)
gb2312 (Simplified Chinese)	ISO-8859-3	(Cyrillic)	UTF-32	windows-1254	x-mac-greek
gbk	ISO-8859-4	Shift_JIS	UTF-32BE	windows-1255	x-mac-turkish
HZ-GB-2312 (Traditional Chinese in Hong Kong)	ISO-8859-5	UTF-7	UTF-32LE	windows-1256	x-mac-centraleuroman
ibm-862 (Hebrew with European characters)	ISO-8859-6	UTF-8	UTF32_Platform	windows-1257	x-mac-cyrillic
ISO-2022-CN	ISO-8859-7	UTF-16	mEndian	ebcdic-cp-us	ibm-1047

Setting The Return URL on Individual Transactions

With Auto Return turned on in your account profile, you can set the value of the return URL on each individual transaction to override the value that you have stored on PayPal. For example, you might want to return the payer's browser to a URL on your site that is specific to that payer, perhaps with a session ID or other transaction-related data included in the URL.

To set the return URL for a transaction, include the `return` variable in the HTML FORM:

```
<INPUT TYPE="hidden" NAME="return" value="URLspecificToThisTransaction">
```

Desired Currency on Individual Transactions

Use the `currency_code` variable on individual transactions to specify the currency of the payment:

```
<INPUT TYPE="hidden" NAME="currency_code" value="CurrencyCode">
```

The value of `currency_code` must be a code from [Table 7.6, “Currencies Allowed for Transactions and Balances,” on page 316](#).

NOTE: If the `currency_code` variable is not included, the currency USD is used.

Using HTML Variables With Saved Payment Buttons

When you create payment buttons on the PayPal website and save them in your PayPal account, PayPal generates HTML code for the saved button. You must add this generated code to your website. Otherwise, buyers have nothing to click on.

Most features of the button, such as item name and amount, are saved with the button in the PayPal account. Therefore, PayPal generates much simpler code for saved buttons than for other buttons, as the following example shows.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

    <!-- Saved buttons use the "secure click" command -->
    <input type="hidden" name="cmd" value="_s-xclick">

    <!-- Saved buttons are identified by their button IDs -->
    <input type="hidden" name="hosted_button_id" value="221">

    <!-- Saved buttons display an appropriate button image. -->
    <input type="image" name="submit" border="0"
        src="https://www.paypal.com/en_US/i/btn/btn_buynow_LG.gif"
        alt="PayPal - The safer, easier way to pay online">
    

</form>
```

IMPORTANT: Do not write HTML button code for saved payment buttons yourself. The value for the `hosted_button_id` variable is generated solely by PayPal. Results are unpredictable if you use your own value.

You should not write HTML button code for saved buttons. Always use the code that PayPal generates. However, you can enhance the generated code for saved buttons by adding hidden HTML variables that do not affect the transaction amount. For example, you can enhance saved buttons with prepopulation variables, as described in [“Prepopulating FORMs” on page 341](#).

Prepopulating FORMs

With Account Optional turned on in your account profile, you can accept payments from people without a PayPal account. However, checking out with PayPal is often faster than forcing people to re-enter information that is stored on PayPal. For repeat customers, it is to your advantage to get people to sign up for their own PayPal accounts.

During a payment transaction, you can prepopulate a FORM by including HTML input variables specifically for this purpose. A complete description of these variables is found in “[HTML Variables for Prepopulating PayPal Checkout Pages](#)” on page 361.

For a detailed description of how prepopulated forms and other settings affect the PayPal billing and shipping addresses, see [Appendix B, “Address Handling \(U.S. Merchants Only\)”](#).

Sample HTML for FORM Prepopulation

The following sample HTML code shows the optional prepopulation fields with the required variables in payment buttons. Your website dynamically generates the field entries from information that your website gathered about the payer and includes the fields and their values in the URL to which payers are sent when they click a payment button.

EXAMPLE 11.1 HTML Code for FORM Prepopulation

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
  <input type="hidden" name="cmd" value="_cart">
  <input type="hidden" name="business" value="seller@designerfotos.com">
  <input type="hidden" name="item_name" value="hat">
  <input type="hidden" name="item_number" value="123">
  <input type="hidden" name="amount" value="15.00">
  <input type="hidden" name="first_name" value="John">
  <input type="hidden" name="last_name" value="Doe">
  <input type="hidden" name="address1" value="9 Elm Street">
  <input type="hidden" name="address2" value="Apt 5">
  <input type="hidden" name="city" value="Berwyn">
  <input type="hidden" name="state" value="PA">
  <input type="hidden" name="zip" value="19312">
  <input type="hidden" name="night_phone_a" value="610">
  <input type="hidden" name="night_phone_b" value="555">
  <input type="hidden" name="night_phone_c" value="1234">
  <input type="image" name="submit" border="0"
    src="https://www.paypal.com/en_US/i/btn/btn_buynow_LG.gif"
    alt="PayPal - The safer, easier way to pay online">
</form>
```

Overriding Addresses Stored With PayPal

For people who already have PayPal accounts and whom you already prompted for a shipping address before they choose to pay with PayPal, you can use the entered address instead of the address the person has stored with PayPal. Set the `address_override` variable to 1, as in the following example:

```
<INPUT TYPE="hidden" name="address_override" value="1">
```

You must also include FORM variables that contain the person's address information, as detailed in “[HTML Variables for Prepopulating PayPal Checkout Pages](#)” on page 361.”

The payer is shown the passed-in address but cannot edit it. No address is shown if the address is not valid, such as missing required fields like country, or if the address is not included at all.

For a detailed description of how overriding the address and other settings affect the PayPal billing and shipping addresses, see [Appendix B, “Address Handling \(U.S. Merchants Only\)”](#).

Sample HTML for Overriding Addresses Stored With PayPal

The following HTML code shows the `address_override` variable in conjunction with the prepopulation variables for overriding a payer's address that is stored with PayPal.

EXAMPLE 11.2 HTML for Overriding Addresses Stored With PayPal

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_xclick">
<input type="hidden" name="business" value="seller@designerfotos.com">
<input type="hidden" name="item_name"
      value="Memorex 256MB Memory Stick">
<input type="hidden" name="item_number" value="MEM32507725">
<input type="hidden" name="amount" value="3">
<input type="hidden" name="tax" value="1">
<input type="hidden" name="quantity" value="1">
<input type="hidden" name="no_note" value="1">
<input type="hidden" name="currency_code" value="USD">

<!-- Enable override of payer's stored PayPal address. --&gt;
&lt;input type="hidden" name="<b>address_override" value="1">

<!-- Set prepopulation variables to override stored address. --&gt;
&lt;input type="hidden" name="<b>first_name" value="John">
<input type="hidden" name="last_name" value="Doe">
<input type="hidden" name="address1" value="345 Lark Ave">
<input type="hidden" name="city" value="San Jose">
<input type="hidden" name="state" value="CA">
<input type="hidden" name="zip" value="95121">
<input type="hidden" name="country" value="US">

<input type="image" name="submit" border="0"
```

```

src="https://www.paypal.com/en_US/i/btn/btn_buynow_LG.gif"
alt="PayPal - The safer, easier way to pay online">
</form>

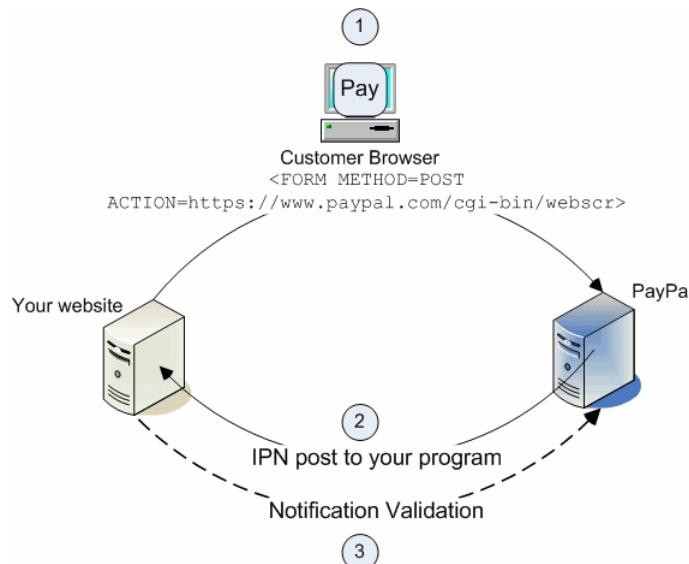
```

Instant Payment Notification – notify_url

Instant Payment Notification consists of three parts:

1. Someone pays you.
2. PayPal POSTs FORM variables to a URL you specify that runs a program to process the variables.
3. You validate the notification.

FIGURE 11.1 How IPN Works – Three General Steps



1. A payment or a refund triggers IPN. This payment can be via Website Payments Standard FORMs or via the PayPal Web Services APIs for Express Checkout, MassPay, or RefundTransaction. If the payment has a “Pending” status, you receive another IPN when the payment clears, fails, or is denied.
2. PayPal posts HTML FORM variables to a program at a URL you specify. You can specify this URL either in your account profile or with the `notify_url` variable on each transaction. This post is the heart of IPN. Included in the notification is the payment information, such as the payer’s name and the amount paid. All possible variables in IPN posts are detailed in the [Order Management Integration Guide](#). When your server receives a notification, it must process the incoming data.
3. Your server must then validate the notification to ensure that it is legitimate. For details, see the [Order Management Integration Guide](#).

A

HTML Variables for Website Payments Standard

This appendix provides reference information for all HTML variables supported for use with Buy Now, Donation, Subscribe, Add to Cart, and View Cart buttons, as well as HTML variables supported the Cart Upload command.

Read the following topics to learn about the kinds of HTML variables that you can use:

- “[Technical HTML Variables](#)” on page 345
- “[HTML Variables for Individual Items](#)” on page 347
- “[HTML Variables for Payment Transactions](#)” on page 351
- “[HTML Variables for Shopping Carts](#)” on page 353
- “[HTML Variables for Subscribe Buttons](#)” on page 356
- “[HTML Variables for Displaying PayPal Checkout Pages](#)” on page 358
- “[HTML Variables for Prepopulating PayPal Checkout Pages](#)” on page 361

Technical HTML Variables

Technical HTML variables control how PayPal responds technically when people click Buy Now, Donation, Subscribe, Add to Cart, and View Cart buttons or when third party or custom carts initiate payment processing with the Cart Upload command. They also control how your buttons interact with special PayPal features.

TABLE A.1 Allowable Values for the cmd HTML Variable

Value of cmd	Description
_xclick	The button that the person clicked was a Buy Now button.
_donations	The button that the person clicked was a Donate button.
_xclick-subscriptions	The button that the person clicked was a Subscribe button.
_oe-gift-certificate	The button that the person clicked was a Buy Gift Certificate button.
_cart	For shopping cart purchases; these additional variables specify the kind of shopping cart button that the person clicked: <ul style="list-style-type: none">• add – Add to Cart buttons for the PayPal Shopping Cart• display – View Cart buttons for the PayPal Shopping Cart• upload – The Cart Upload command for third party carts

TABLE A.1 Allowable Values for the cmd HTML Variable

Value of cmd	Description
_s-xclick	The button that the person clicked was protected from tampering by using encryption, or the button was saved in the merchant's PayPal account. PayPal determines which kind of button was clicked by decoding the encrypted code or by looking up the saved button in the merchant's account.

TABLE A.2 HTML Variables for Special PayPal Features

Name	Required or Optional	Description	Character Length
notify_url	Optional	The URL to which PayPal posts information about the transaction, in the form of Instant Payment Notification messages.	255
		For more information about Instant Payment Notification, see the Order Management Integration Guide .	
hosted_button_id	Required for buttons that have been saved in PayPal accounts; otherwise, not allowed.	The identifier of a button that was saved in a merchant's PayPal account. Allowable values are assigned by PayPal when payments buttons are first created and saved merchants' PayPal accounts.	See description.
		NOTE: A merchant's PayPal account can have a maximum of 1,000 saved payment buttons.	

HTML Variables for Individual Items

HTML variables for individual items specify information about a product or service for Buy Now and Add to Cart buttons, or they specify information about a contribution for Donate buttons.

TABLE A.3 HTML Variables – Item Information

Name	Required or Optional	Description	Character Length
amount	See description.	The price or amount of the product, service, or contribution, not including shipping, handling, or tax. If omitted from Buy Now or Donate buttons, payers enter their own amount at the time of payment. <ul style="list-style-type: none"> • Required for Add to Cart buttons • Optional for Buy Now and Donate buttons • Not used with Subscribe or Buy Gift Certificate buttons 	
item_name	See description.	Description of item. If omitted, payers enter their own name at the time of payment. <ul style="list-style-type: none"> • Optional for Buy Now, Donate, Subscribe and Add to Cart buttons • Not used with Buy Gift Certificate buttons 	127
item_number	Optional	Pass-through variable for you to track product or service purchased or the contribution made. The value you specify passed back to you upon payment completion.	127
quantity	Optional	Number of items. If profile-based shipping rates are configured with a basis of quantity, the sum of quantity values is used to calculate the shipping charges for the transaction. PayPal appends a sequence number to uniquely identify the item in the PayPal Shopping Cart (e.g., quantity1, quantity2). <p>NOTE: The value for quantity must be a positive integer. Null, zero, or negative numbers are not allowed.</p>	
shipping	Optional	The cost of shipping this item. If you specify shipping and shipping2 is not defined, this flat amount is charged regardless of the quantity of items purchased. <p>This use of the shipping variable is valid only for Buy Now and Add to Cart buttons.</p> <p>Default – If profile-based shipping rates are configured, buyers are charged an amount according to the shipping methods they choose.</p>	

TABLE A.3 HTML Variables – Item Information

Name	Required or Optional	Description	Character Length
shipping2	Optional	The cost of shipping each additional unit of this item. If omitted and profile-based shipping rates are configured, buyers are charged an amount according to the shipping methods they choose. Valid only for Buy Now and Add to Cart buttons.	
tax	Optional	Transaction-based tax override variable. Set this to a flat tax amount to apply to the transaction regardless of the buyer's location. This value overrides any tax settings set in your account profile. Valid only for Buy Now and Add to Cart buttons. Default – Profile tax settings, if any, apply.	
tax_rate	Optional	Transaction-based tax override variable. Set this to a percentage that will be applied to amount multiplied the quantity selected during checkout. This value overrides any tax settings set in your account profile. Allowable values are numbers 0.001 through 100. Valid only for Buy Now and Add to Cart buttons. Default – Profile tax settings, if any, apply.	6
undefined_quantity	Optional	1 – allows buyers to specify the quantity. <ul style="list-style-type: none"> • Optional for Buy Now buttons • Not used with other buttons 	1
weight	Optional	Weight of items. If profile-based shipping rates are configured with a basis of weight, the sum of weight values is used to calculate the shipping charges for the transaction.	
weight_unit	Optional	The unit of measure if weight is specified. Allowable values: <ul style="list-style-type: none"> • lbs • kgs The defaults is lbs.	
on0	Optional	First option field name and label. The os0 variable contains the corresponding value for this option field. For example, if on0 is size, os0 could be large. <ul style="list-style-type: none"> • Optional for Buy Now, Subscribe, and Add to Cart buttons • Not used with Donate or Buy Gift Certificate buttons 	64
on1	Optional	Second option field name and label. The os1 variable contains the corresponding value for this option field. For example, if on1 is color then os1 could be blue. You can specify a maximum of 7option field names (6 with Subscribe buttons) by incrementing the option name index (on0 through on6). <ul style="list-style-type: none"> • Optional for Buy Now, Subscribe, and Add to Cart buttons • Not used with Donate or Buy Gift Certificate buttons 	64

TABLE A.3 HTML Variables – Item Information

Name	Required or Optional	Description	Character Length
os0	Optional	<p>Option selection of the buyer for the first option field, on0. If the option field is a dropdown menu or a set of radio buttons, each allowable value should be no more than 64 characters. If buyers enter this value in a text field, there is a 200-character limit.</p> <p>NOTE: The option field on0 must also be defined. For example, it could be size.</p> <p>For priced options, include the price and currency symbol in the text of the option selections, as the following sample code shows:</p> <pre><option value="small">small - \$10.00</option></pre> <p>Add a corresponding option_select0 and option_amount0 variable for each priced option. Priced options are supported only for Buy Now and Add to Cart buttons. Only one dropdown menu option selection can have priced options.</p> <ul style="list-style-type: none"> • Optional for Buy Now, Subscribe, and Add to Cart buttons • Not used with Donate or Buy Gift Certificate buttons 	64 or 200 See description.
os1	Optional	<p>Option selection of the buyer for the second option field, on1. If the option field is a dropdown menu or a set of radio buttons, each allowable value should be no more than 64 characters. If buyers enter this value in a text field, there is a 200-character limit.</p> <p>You can specify a maximum of 7 option selections (6 with Subscribe buttons) by incrementing the option selection index (os0 through os6). You can implement up to 5 option selections as dropdown menus and up to 2 option selections as test boxes.</p> <p>NOTE: A corresponding option field (on0 through on6) must be defined.</p> <ul style="list-style-type: none"> • Optional for Buy Now, Subscribe, and Add to Cart buttons • Not used with Donate or Buy Gift Certificate buttons 	64 or 200 See description.
option_index	See description.	<p>The cardinal number of the option field, on0 through on9, that has product options with different prices for each option. You must include option_index if the option field with prices is not on0.</p> <ul style="list-style-type: none"> • Optional for Buy Now and Add to Cart buttons • Not used with Donate, Subscribe, or Buy Gift Certificate buttons <p>Default – 0</p>	

TABLE A.3 HTML Variables – Item Information

Name	Required or Optional	Description	Character Length
option_select0	Optional	<p>For priced options, the value of the first option selection of the on0 dropdown menu. The values must match exactly, as the next sample code shows:</p> <pre><option value="small">small - \$10.00</option> ... <input type="hidden" name="option_select0" value="small"></pre> <ul style="list-style-type: none"> • Optional for Buy Now and Add to Cart buttons • Not used with Donate, Subscribe, or Buy Gift Certificate buttons 	64
option_amount0	Optional	<p>For priced options, the amount that you want to charge for the first option selection of the on0 dropdown menu. Use only numeric values; the currency is taken from the currency_code variable. For example:</p> <pre><option value="small">small - \$10.00 ... <input type="hidden" name="option_amount0" value="10.00"></pre> <ul style="list-style-type: none"> • Optional for Buy Now and Add to Cart buttons • Not used with Donate, Subscribe, or Buy Gift Certificate buttons 	64
option_select1	Optional	<p>For priced options, the value of the second option selection of the on0 dropdown menu. For example:</p> <pre>... <option value="medium">small - \$10.00</option> ... <input type="hidden" name="option_select" value="medium"></pre> <p>You can specify a maximum of ten option selections by incrementing the option selection index (option_select0 through option_select9).</p> <p>NOTE: A corresponding option selection in os0 must also be set.</p> <ul style="list-style-type: none"> • Optional for Buy Now and Add to Cart buttons • Not used with Donate, Subscribe, or Buy Gift Certificate buttons 	64

TABLE A.3 HTML Variables – Item Information

Name	Required or Optional	Description	Character Length
option_amount1	Optional	<p>For priced options, the amount that you want to charge for the second option selection of the on0 dropdown menu. For example:</p> <pre>... <option value="small">medium - \$15.00</option> ... <input type="hidden" name="option_amount1" value="15.00"></pre> <p>You can specify a maximum of ten option amounts by incrementing the option amount index (option_amount0 through option_amount9).</p> <p>NOTE: A corresponding option selection in os0 must also be set.</p> <ul style="list-style-type: none"> • Optional for Buy Now and Add to Cart buttons • Not used with Donate, Subscribe, or Buy Gift Certificate buttons 	64

HTML Variables for Payment Transactions

HTML variables for payment transactions provide information about entire transactions, regardless of the individual items involved with the payment. You can use these variables with Add to Cart buttons and the Cart Upload command.

TABLE A.4 HTML Variables for Payment Transactions

Name	Required or Optional	Description	Character Length
address_override	Optional	1 – The address specified in prepopulation variables overrides the PayPal member's stored address. See Table A.9, “HTML Variables for Prepopulating Checkout Pages With Payer Information.” The payer is shown the passed-in address but cannot edit it. No address is shown if the address is not valid, such as missing required fields like country, or is not included at all.,	1
currency_code	Optional	The currency of the payment. The default is USD. For allowable values, see Table 7.6, “Currencies Allowed for Transactions and Balances,” on page 316.	3

TABLE A.4 HTML Variables for Payment Transactions

Name	Required or Optional	Description	Character Length
custom	Optional	Passthrough variable never presented to the payer. Default – No variable is passed back to you.	256
handling	Optional	Handling charges. This is not quantity-specific. The same handling cost applies, regardless of the number of items on the order. Default – No handling charges are included.	
invoice	Optional	Passthrough variable you can use to identify your invoice number for this purchase. Default – No variable is passed back to you.	127
shipping	Optional	The cost of shipping the entire order contained in third-party shopping carts. This use of the <code>shipping</code> variable is valid only for the Cart Upload command. Default – If profile-based shipping rates are configured, buyers are charged an amount according to the shipping methods they choose.	
tax_cart	Optional	Cart-wide tax, overriding any individual item <code>tax_x</code> value	
weight_cart	Optional	If profile-based shipping rates are configured with a basis of weight, PayPal uses this value to calculate the shipping charges for the transaction. This value overrides the <code>weight</code> values of individual items.	
weight_unit	Optional	The unit of measure if <code>weight_cart</code> is specified. Allowable values: <ul style="list-style-type: none">• lbs• kgs The default value is <code>lbs</code> .	

HTML Variables for Shopping Carts

HTML variables for shopping carts can be used with Add to Cart buttons, as well as with third party shopping carts or custom carts that initiate payment processing with the Cart Upload command.

TABLE A.5 *HTML Variables for Shopping Carts*

Name	Required or Optional	Description	Character Length
add	See description	Add an item to the PayPal Shopping Cart. This variable must be set as follows: <code>add="1"</code> The alternative is the <code>display="1"</code> variable, which displays the contents of the PayPal Shopping Cart to the buyer. If both <code>add</code> and <code>display</code> are specified, <code>display</code> takes precedence.	1
amount	Required	Price of the item or the total price of all items in the shopping cart.	
business	Required	Your PayPal ID or an email address associated with your PayPal account. Email addresses must be confirmed.	
display	See description.	Display the contents of the PayPal Shopping Cart to the buyer. This variable must be set as follows: <code>display="1"</code> The alternative is the <code>add="1"</code> variable, which adds an item to the PayPal Shopping Cart. If both <code>add</code> and <code>display</code> are specified, <code>display</code> takes precedence.	1
handling_cart	Optional	Single handling fee to be charged cart-wide. If <code>handling_cart</code> is used in multiple Add to Cart buttons, the <code>handling_cart</code> value of the first item is used.	
item_name	Required	Name of the item or a name for the entire Shopping Cart	

HTML Variables for Website Payments Standard

HTML Variables for Shopping Carts

TABLE A.5 HTML Variables for Shopping Carts

Name	Required or Optional	Description	Character Length
paymentaction	Optional	<p>Indicates whether the transaction is payment on a final sale or an authorization for a final sale, to be captured later. Allowable values:</p> <ul style="list-style-type: none"> • sale • authorization • order <p>The default value is <code>sale</code>. Set the value to <code>authorization</code> to place a hold on the PayPal account for the authorized amount. Set the value to <code>order</code> to authorize the transaction without placing a hold on the PayPal account.</p> <p>For more information, see the Website Payments Pro Integration Guide.</p> <p>IMPORTANT: If you set <code>paymentaction</code> to <code>order</code>, you must use the Authorization & Capture API to authorize and capture the transaction payments. The merchant tools on the PayPal website let you capture payments only for authorizations, not for orders.</p>	
shopping_url	Optional	<p>The URL of the page on the merchant website that buyers return to when they click the Continue Shopping button on the PayPal Shopping Cart page.</p> <p>For more information, see “Sample HTML Code for Add to Cart Buttons that Continue Shopping on the Current Merchant Webpage” on page 236.</p>	
upload	See description	<p>Upload the contents of a third party shopping cart or a custom shopping cart.</p> <p>This variable must be set as follows:</p> <pre>upload="1"</pre> <p>The alternatives are the <code>add="1"</code> variable and the <code>display="1"</code> variable, which are used with the PayPal Shopping Cart.</p>	1

TABLE A.6 HTML Variables for Individual Items in Third Party Shopping Carts

Name	Required or Optional	Description	Character Length
amount_x	Required	Price of item #x. This is only required if you specify <code>upload="1"</code> .	
handling_x	Optional	The cost of handling for item #x.	

TABLE A.6 HTML Variables for Individual Items in Third Party Shopping Carts

Name	Required or Optional	Description	Character Length
item_name_x	Required	Name of item #x in the cart. Must be alphanumeric.	127
item_number_x	Optional	Passthrough variable for you to track order or other purchase. Default – No variable is passed back to you.	127
on0_x	Optional	First option field name for item #x	64
on1_x	Optional	Second option field name for item #x.	64
os0_x	Optional	First option selection for item #x. Requires that on0_x also be set.	200
os1_x	Optional	Second option selection for item #x. Requires that on1_x also be set.	200
quantity_x	Optional	Quantity of the item #x. If profile-based shipping rates are configured with quantity as the basis, the sum of all quantity_x values are used to calculate the shipping charges. NOTE: The value of quantity_x must be a positive integer. Null, zero, or negative numbers are not allowed.	
shipping_x	Optional	The cost of shipping #x. This variable excludes the item from automatic shipping calculations; the amount is added to the shipping charges calculated automatically on other items in the cart.	
tax_x	Optional	The tax amount for item #x. This variable excludes the item from automatic tax calculations; the amount is added to the taxes calculated automatically on other items in the cart.	
weight_x	Optional	The weight of item #x.	
weight_unit	Optional	The unit of measure if weight_x is specified. Allowable values: <ul style="list-style-type: none">• lbs• kgs The default is lbs.	

HTML Variables for Subscribe Buttons

HTML variables for Subscribe buttons set the terms of subscriptions and their recurring payments.

TABLE A.7 HTML Variables for Subscribe Buttons

Name	Required or Optional	Description	Character Length
business	Required	Your PayPal ID or an email address associated with your PayPal account. Email addresses must be confirmed.	
item_name	Optional	Description of item being sold (maximum 127 characters). If you are collecting aggregate payments, this can include a summary of all items purchased, tracking numbers, or generic terms such as “subscription.” If omitted, customer will see a field in which they have the option of entering an Item Name	
currency_code	Optional	The currency of prices for trial periods and the subscription. The default is USD. For allowable values, see Table 7.6, “Currencies Allowed for Transactions and Balances,” on page 316 .	3
a1	Optional	Trial period 1 price. For a free trial period, specify 0.	
p1	See description.	Trial period 1 duration. Required if you specify a1. Specify an integer value in the allowable range for the units of duration that you specify with t1.	2
t1	See description.	Trial period 1 units of duration. Required if you specify a1. Allowable values: <ul style="list-style-type: none">• D – for days; allowable range for p1 is 1 to 90• W – for weeks; allowable range for p1 is 1 to 52• M – for months; allowable range for p1 is 1 to 24• Y – for years; allowable range for p1 is 1 to 5	1
a2	Optional	Trial period 2 price. Can be specified only if you also specify a1.	
p2	See description.	Trial period 2 duration. Required if you specify a2. Specify an integer value in the allowable range for the units of duration that you specify with t2.	2
t2	See description.	Trial period 2 units of duration. Allowable values: <ul style="list-style-type: none">• D – for days; allowable range for p2 is 1 to 90• W – for weeks; allowable range for p2 is 1 to 52• M – for months; allowable range for p2 is 1 to 24• Y – for years; allowable range for p2 is 1 to 5	1
a3	Required	Regular subscription price.	

TABLE A.7 HTML Variables for Subscribe Buttons

Name	Required or Optional	Description	Character Length
p3	Required	Subscription duration. Specify an integer value in the allowable range for the units of duration that you specify with t3.	2
t3	Required	Regular subscription units of duration. Allowable values: <ul style="list-style-type: none"> • D – for days; allowable range for p3 is 1 to 90 • W – for weeks; allowable range for p3 is 1 to 52 • M – for months; allowable range for p3 is 1 to 24 • Y – for years; allowable range for p3 is 1 to 5 	1
src	Optional	Recurring payments. Subscription payments recur unless subscribers cancel their subscriptions before the end of the current billing cycle or you limit the number of times that payments recur with the value that you specify for srt. Allowable values: <ul style="list-style-type: none"> • 0 – subscription payments do not recur • 1 – subscription payments recur The default is 0.	1
srt	Optional	Recurring times. Number of times that subscription payments recur. Specify an integer above 1. Valid only if you specify src="1".	1
sra	Optional	Reattempt on failure. If a recurring payment fails, PayPal attempts to collect the payment two more times before canceling the subscription. Allowable values: <ul style="list-style-type: none"> • 0 – do not reattempt failed recurring payments • 1 – reattempt failed recurring payments before canceling The default is 0. For more information, see “Reattempting Failed Recurring Payments With Subscribe Buttons” on page 141 .	1
no_note	Required	Do not prompt payers to include a note with their payments. Allowable values for Subscribe buttons: <ul style="list-style-type: none"> • 1 – hide the text box and the prompt For Subscribe buttons, always include no_note and set it to 1.	1
custom	Optional	User-defined field which will be passed through the system and returned in your merchant payment notification email. This field will not be shown to your subscribers.	255
invoice	Optional	User-defined field which must be unique with each subscription. The invoice number will be shown to subscribers with the other details of their transactions	127

HTML Variables for Website Payments Standard

HTML Variables for Displaying PayPal Checkout Pages

TABLE A.7 HTML Variables for Subscribe Buttons

Name	Required or Optional	Description	Character Length
modify	Optional	<p>Modification behavior. Allowable values:</p> <ul style="list-style-type: none"> • 0 – allows subscribers to only create new subscriptions • 1 – allows subscribers to modify their current subscriptions or sign up for new ones • 2 – allows subscribers to only modify their current subscriptions <p>The default value is 0.</p> <p>For more information, see “Working With Modify Subscription Buttons” on page 134.</p>	1
usr_manage	Optional	<p>Set to 1 to have PayPal generate usernames and initial passwords for subscribers.</p> <p>For more information, see “Generating Usernames and Passwords With Subscribe Buttons” on page 139.</p>	1

HTML Variables for Displaying PayPal Checkout Pages

HTML variables for displaying PayPal checkout pages control how the pages appear and function.

TABLE A.8 HTML Variables for Displaying PayPal Checkout Pages

Name	Required or Optional	Description	Character Length
page_style	Optional	<p>The custom payment page style for checkout pages. Allowable values:</p> <ul style="list-style-type: none"> • paypal – use the PayPal page style • primary – use the page style that you marked as primary in your account profile • <i>page_style_name</i> – use the custom payment page style from your account profile that has the specified name <p>The default is primary if you added a custom payment page style to your account profile. Otherwise, the default is paypal.</p>	30
image_url	Optional	<p>The URL of the 150x50-pixel image displayed as your logo in the upper left corner of the PayPal checkout pages.</p> <p>Default – Your business name, if you have a Business account, or your email address, if you have Premier or Personal account.</p>	1,024

TABLE A.8 HTML Variables for Displaying PayPal Checkout Pages

Name	Required or Optional	Description	Character Length
cpp_header_image	Optional	The image at the top left of the checkout page. The image's maximum size is 750 pixels wide by 90 pixels high. PayPal recommends that you provide an image that is stored only on a secure (https) server. For more information, see " “Co-Branding the PayPal Checkout Pages” on page 267 ".	No limit
cpp_headerback_color	Optional	The background color for the header of the checkout page. Valid value is case-insensitive six-character HTML hexadecimal color code in ASCII.	6
cpp_headerborder_color	Optional	The border color around the header of the checkout page. The border is a 2-pixel perimeter around the header space, which has a maximum size of 750 pixels wide by 90 pixels high. Valid value is case-insensitive six-character HTML hexadecimal color code in ASCII.	6
cpp_payflow_color	Optional	The background color for the checkout page below the header. Valid value is case-insensitive six-character HTML hexadecimal color code in ASCII. NOTE: Background colors that conflict with PayPal's error messages are not allowed; in these cases, the default color is white.	6
cs	Optional	The background color of the checkout page. Allowable values: <ul style="list-style-type: none">• 0 – background color is white• 1 – background color is black The default is 0.	1
lc	Optional	The language of the login or sign-up page that subscribers see when they click the Subscribe button. If unspecified, the language is determined by a PayPal cookie in the subscriber's browser. If there is no PayPal cookie, the default language is U.S. English. For allowable values, see Appendix C, “Country Codes.”	2
no_note	Optional	Do not prompt payers to include a note with their payments. Allowable values: <ul style="list-style-type: none">• 0 – provide a text box and prompt for the note• 1 – hide the text box and the prompt The default is 0.	1
cn	Optional	Label that appears above the note field. This value is not saved and will not appear in any of your notifications. If omitted, the default label above the note field is “Add special instructions to merchant.” The cn variable is not valid with Subscribe buttons or if you include no_note="1".	90

TABLE A.8 HTML Variables for Displaying PayPal Checkout Pages

Name	Required or Optional	Description	Character Length
no_shipping	Optional	<p>Do not prompt payers for shipping address. Allowable values:</p> <ul style="list-style-type: none"> • 0 – prompt for an address, but do not require one • 1 – do not prompt for an address • 2 – prompt for an address, and require one <p>The default is 0.</p>	1
return	Optional	<p>The URL to which the payer's browser is redirected after completing the payment; for example, a URL on your site that displays a "Thank you for your payment" page.</p> <p>Default – The browser is redirected to a PayPal web page.</p>	1,024
rm	Optional	<p>Return method. The FORM METHOD used to send data to the URL specified by the return variable after payment completion.</p> <p>Allowable values:</p> <ul style="list-style-type: none"> • 0 – all shopping cart transactions use the GET method • 1 – the payer's browser is redirected to the return URL by the GET method, and no transaction variables are sent • 2 – the payer's browser is redirected to the return URL by the POST method, and all transaction variables are also posted <p>The default is 0.</p> <p>NOTE: The rm variable takes effect only if the return variable is also set.</p>	1
cbt	Optional	<p>Sets the text for the Return to Merchant button on the PayPal Payment Complete page. For Business accounts, the return button displays your business name in place of the word "Merchant" by default. For Donate buttons, the text reads "Return to donations coordinator" by default.</p> <p>NOTE: The return variable must also be set.</p>	60
cancel_return	Optional	<p>A URL to which the payer's browser is redirected if payment is cancelled; for example, a URL on your website that displays a "Payment Canceled" page.</p> <p>Default – The browser is redirected to a PayPal web page.</p>	1,024

HTML Variables for Prepopulating PayPal Checkout Pages

HTML variables for prepopulating PayPal checkout pages let you specify information about the payer.

TABLE A.9 HTML Variables for Prepopulating Checkout Pages With Payer Information

Name	Required or Optional	Description	Character Length
address1	Optional	Street (1 of 2 fields)	100
address2	Optional	Street (2 of 2 fields)	100
city	Optional	City	40
country	Optional	Sets shipping and billing country. For allowable values, see Appendix C, “Country Codes.”	2
first_name	Optional	First name	32
last_name	Optional	Last name	64
lc	Optional	Sets the payer’s language for the billing information/log-in page only. The default is US. For allowable values, see Appendix C, “Country Codes.”	2
charset	Optional	Sets the character encoding for the billing information/log-in page, for the information you send to PayPal in your HTML button code, and for the information that PayPal returns to you as a result of checkout processes initiated by the payment button. The default is based on the character encoding settings in your account profile. For allowable values, see “Setting the Character Set – charset” on page 339.	21
night_phone_a	Optional	The area code for U.S. phone numbers, or the country code for phone numbers outside the U.S. This will prepopulate the payer’s home phone number.	See description.
night_phone_b	Optional	The three-digit prefix for U.S. phone numbers, or the entire phone number for phone numbers outside the U.S., excluding country code. This will prepopulate the payer’s home phone number.	See description.
night_phone_c	Optional	The four-digit phone number for U.S. phone numbers. This will prepopulate the payer’s home phone number.	See description.
state	Optional	State; use Official U.S. Postal Service Abbreviations .	2
zip	Optional	Postal code	32

B

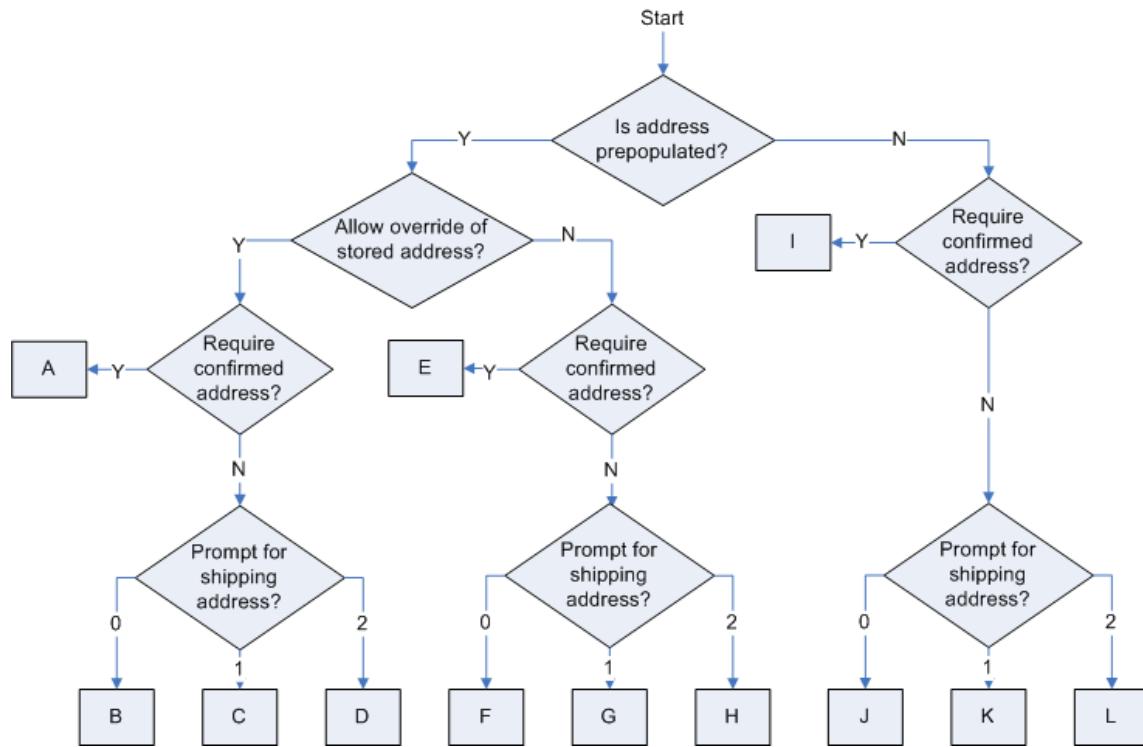
Address Handling (U.S. Merchants Only)

Various HTML variables and PayPal account settings determine whether people can change, add, or override the billing and shipping addresses on PayPal checkout pages.

TABLE B.1 HTML Variables and Account Profile Settings for Addresses

Variables or Settings	
Is the address prepopulated?	Use address variables to specify the buyer's address, which appears automatically on the PayPal payment pages. See " HTML Variables for Prepopulating PayPal Checkout Pages " on page 361.
Allow override of payer's stored address?	Use the <code>address_override</code> variable. See Appendix A, "HTML Variables for Website Payments Standard."
Require confirmed address?	Use the Block payments from U.S. users who do not provide a Confirmed Address account profile setting. See " Blocking Payments From U.S. Payers Without a Confirmed Address " on page 308.
Prompt for shipping address?	Use the <code>no_shipping</code> variable. See " HTML Variables for Displaying PayPal Checkout Pages " on page 358."

In the following diagram, the letters "A" through "E" represent endpoints for the influence that HTML variables and account profile settings have on how PayPal handles billing and shipping addresses during checkout.

FIGURE B.1 How HTML Variables and Profile Account Setting Affect Address Handling

Read these sections to learn about addresses handling at the endpoints of decision-making in the diagram above:

- [Address Handling With PayPal Account Optional Turned On](#)
- [Address Handling With PayPal Account Optional Turned Off](#)

Address Handling With PayPal Account Optional Turned On

This section describes the billing and shipping address behavior during checkout when PayPal Account Optional is turned on. With it turned on, people can pay by credit card without signing up for PayPal accounts.

For more information, see “[PayPal Account Optional](#)” on page 276.

NOTE: The endpoint letters in this section refer to Figure B.1, “How HTML Variables and Profile Account Setting Affect Address Handling” on page 364.

Endpoint A

The billing page displays the prepopulated address. If the buyer modifies the address and attempts to submit the page, PayPal returns an error that the address cannot be modified. The

Shipping Address on the **Review Your Payment** page displays this address. The buyer cannot change the shipping address.

If the prepopulated address is bad, PayPal displays an error page indicating the buyer cannot proceed with payment because the merchant provided an invalid address.

Endpoints B, C, and D

The billing page displays the prepopulated address. The buyer can modify the billing address. The **Shipping Address** on the **Review Your Payment** page displays this address. The buyer cannot change the shipping address.

If the prepopulated address is bad, PayPal prepopulates the billing page and the buyer can modify it. There is no **Shipping Address** on the **Review Your Payment** page.

Endpoint E

The billing page displays the prepopulated address. The buyer can modify the billing address. The **Shipping Address** on the **Review Your Payment** page displays the address from the billing page. The buyer cannot change the shipping address. The shipping address always matches the billing address, so modifications to the billing address updates the shipping address.

If the prepopulated address is invalid, the billing page displays the address and the buyer can modify it.

Endpoints F and H

The billing page displays the prepopulated address. The buyer can modify the billing address. The **Shipping Address** on the **Review Your Payment** page displays the address from the billing page. The buyer can change the shipping address.

If the prepopulated address is invalid, the billing page displays the address and the buyer can modify it.

Endpoint G

The billing page displays the prepopulated address. The buyer can modify the billing address. There is no **Shipping Address** on the **Review Your Payment** page.

Endpoint I

The **Shipping Address** on the **Review Your Payment** page displays the address from the billing page. The buyer cannot change the shipping address. The shipping address should always match the billing address, so if the user modifies the billing information and address, the shipping address will be updated as well.

Endpoints J and L

The **Shipping Address** on the **Review Your Payment** page displays the address from the billing page. The buyer can change the shipping address.

Endpoint K

There is no **Shipping Address** on the **Review Your Payment** page.

Address Handling With PayPal Account Optional Turned Off

This section describes the billing and shipping address behavior during checkout when PayPal Account Optional is turned off. When it is turned off, people without PayPal accounts must sign up of a PayPal account before they complete their payments.

For more information, see “[PayPal Account Optional](#)” on page 276.

NOTE: The endpoint letters in this section refer to [Figure B.1, “How HTML Variables and Profile Account Setting Affect Address Handling”](#) on page 364.

Endpoint A

If the prepopulated address is a confirmed address, the **Shipping Address** on the **Review Your Payment** page displays the prepopulated address. The buyer cannot change the shipping address.

If the prepopulated address is not confirmed, PayPal displays the **Add Credit Card or Debit Card** page with the prepopulated address as the billing address. The page displays a message that the address must match the one displayed on their statement. The **Cancel** button is displayed if the merchant has provided a `cancel_return` URL.

Endpoints B, C, and D

The **Shipping Address** on the **Review Your Payment** page displays the prepopulated address. The buyer cannot change the shipping address.

If the prepopulated address is invalid, the payment cannot be processed. PayPal displays an error message.

Endpoint E

If the prepopulated address is a confirmed address, the **Shipping Address** on the **Review Your Payment** page displays the prepopulated address. The buyer can select or add another address. If the buyer selects **Add New Address**, PayPal displays the **Add Credit Card or Debit Card** page.

If the prepopulated address is not a confirmed address or there is no confirmed address in the profile, PayPal displays the **Add Credit Card or Debit Card** page with the address prepopulated.

Endpoints F and H

The **Shipping Address** on the **Review Your Payment** page displays the prepopulated address. The buyer can select or add another address.

If the prepopulated address is invalid, the address is dropped and the address in the profile is displayed, if available. The buyer can select or add another address directly in the page.

Endpoints G and K

The **Review Your Payment** page does not contain a **Shipping Address**.

Endpoint I

If there is a confirmed address in the account, PayPal displays the **Review Your Payment** page. The buyer can select another confirmed address or add another address. If the buyer selects **Add New Address**, they are taken to the **Add Credit Card or Debit Card** page.

If there is not a confirmed address in the account, PayPal displays the **Add Credit Card or Debit Card** page.

Endpoints J and L

The **Shipping Address** on the **Review Your Payment** page displays the buyer's primary address. The buyer can select another address or add another address directly in the page.



Country Codes

NOTE: This table lists country codes defined by [ISO 3166-1](#).

Table 1: Country Codes

Country	Code
AFGHANISTAN	AF
ÅLAND ISLANDS	AX
ALBANIA	AL
ALGERIA	DZ
AMERICAN SAMOA	AS
ANDORRA	AD
ANGOLA	AO
ANGUILLA	AI
ANTARCTICA	AQ
ANTIGUA AND BAR-BUDA	AG
ARGENTINA	AR
ARMENIA	AM
ARUBA	AW
AUSTRALIA	AU
AUSTRIA	AT
AZERBAIJAN	AZ
BAHAMAS	BS
BAHRAIN	BH
BANGLADESH	BD
BARBADOS	BB

Country	Code
BELARUS	BY
BELGIUM	BE
BELIZE	BZ
BENIN	BJ
BERMUDA	BM
BHUTAN	BT
BOLIVIA	BO
BOSNIA AND HERZE-GOVINA	BA
BOTSWANA	BW
BOUVENT ISLAND	BV
BRAZIL	BR
BRITISH INDIAN OCEAN TERRITORY	IO
BRUNEI DARUSSALAM	BN
BULGARIA	BG
BURKINA FASO	BF
BURUNDI	BI
CAMBODIA	KH
CAMEROON	CM
CANADA	CA
CAPE VERDE	CV
CAYMAN ISLANDS	KY
CENTRAL AFRICAN REPUBLIC	CF
CHAD	TD
CHILE	CL
CHINA	CN

Country	Code
CHRISTMAS ISLAND	CX
COCOS (KEELING) ISLANDS	CC
COLOMBIA	CO
COMOROS	KM
CONGO	CG
CONGO, THE DEMOCRATIC REPUBLIC OF THE	CD
COOK ISLANDS	CK
COSTA RICA	CR
COTE D'IVOIRE	CI
CROATIA	HR
CUBA	CU
CYPRUS	CY
CZECH REPUBLIC	CZ
DENMARK	DK
DJIBOUTI	DJ
DOMINICA	DM
DOMINICAN REPUBLIC	DO
ECUADOR	EC
EGYPT	EG
EL SALVADOR	SV
EQUATORIAL GUINEA	GQ
ERITREA	ER
ESTONIA	EE
ETHIOPIA	ET

Country	Code
FALKLAND ISLANDS (MALVINAS)	FK
FAROE ISLANDS	FO
FIJI	FJ
FINLAND	FI
FRANCE	FR
FRENCH GUIANA	GF
FRENCH POLYNESIA	PF
FRENCH SOUTHERN TERRITORIES	TF
GABON	GA
GAMBIA	GM
GEORGIA	GE
GERMANY	DE
GHANA	GH
GIBRALTAR	GI
GREECE	GR
GREENLAND	GL
GRENADA	GD
GUADELOUPE	GP
GUAM	GU
GUATEMALA	GT
GUERNSEY	GG
GUINEA	GN
GUINEA-BISSAU	GW
GUYANA	GY
HAITI	HT

Country	Code
HEARD ISLAND AND MCDONALD ISLANDS	HM
HOLY SEE (VATICAN CITY STATE)	VA
HONDURAS	HN
HONG KONG	HK
HUNGARY	HU
ICELAND	IS
INDIA	IN
INDONESIA	ID
IRAN, ISLAMIC REPUBLIC OF	IR
IRAQ	IQ
IRELAND	IE
ISLE OF MAN	IM
ISRAEL	IL
ITALY	IT
JAMAICA	JM
JAPAN	JP
JERSEY	JE
JORDAN	JO
KAZAKHSTAN	KZ
KENYA	KE
KIRIBATI	KI
KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF	KP
KOREA, REPUBLIC OF	KR
KUWAIT	KW

Country	Code
KYRGYZSTAN	KG
LAO PEOPLE'S DEMOCRATIC REPUBLIC	LA
LATVIA	LV
LEBANON	LB
LESOTHO	LS
LIBERIA	LR
LIBYAN ARAB JAMAHIRIYA	LY
LIECHTENSTEIN	LI
LITHUANIA	LT
LUXEMBOURG	LU
MACAO	MO
MACEDONIA, THE FORMER YUGOSLAV REPUBLIC OF	MK
MADAGASCAR	MG
MALAWI	MW
MALAYSIA	MY
MALDIVES	MV
MALI	ML
MALTA	MT
MARSHALL ISLANDS	MH
MARTINIQUE	MQ
MAURITANIA	MR
MAURITIUS	MU
MAYOTTE	YT
MEXICO	MX

Country	Code
MICRONESIA, FEDERATED STATES OF	FM
MOLDOVA, REPUBLIC OF	MD
MONACO	MC
MONGOLIA	MN
MONTSERRAT	MS
MOROCCO	MA
MOZAMBIQUE	MZ
MYANMAR	MM
NAMIBIA	NA
NAURU	NR
NEPAL	NP
NETHERLANDS	NL
NETHERLANDS ANTI-LLES	AN
NEW CALEDONIA	NC
NEW ZEALAND	NZ
NICARAGUA	NI
NIGER	NE
NIGERIA	NG
NIUE	NU
NORFOLK ISLAND	NF
NORTHERN MARIANA ISLANDS	MP
NORWAY	NO
OMAN	OM
PAKISTAN	PK

Country	Code
PALAU	PW
PALESTINIAN TERRITORY, OCCUPIED	PS
PANAMA	PA
PAPUA NEW GUINEA	PG
PARAGUAY	PY
PERU	PE
PHILIPPINES	PH
PITCAIRN	PN
POLAND	PL
PORTUGAL	PT
PUERTO RICO	PR
QATAR	QA
REUNION	RE
ROMANIA	RO
RUSSIAN FEDERATION	RU
RWANDA	RW
SAINT HELENA	SH
SAINT KITTS AND NEVIS	KN
SAINT LUCIA	LC
SAINT PIERRE AND MIQUELON	PM
SAINT VINCENT AND THE GRENADINES	VC
SAMOA	WS
SAN MARINO	SM

Country	Code
SAO TOME AND PRINC- IPE	ST
SAUDI ARABIA	SA
SENEGAL	SN
SERBIA AND MON- TENEGRO	CS
SEYCHELLES	SC
SIERRA LEONE	SL
SINGAPORE	SG
SLOVAKIA	SK
SLOVENIA	SI
SOLOMON ISLANDS	SB
SOMALIA	SO
SOUTH AFRICA	ZA
SOUTH GEORGIA AND THE SOUTH SANDWICH ISLANDS	GS
SPAIN	ES
SRI LANKA	LK
SUDAN	SD
SURINAME	SR
SVALBARD AND JAN MAYEN	SJ
SWAZILAND	SZ
SWEDEN	SE
SWITZERLAND	CH
SYRIAN ARAB REPUB- LIC	SY

Country	Code
TAIWAN, PROVINCE OF CHINA	TW
TAJIKISTAN	TJ
TANZANIA, UNITED REPUBLIC OF	TZ
THAILAND	TH
TIMOR-LESTE	TL
TOGO	TG
TOKELAU	TK
TONGA	TO
TRINIDAD AND TOBAGO	TT
TUNISIA	TN
TURKEY	TR
TURKMENISTAN	TM
TURKS AND CAICOS ISLANDS	TC
TUVALU	TV
UGANDA	UG
UKRAINE	UA
UNITED ARAB EMIR-ATES	AE
UNITED KINGDOM	GB
UNITED STATES	US
UNITED STATES MINOR OUTLYING ISLANDS	UM
URUGUAY	UY
UZBEKISTAN	UZ
VANUATU	VU

Country	Code
VENEZUELA	VE
VIET NAM	VN
VIRGIN ISLANDS, BRIT-ISH	VG
VIRGIN ISLANDS, U.S.	VI
WALLIS AND FUTUNA	WF
WESTERN SAHARA	EH
YEMEN	YE
ZAMBIA	ZM
ZIMBABWE	ZW

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