Website Payments Standard Integration Guide

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PayPal Website Payments Standard Integration Guide

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P 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 payments with Subscribe, Automatic Billing, and Installment Plan buttons** – Collect membership dues and offer other subscription services, get authorization to bill customers automatically, and set up installment plans.
- **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	Let customers sign up for subscriptions to goods or services, like books or online content.	Chapter 3, "Recurring Payments – Subscribe Buttons"
Automatic Billing Buttons	Let customers sign up for automatic payment plans that let you bill them each month, up to a limit.	Chapter 4, "Recurring Payments – Automatic Billing Buttons."
Installment Plan Buttons	Let customers sign up for installment plans that collect payments from customers over time.	Chapter 5, "Recurring Payments – Installment Plan Buttons."
The PayPal Shopping Cart	Accept payments for multiple items at one time.	Chapter 6, "The PayPal Shopping Cart – Add to Cart and View Cart Buttons"

TABLE P.1 Summary of the Contents of This Guide

Feature	Description	See
Third-Party Shopping Carts	Develop a third-party shopping cart that is compatible with PayPal and Website Payments Standard.	Chapter 7, "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 8, "Securing Your Website Payments Standard Buttons"
Automatic Calculation of Sales Tax	Specify tax rates that PayPal uses to calculate taxes automatically.	"Automatic Calculation of Sales Tax" on page 367
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 372 **– or –** "Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)" on page 387
Custom Payment Pages	Brand the PayPal checkout pages with your own logo and colors.	"Co-Branding the PayPal Checkout Pages" on page 351
PayPal Account Optional	Let people pay by credit card without having to sign up for a PayPal account.	"PayPal Account Optional" on page 358
Auto Return	Redirect people to your website automatically after they pay you on PayPal.	"Auto Return" on page 352
Payer Contact Telephone	Prompt people for their contact telephone numbers when they pay you on Paypal.	"Getting Contact Telephone Numbers" on page 356
Authorization & Capture	Authorize payments during checkout, and capture payment amounts or portions of them later.	Chapter 10, "Using Authorization & Capture"
Refunds	Refund entire payments or portions of them.	Chapter 11, "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 integrate PayPal with websites by using 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
May 2010	Added Automatic Billing and Payment Plan buttons, see Chapter 4, "Recurring Payments – Automatic Billing Buttons" and Chapter 5, "Recurring Payments – Installment Plan Buttons;" updated Subscribe buttons with priced options for different billing cycles, see Chapter 3, "Recurring Payments – Subscribe Buttons."
January 2010	For third-party shopping carts, added the Instant Update API to Chapter 7, "Third-Party Shopping Carts – The Cart Upload Command" and added Instant Update HTML variables to Appendix A, "HTML Variables for Website Payments Standard."
October 2009	Updated screen shots to show the user interface changes.; see Chapter 8, "Securing Your Website Payments Standard Buttons," Chapter 9, "Using Your PayPal Account Profile," and Chapter 10, "Using Authorization & Capture." Added screen shots to illustrate the refund process; see Chapter 11, "Issuing Refunds."

TABLE P.2 Revision History for This Guide

Date Published	Description
July 2009	Added information about prepopulated billing information; see Chapter 1, "Single-Item Payments - Buy Now Buttons," Chapter 6, "The PayPal Shopping Cart – Add to Cart and View Cart Buttons," Chapter 7, "Third-Party Shopping Carts – The Cart Upload Command," and Chapter 13, "HTML Form Basics for Website Payments Standard." Updated the payment review page information; see Chapter 1, "Single-Item Payments - Buy Now Buttons," Chapter 2, "Contribution Payments – Donate Buttons," Chapter 3, "Recurring Payments – Subscribe Buttons," Chapter 6, "The PayPal Shopping Cart – Add to Cart and View Cart Buttons," and Chapter 7, "Third-Party Shopping Carts – The Cart Upload Command." Revised cobranding and language encoding descriptions; removed section about blocking payment, adding credit card names, adding multiple users, and handling multiple currencies; see Chapter 9, "Using Your PayPal Account Profile." Added `email` and `bn` variables to HTML variables tables. Added information to the prepopulation variables section. See Appendix A, "HTML Variables for Website Payments Standard."
April 2009	Added descriptions on how to use the discounts feature with Buy Now buttons, Add to Cart buttons and third-party carts; see Chapter 1, "Single-Item Payments - Buy Now Buttons," Chapter 6, "The PayPal Shopping Cart – Add to Cart and View Cart Buttons," and Chapter 7, "Third-Party Shopping Carts – The Cart Upload Command." Also added discount variables to the HTML variables tables; see "HTML Variables for Payment Transactions" on page 427 and "HTML Variables for Shopping Carts" on page 428.
September 2008	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. 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 `shopping_url` 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 293.
June 2008	Added chapter on Subscribe buttons; see Chapter 3, "Recurring Payments – Subscribe Buttons." Added chapter on Third-Party Shopping Carts; see Chapter 7, "Third-Party Shopping Carts – The Cart Upload Command."
March 2008	Changes to definition of authorization honor periods; see "Honor Period and Authorization Period" on page 391."
January 2008	Separate checkout experience and command for Donate buttons; see Chapter 2, "Contribution Payments – Donate Buttons."

TABLE P.2 Revision History for This Guide

Date Published	Description
August 2007	Shipping calculations with tiered rates in different destination regions; see "Automatic Calculation of Shipping Charges (U.S. Merchants Only)" on page 372.
May 2007	Added information on securing buttons; see Chapter 8, "Securing Your Website Payments Standard Buttons."
April 2007	Added Appendix B, "Address Handling (U.S. Merchants Only)."
October 2006	Minor clarifications.
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 10, "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*
- *Merchant Setup and Administration Guide*
- *Sandbox User Guide*
- *Password Management Installation Guide*
- *Website Payments Standard Button Manager API (NVP)*
- *Website Payments Standard Button Manager API (SOAP)*

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 21
- "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 38
- "Sample HTML Code for Buy Now Buttons" on page 52
- "Sample URL Code for a Buy Now Email Payment Link" on page 63
- "Creating Buy Now Buttons with JavaScript Disabled" on page 64

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.

Example Only

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 22
- "Creating Buy Now Buttons Before You Create Your PayPal Account" on page 23

Using the Button Creation Tool for a Basic Buy Now Button

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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

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

5. In the **Choose a button type** dropdown menu, select "Buy Now."

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've created your button** page opens.

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

9. Do one of the following to copy the selected text to the clipboard:

– For Windows and Mac, right-click on the code, and then select **Copy**.
– For Windows, press Ctrl+C.
– For Mac, press CMD+C.

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

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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:

– For Windows or Mac, right-click on the code, and then select **Paste**.
– For Windows, press Ctrl+V.
– For Mac, press CMD+V.

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.

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

Creating a Basic Buy Now Button Without a PayPal Account

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

1. Go to the PayPal website at https://www.paypal.com.

2. Click the **Business** tab.

3. Click **Accept Credit Cards on a Website**.

4. Under the **Website Payments Standard** heading, click the **Select** button.

A page that describes Website Payments Standard opens.

5. Click the **Try it now** button.

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

6. In the **Choose a button type** dropdown menu, select "Buy Now."

7. 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.

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

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

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

10. Do one of the following to copy the selected text to the clipboard:

   – For Windows and Mac, right-click on the code, and then select **Copy**.
   – For Windows, press Ctrl+C.
   – For Mac, press CMD+C.

11. In your web editing tool, open the webpage where you want to show the button.

   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.

12. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:

   – For Windows or Mac, right-click on the code, and then select **Paste**.
   – For Windows, press Ctrl+V.
   – For Mac, press CMD+V.

After Completing This Task:

Sign up for your PayPal account. You cannot collect payments that buyers make with your payment button until you sign up successfully for your PayPal Premier or Business Account.

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 buyers 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

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

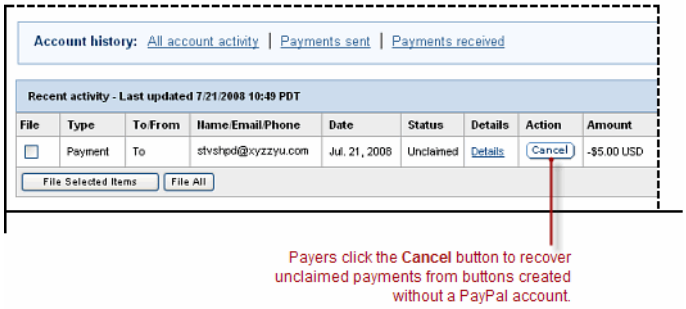
Unclaimed Payments From Buttons Created Without a PayPal Account

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 payment buttons that you created without a PayPal account. 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.

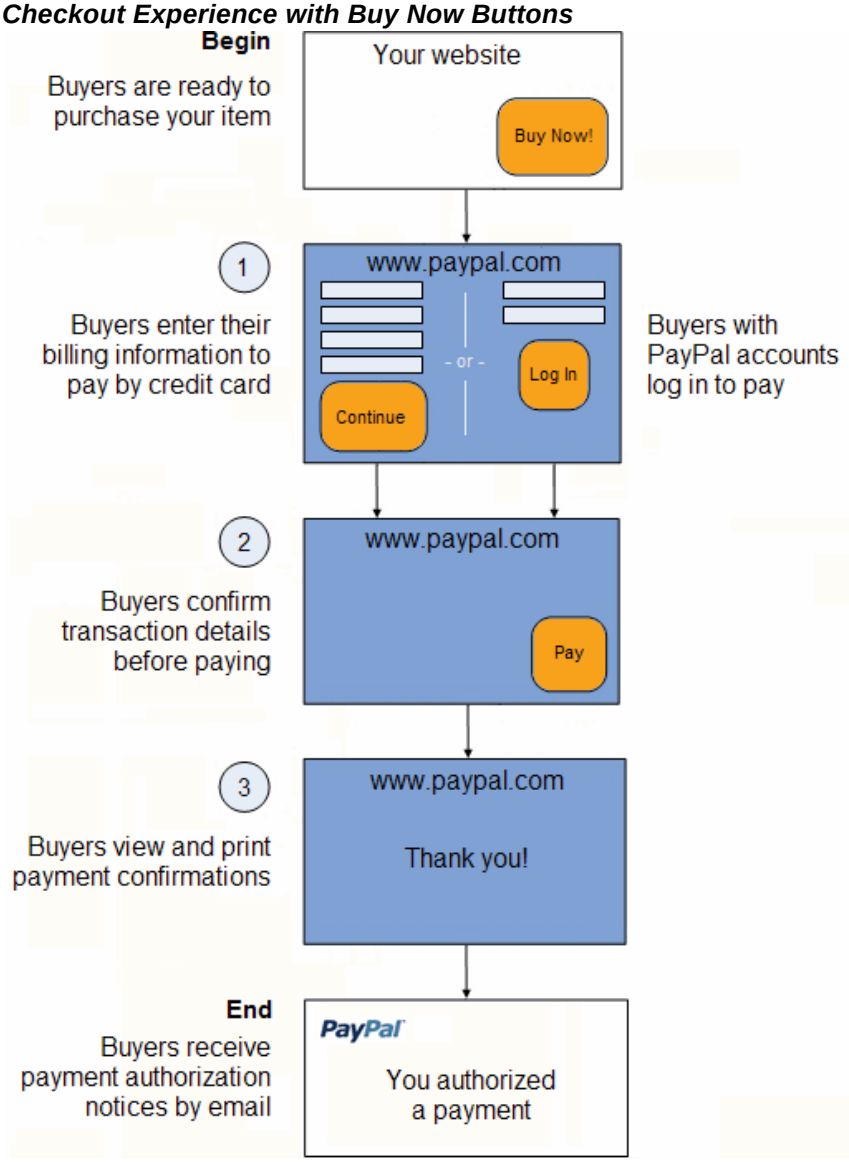
Unclaimed Payments From Payment Buttons Created Without a PayPal Account



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.

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 27
- "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 29
- "End – Buyers Receive Payment Authorization Notices by Email" on page 31
- "Enhancing the Checkout Experience With Buy Now Buttons" on page 33

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.

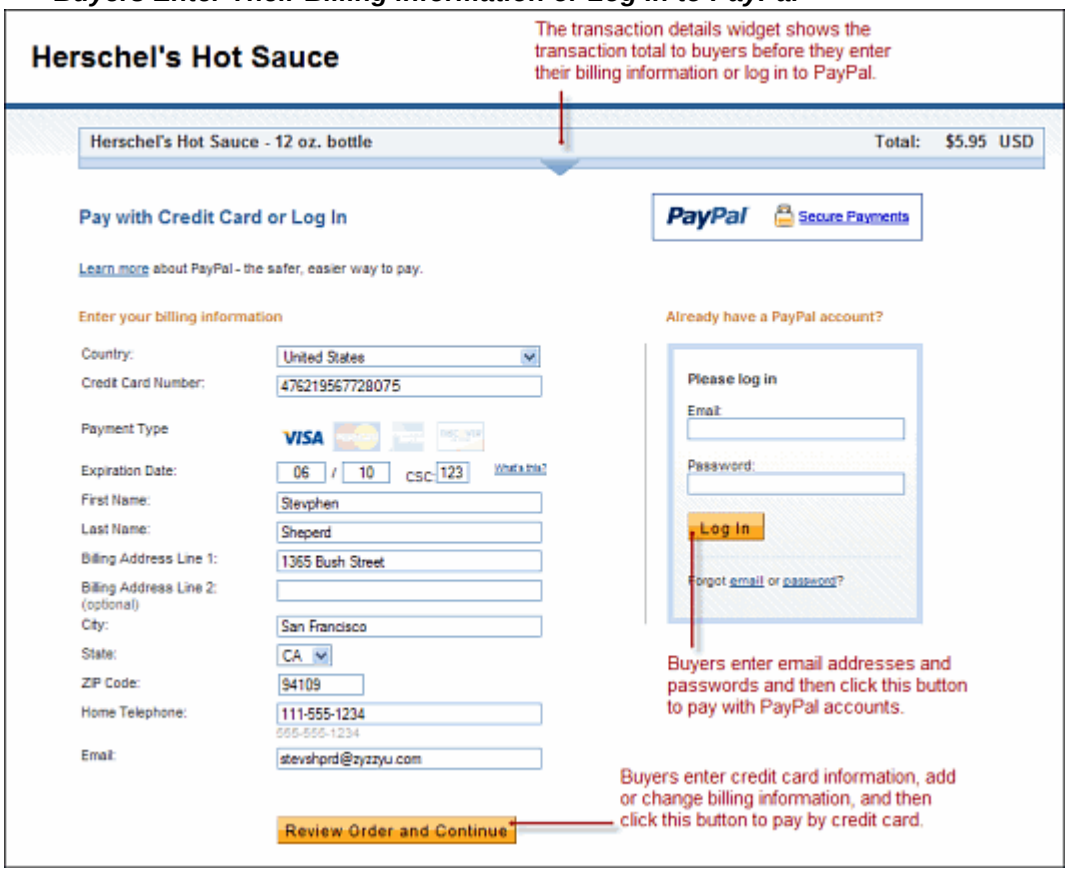
Buyers Begin on Your Website When They Are Ready To Buy Your Item

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.

Buyers Enter Their Billing information or Log In to PayPal



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.

  If your website gathers information about your buyer, you can define HTML code to prepopulate (prefill) the corresponding billing information fields. In this case, the buyers see a collapsed version of the billing information section. For example, if you prefilled the billing address, the address information displays on the page without the entry fields. Each prefilled section of information is followed by a **change** link to let the buyers modify the information, if necessary.

  For more information about prepopulation, see "Filling Out FORMs Automatically with HTML Variables" on page 413.

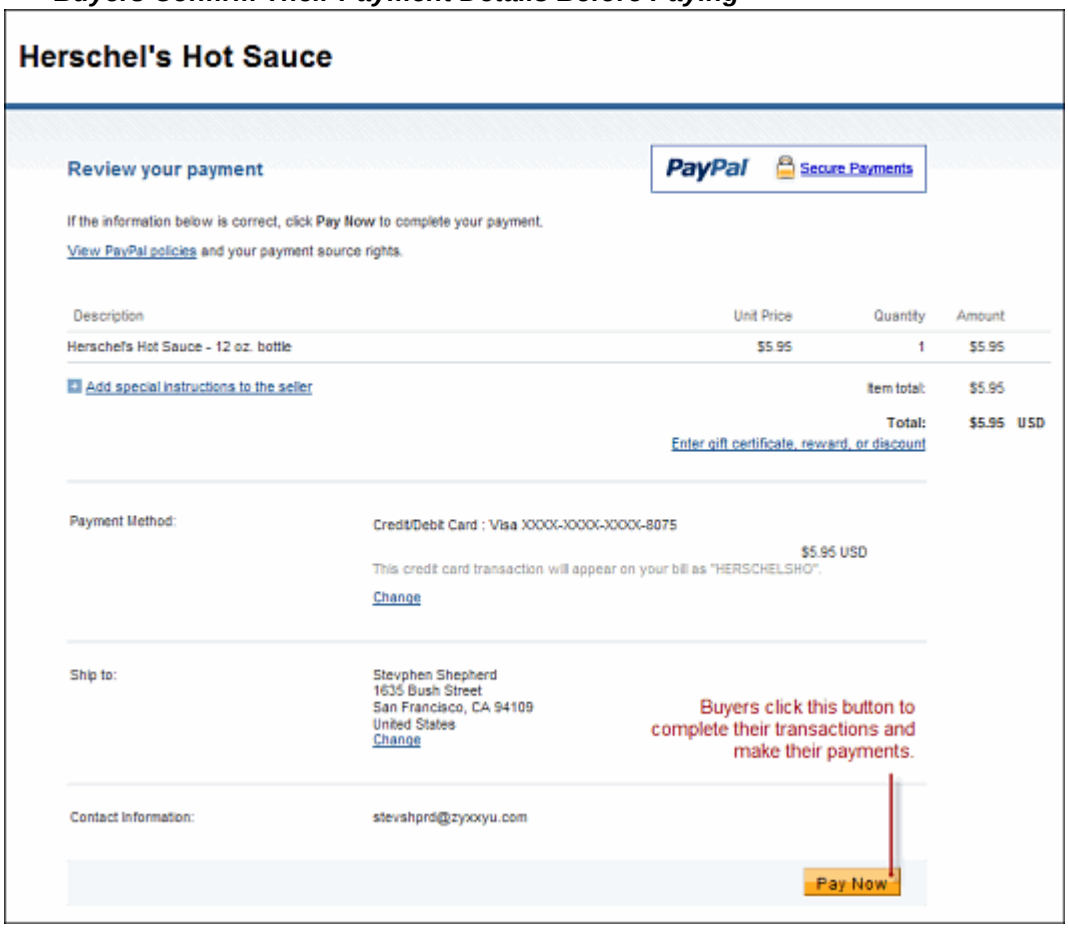
- **To pay with a PayPal account** – Buyers enter their PayPal credentials and click the **Log in** button.

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.

Buyers Confirm Their Payment Details Before Paying

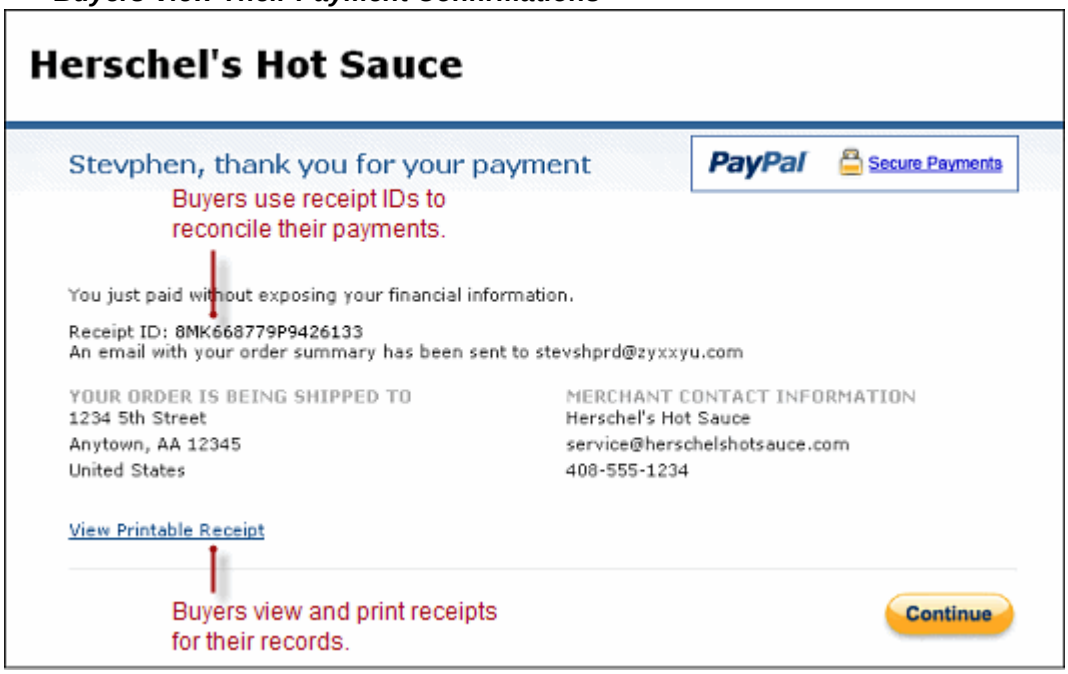


In this case, Steve reviews the transaction details and clicks the **Pay Now** button to complete the transaction and make his payment.

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.

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.

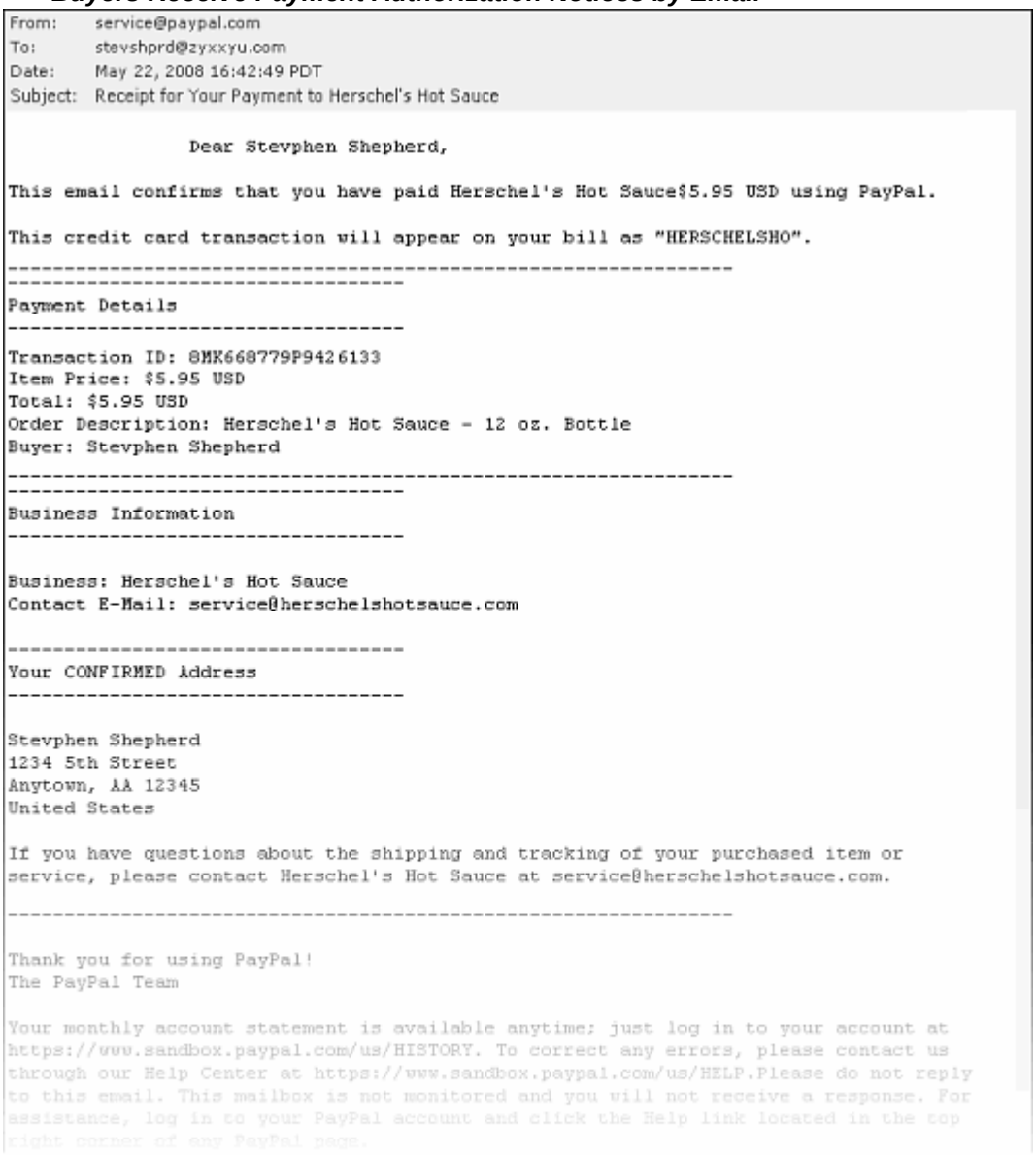
Buyers Print Their PayPal Payment Receipts

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.

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: Stevphen Shepherd

Business Information

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

Your CONFIRMED Address

Stevphen Shepherd
1234 5th Street
Anytown, AA 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" on page 33
- "Co-Branding the Checkout Pages with Your Logo and Colors" on page 33
- "Prepopulating the Checkout Pages With Billing and Shipping Addresses" on page 33
- "Returning People to Your Website After They Check Out" on page 34

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 367
- "Automatic Calculation of Shipping Charges (U.S. Merchants Only)" on page 372
- "Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)" on page 387

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 351
- "HTML Variables for Displaying PayPal Checkout Pages" on page 437

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 about prepopulation, see "Filling Out FORMs Automatically with HTML Variables" on page 413.

To learn more about the HTML variables to use, see "HTML Variables for Filling Out PayPal Checkout Pages Automatically" on page 440.

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 48 or "HTML Variables for Displaying PayPal Checkout Pages" on page 437.

- **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 352.

- **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 Payment Data Transfer page on Developer Central.

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" on page 34
- "Using Recent Activity to Track Buy Now Transactions" on page 35
- "Using Transaction History to Track Buy Now Transactions" on page 35
- "Using Downloadable History Logs to Track Buy Now Transactions" on page 36
- "Using Instant Payment Notification to Track Buy Now Transactions" on page 36

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.

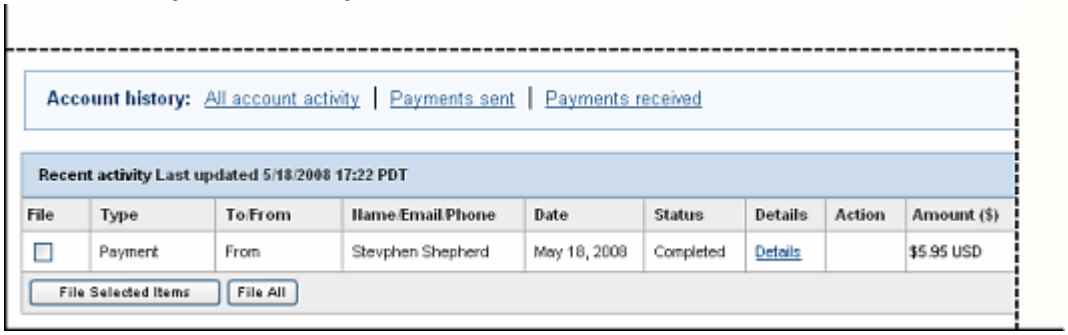
PayPal can send email notices to an alternate email address, such as to someone in your organization who handles order processing or accounting. Add the additional email address to your account profile. Then, use that email address as the one to receive payments when you use the button creation tool 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 41, 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.

Using Recent Activity to Track Buy Now Transactions



To view your recent history:

1. Log in to you 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 Merchant Setup and Administration Gude.

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 Merchant Setup and Administration Gude.

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 417 and the Instant Payment Notification Guide.

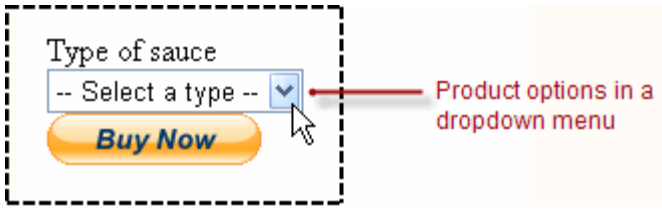
Advanced Features of Buy Now Buttons

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 Discounts 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:

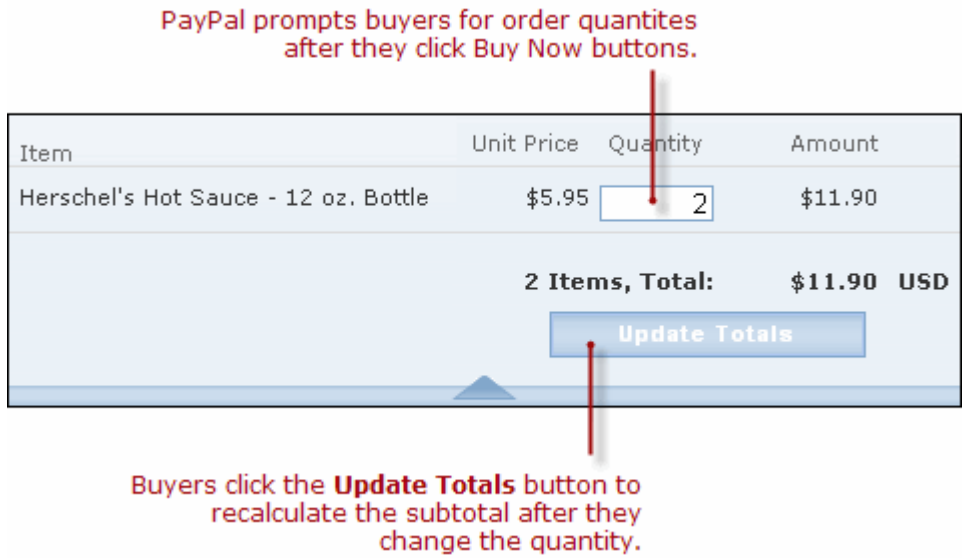
- Specify the product options when you create your Buy Now buttons by using the creation tool on the PayPal website.

  See Step 7 of "Step 1 – Specifying Basic Features of Your Buy Now Button" on page 41.
- Specify the product options in the HTML button code that you write manually.

  See "Sample Code for a Buy Now Button With Product Options" on page 53.

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 48.
- 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 58.

Offering Discounts With Buy Now Buttons

PayPal allows you to offer a discount for an item. You can offer discounts either as an amount or a percentage.

- Set a discount amount that applies to single or multiple quantities of the item. You can set a discount for the first item and a different discount for the additional quantity, and you can limit the total quantity to which the discount applies.
- Set a discount percentage that applies to single or multiple quantities of the item. You can set a discount for the first item and a different discount for the additional quantity, and you can limit the total quantity to which the discount applies.

When you set a discount amount or percentage, you can limit the number of items to which the discount applies. Any applicable tax calculations occur after the discount is taken.

The discount amount displays on all pages, email messages, and reports that show payment information.

Specifying Item Discounts

Do one of the following to create Buy Now buttons that specify discounts:

- Specify the discount amounts or percentages when you create your Buy Now buttons by using the creation tool on the PayPal website.

  See Step 6 of "Step 3 – Adding Advanced Features to Your Buy Now Button" on page 48.
- 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 With Discounts" on page 59.

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:

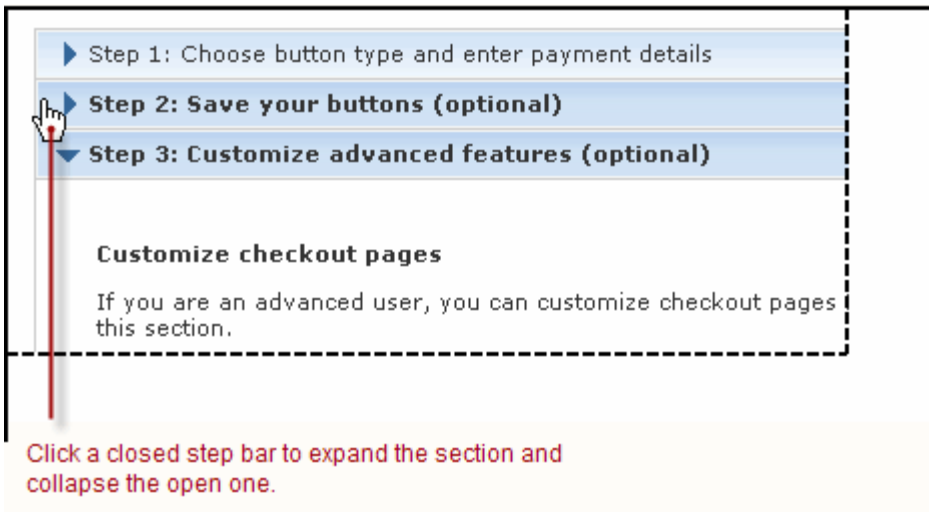
- "The Basic Steps for Using the Tool With Buy Now Buttons" on page 39
- "Saving Buy Now Buttons in Your PayPal Account" on page 39
- "Tracking Inventory and Tracking Profit and Loss" on page 40
- "Adding Advanced Features to Buy Now Buttons With HTML Variables" on page 40
- "Generating Code for Payment Buttons and Email Payment Links" on page 41
- "Protecting HTML Code for Payment Buttons" on page 41
- "Step 1 – Specifying Basic Features of Your Buy Now Button" on page 41
- "Step 2 – Tracking Inventory With Your Buy Now Button" on page 45
- "Step 3 – Adding Advanced Features to Your Buy Now Button" on page 48
- "Copying and Pasting the Buy Now Code" on page 50
- "Avoiding Problems With Pasted HTML Code" 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, profit and loss (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 and to track your profit and loss 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, and you can track profit and loss.

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 and Tracking Profit and Loss

PayPal can track inventory and can track profit and loss 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.

If you track profit and loss, PayPal helps you understand the profitability of your items. You enter the cost of your item, including the price that you pay to acquire the item, as well as other activity costs that you incur, such as warehousing, quality control, and administrative overhead. PayPal then provides profit and loss reports based on the volume of sales.

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

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 48.

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 your 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 8, "Securing Your Website Payments Standard Buttons."

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.

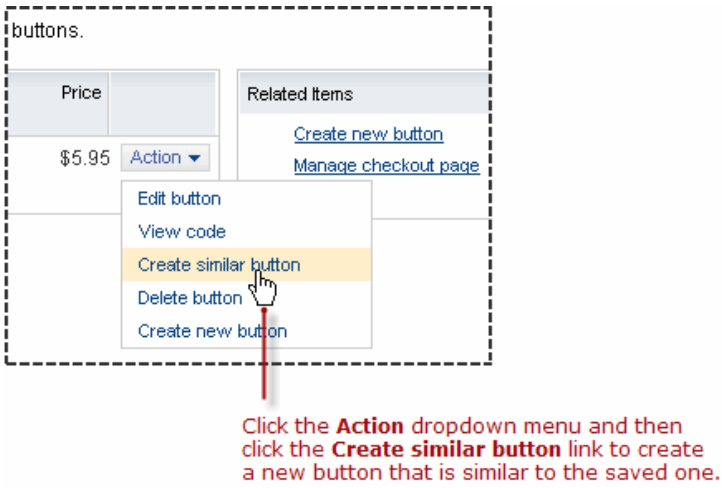
2. Click the **Profile** subtab.

   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 **Choose a button type** dropdown menu, select "Buy Now."
5. 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 45.
   – **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.
6. 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 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.

7. 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//`.

8. 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 372 or "Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)" on page 387.

- **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.

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.

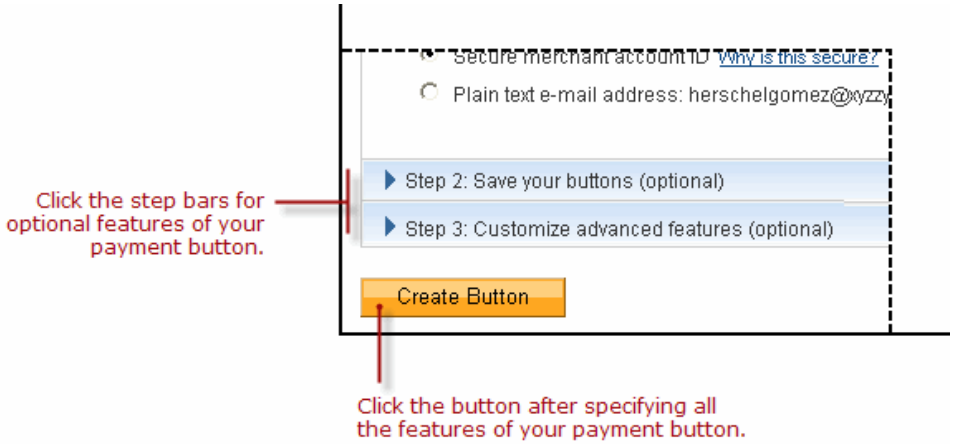
- **Secure merchant account ID** – Select this radio button to associate your button with your PayPal account by using your merchant ID. PayPal assigns a unique merchant ID to your account and includes it automatically in the code for your button.

  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.

- **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 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 45.

– 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 48.

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 and Tracking Profit and Loss" on page 40.

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 and to track profit and loss.

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 41. If you set up product options with prices, the radio button is selected automatically.

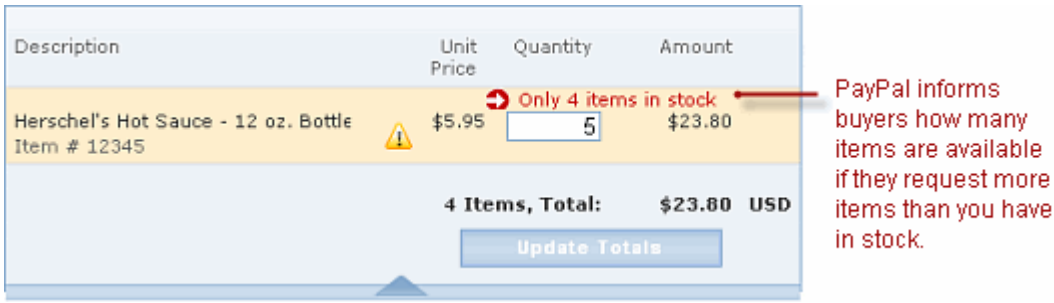
For each option listed, enter a unique item ID, the quantity that you currently have in stock, and an alert level. PayPal sends you an alert by email when your inventory on hand for any option falls to or below its alert level.

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.

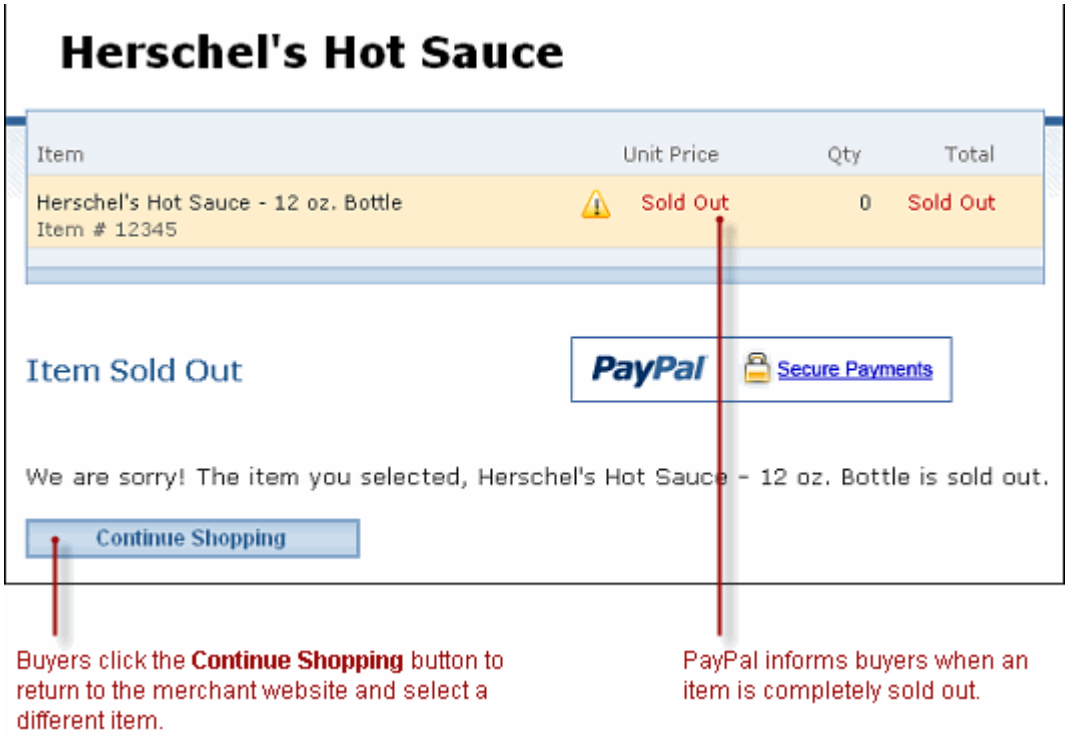
– **No** – Select this radio button to prevent buyers from checking out and authorizing their payments when inventory tracking shows that your item would become oversold. In the text box, enter the URL of a page on your website where you want PayPal to send buyers of out of stock items. When PayPal detects 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.



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

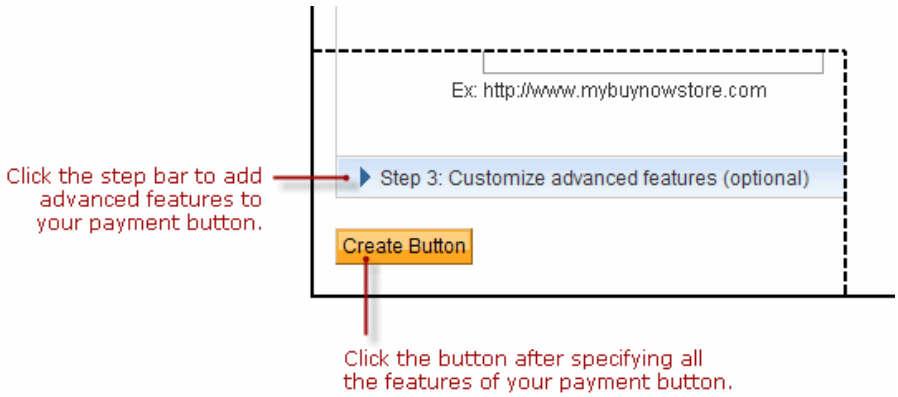
If there are no items in stock, PayPal lets buyers know that the item is completely sold out.



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 48.

– Scroll to the top of the page and click the **Step 1** bar if you want to adjust the basic features of your button.

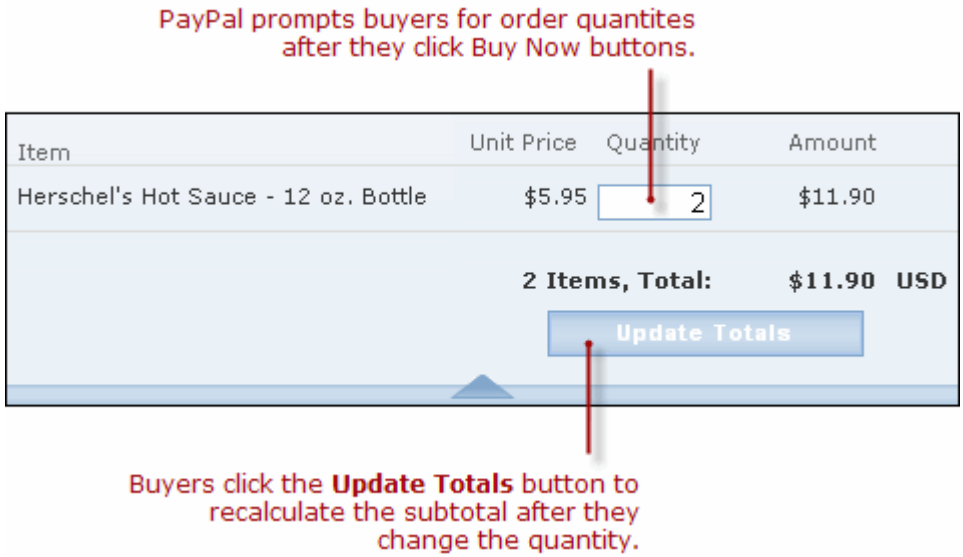
Follow the instructions for "Step 1 – Specifying Basic Features of Your Buy Now Button" on page 41, beginning with Step 6.

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 45, 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. To learn more, see the Payment Data Transfer page on Developer Central.

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 13, "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 41, 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 1 – Specifying Basic Features of Your Buy Now Button" on page 41.

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 payment button.

If you chose not to save your button in your PayPal account, PayPal protects the generated HTML code with encryption automatically. 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, use other methods that PayPal recommends for securing 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 Payments Standard buttons.

For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."

1. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. In your web editing tool, open the webpage where you want to place your button.

   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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

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 email payment link.

IMPORTANT: 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

For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."

1. Click the **Select Code** button on the **Email** tab to select all of the generated URL code.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. Open the email template or message that you want to send.
4. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

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 53
- "Sample Code for a Buy Now Button With Product Options" on page 53
- "Sample HTML Code for a Buy Now Button that Prompts for Quantities" on page 58
- "Sample HTML Code for a Buy Now Button With Discounts" on page 59

To protect against malicious users tampering with the HTML code for your Buy Now buttons and submitting fraudulent contributions, see Chapter 8, "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 following HTML code 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.

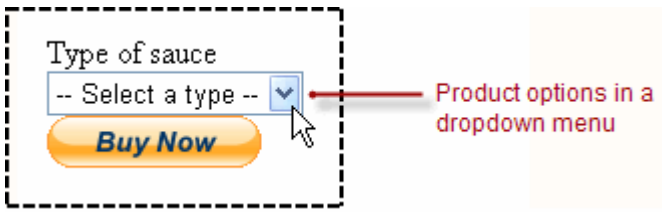
```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

    <!-- 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="_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">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Sample Code for a Buy Now Button With Product Options

The following sample code 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="_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 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</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 following sample code 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.

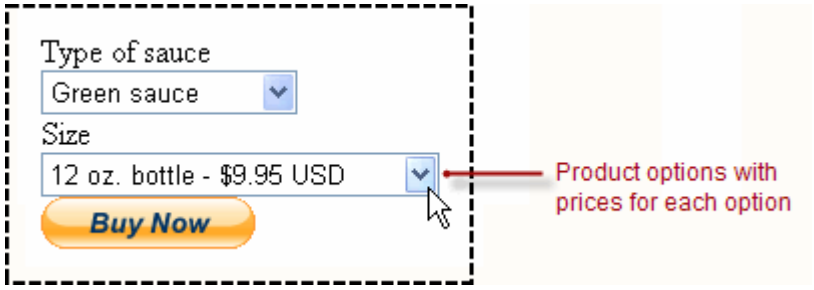
Dropdown menus with option prices use the following variables:

- **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 product 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. -->
    <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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

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



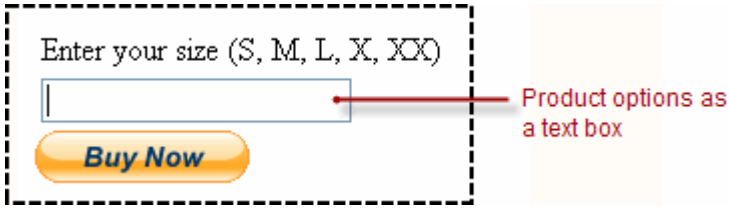
Paste the code onto your webpage below an image or a text description of the item.

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

The following sample code 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

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



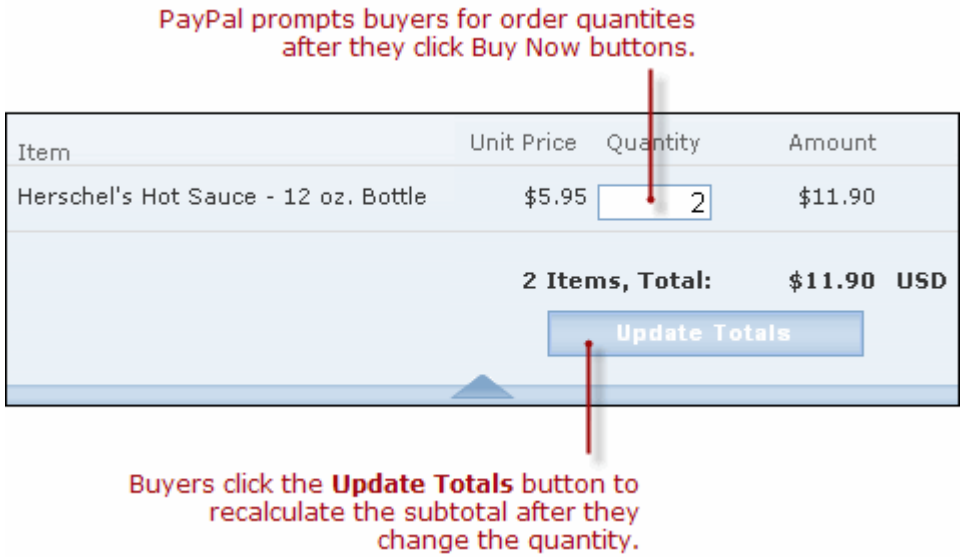
Paste the code onto your webpage below an image or a text description of the item.

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

The following sample HTML code 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

The sample code above produces the following result during checkout.



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 45, 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 HTML Code for a Buy Now Button With Discounts

- "Sample Code for a Buy Now Button with a Flat Discount Amount" on page 59
- "Sample Code for a Buy Now Button with a Multiple Discount Amounts" on page 60
- "Sample Code for a Buy Now Button with Discount Percentages" on page 61
- "Sample Code for a Buy Now Button with a Buy One Get One Free Discount" on page 62

Sample Code for a Buy Now Button with a Flat Discount Amount

The following sample HTML code illustrates a basic Buy Now button that provides a $2.00 discount on the entire order. The HTML code 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 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">

    <!-- Specify the discount amounts that apply to the order. -->
    <input type="hidden" name="discount_amount" value="2.00">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Sample Code for a Buy Now Button with a Multiple Discount Amounts

The following sample HTML code illustrates a basic Buy Now button that provides a $0.15 discount on the 1st item ordered and a $0.20 discount on the next 4 items.

```
<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">

    <!-- Specify the discount amounts that apply to the item. -->
    <input type="hidden" name="discount_amount" value="0.15">
    <input type="hidden" name="discount_amount2" value="0.20">
    <input type="hidden" name="discount_num" value="4">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Sample Code for a Buy Now Button with Discount Percentages

The following sample HTML code illustrates a basic Buy Now button that provides a 5% discount on the 1st item ordered and a 10% discount on the next 4 items. The HTML code 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">

    <!-- Specify the discount percentages that apply to the item. -->
    <input type="hidden" name="discount_rate" value="5">
    <input type="hidden" name="discount_rate2" value="10">
    <input type="hidden" name="discount_num" value="4">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Sample Code for a Buy Now Button with a Buy One Get One Free Discount

The following sample HTML code uses the discount percentage variables to offer a “Buy one, get one free” discount. To receive the discount, the buyer must purchase 2 of the item; the 2nd one is free (100% discount).

If the buyer purchases only 1 unit of the item, it is the full price. If the buyer purchases more than 2 units, the 2nd unit is free and any additional units are full price.

```
<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">

    <!-- Specify the discount percentages that apply to the item. -->
    <input type="hidden" name="discount_rate" value="0">
    <input type="hidden" name="discount_rate2" value="100">
    <input type="hidden" name="discount_num" value="1">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Sample URL Code for a Buy Now Email Payment Link

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

Use the same variables and values that you include in HTML code for Buy Now buttons in Buy Now email payment links. Use ampersands (&) to separate the variables and their values from each other. Do not enclose values in quotation marks. Use plus signs (+) in place of spaces within values.

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

Use the following sample URL as a starting point for your own URL for Buy Now email payment links.The value for the `business` variable must match a confirmed email address in

your PayPal account. You can change the values for other variables in the sample URL, with the exception of `_xclick`.

Sample 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
```

Creating Buy Now Buttons with JavaScript Disabled

The button creation tool on the PayPal website requires JavaScript. If JavaScript is disabled in your browser, PayPal offers you an alternative tool that does not require JavaScript.

- "Getting Started with Buy Now Buttons with JavaScript Disabled" on page 64
- "Creating Advanced Buy Now Buttons With JavaScript Disabled" on page 65
- "Limitations When Creating Buy Now Buttons With JavaScript Disabled" on page 75
- "Enabling JavaScript in Your Browser" on page 75

Getting Started with Buy Now Buttons 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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

   A message box opens.

5. Click the **Buy Now** link.

The **Buy Now buttons** page opens.

6. 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.

7. 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.

8. Click the **HTML code for Websites** text box to select all of the generated HTML code.
9. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
10. In your web editing tool, open the webpage where you want to show the button.

    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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
    - For Windows or Mac, right-click on the code, and then select **Paste**.
    - For Windows, press Ctrl+V.
    - For Mac, press CMD+V.

Creating Advanced Buy Now Buttons With JavaScript Disabled

The button creation tool for Buy Now buttons on the PayPal website 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 66
- "Page 1 – Specifying the Basic Features of the Buy Now Button" on page 66
- "Page 2 – Specifying Advanced Features of Your Buy Now Button" on page 69
- "Copying and Pasting the Buy Now Code With JavaScript Disabled" on page 73

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 an 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 8, "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 372 or "Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)" on page 387.

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 "Page 2 – Specifying Advanced Features of Your Buy Now Button" on page 69, 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 367.

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 69.

– 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 73.

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.

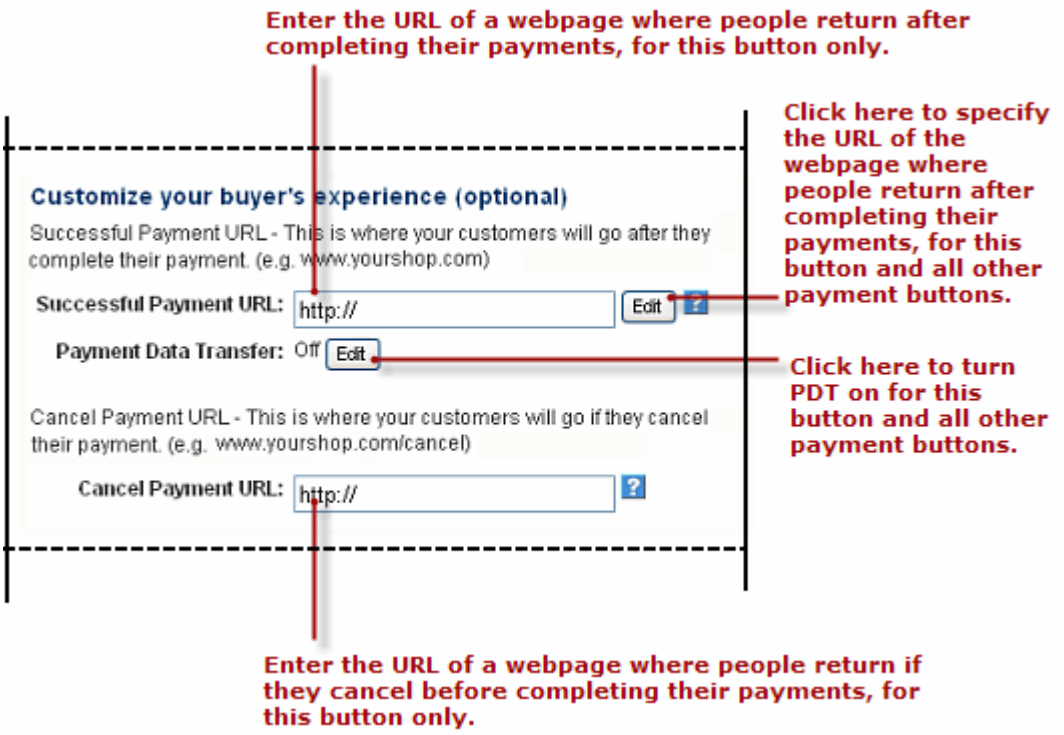
   Use these settings to give donors a visually seamless payment experience by customizing the PayPal payment pages to match the visual style of your website.

   – **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 351.
   – **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 352.

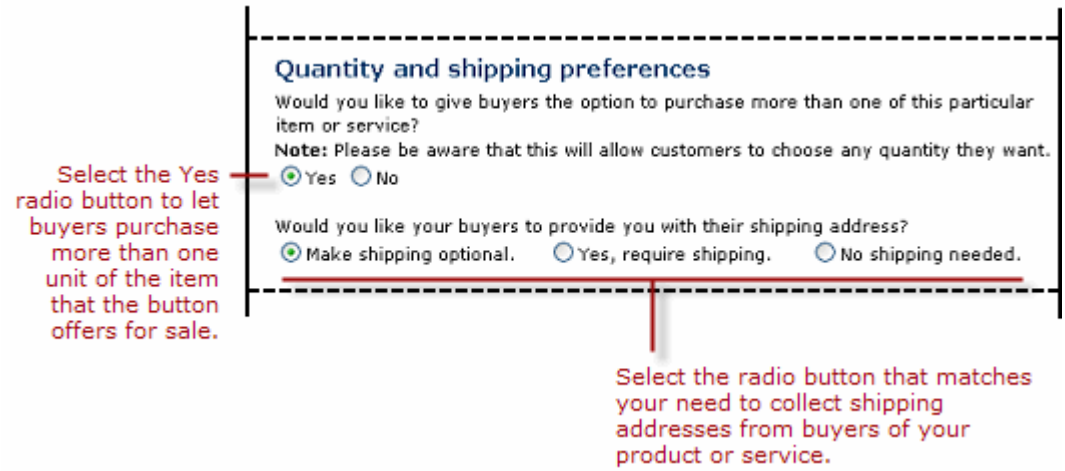
– **Payment Data Transfer** – Click the **Edit** button to turn Payment Data Transfer on or off for all your payment buttons.

  To learn more, see the Payment Data Transfer page on Developer Central.

– **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 66. 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 –

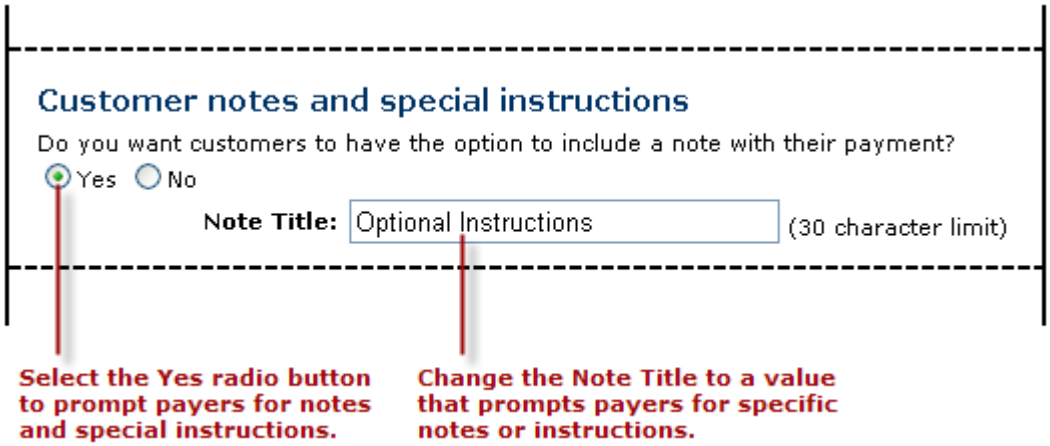
  Yes, require shipping – Select this radio button if you want to require buyers to enter their shipping addresses.

  – 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 66, 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 73.

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

2. Do one of the following to copy the selected text to the clipboard:

- For Windows and Mac, right-click on the code, and then select **Copy**.
- For Windows, press Ctrl+C.
- For Mac, press CMD+C.

3. In your web editing tool, open the webpage where you want to show the button.

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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:

- For Windows or Mac, right-click on the code, and then select **Paste**.
- For Windows, press Ctrl+V.
- For Mac, press CMD+V.

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 8, "Securing Your Website Payments Standard Buttons."

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

2. Do one of the following to copy the selected text to the clipboard:

- For Windows and Mac, right-click on the code, and then select **Copy**.
- For Windows, press Ctrl+C.
- For Mac, press CMD+C.

3. In your web editing tool, open the webpage where you want to show the button.

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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:

- For Windows or Mac, right-click on the code, and then select **Paste**.

– For Windows, press Ctrl+V.
– For Mac, press CMD+V.

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 66, beginning with Step 5. The pages of the button creation tool retain the options that you previously specified.

Limitations When Creating Buy Now 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
-
- 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, enable JavaScript in your browser.

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
- Enabling JavaScript in FireFox

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.

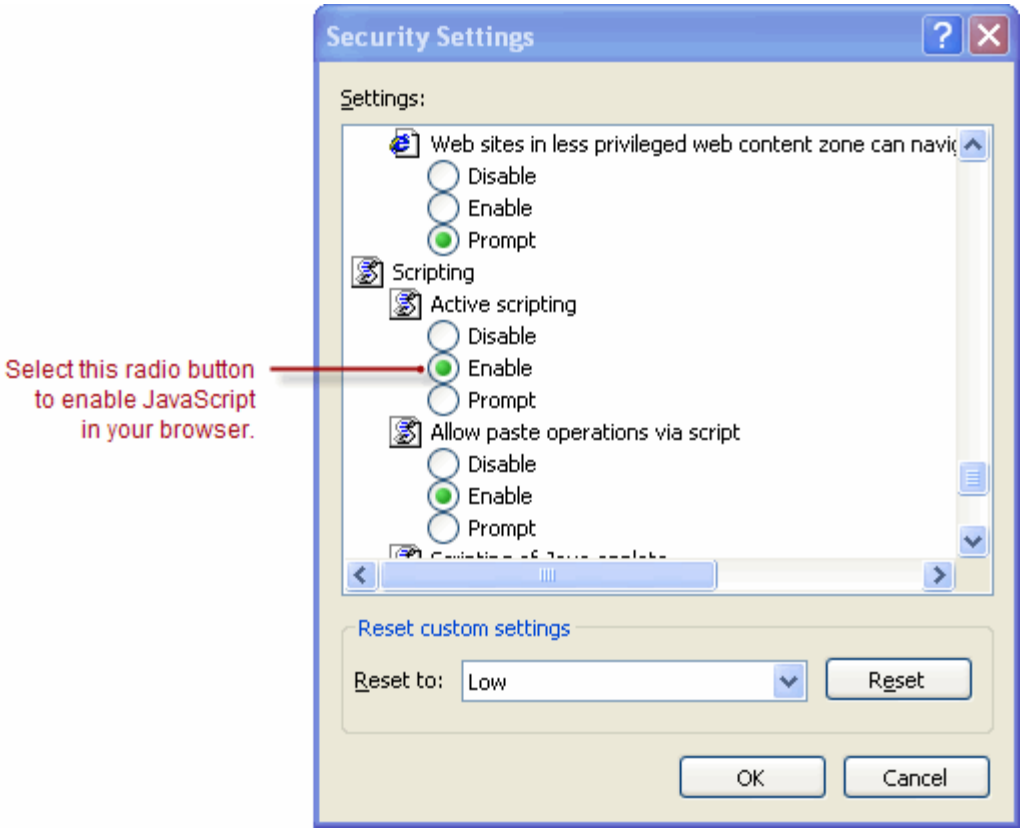
2. Click the **Security** tab.

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.

2 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 77
- "The Checkout Experience With Donate Buttons" on page 81
- "Managing Contributions" on page 90
- "Creating Advanced Donate Buttons on the PayPal Website" on page 92
- "Sample HTML Code for Donate Buttons" on page 102

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.

Example Only

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 78

- "Creating Donate Buttons Before You Create Your PayPal Account" on page 79

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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

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

5. In the Accept payments for dropdown menu, select "Donations".

6. (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.

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 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.

- "Creating a Basic Donate Button Without a PayPal Account" on page 79
- "Limitations of Donate Buttons Created Without a PayPal Account" on page 80
- "Unclaimed Payments From Buttons Created Without a PayPal Account" on page 80

Creating a Basic Donate Button Without a PayPal Account

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

1. Go to the PayPal website at https://www.paypal.com.
2. Click the **Business** tab.
3. Click **Accept Credit Cards on a Website**.
4. Under the **Website Payments Standard** heading, click the **Select** button.

   A page that describes Website Payments Standard opens.
5. Click the **Try it now** button.

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

   The **You've created your button** page opens.
9. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
10. Do one of the following to copy the selected text to the clipboard:
    - For Windows and Mac, right-click on the code, and then select **Copy**.
    - For Windows, press Ctrl+C.
    - For Mac, press CMD+C.
11. In your web editing tool, open the webpage where you want to show the button.

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.

12. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:

- For Windows or Mac, right-click on the code, and then select **Paste**.
- For Windows, press Ctrl+V.
- For Mac, press CMD+V.

After Completing This Task:

Sign up for your PayPal account. You cannot collect payments that buyers make with your payment button until you sign up successfully for your PayPal Premier or Business Account.

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:

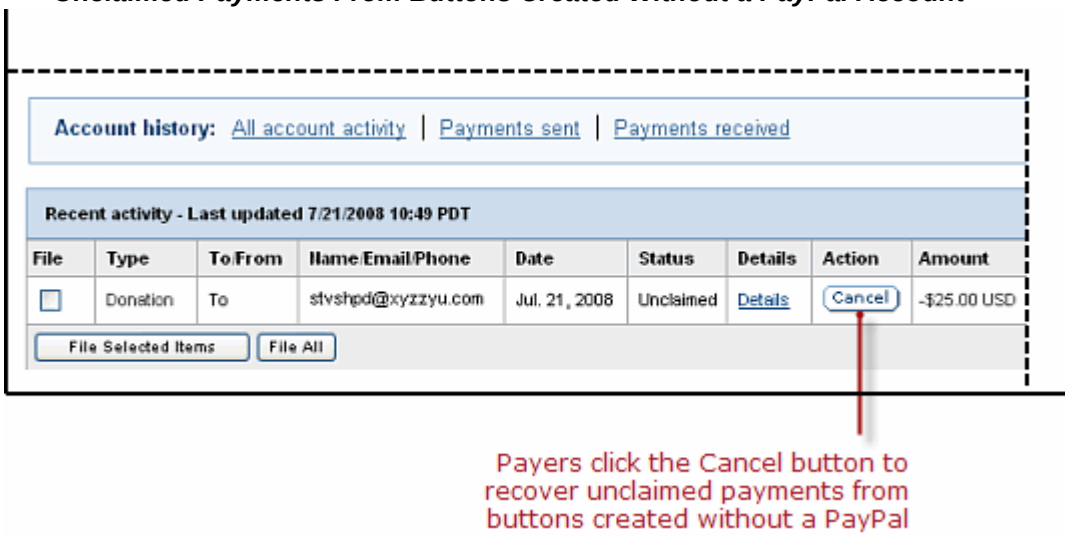
NOTE: You cannot create payment buttons without a PayPal account if Javascript is disabled in your browser.

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.

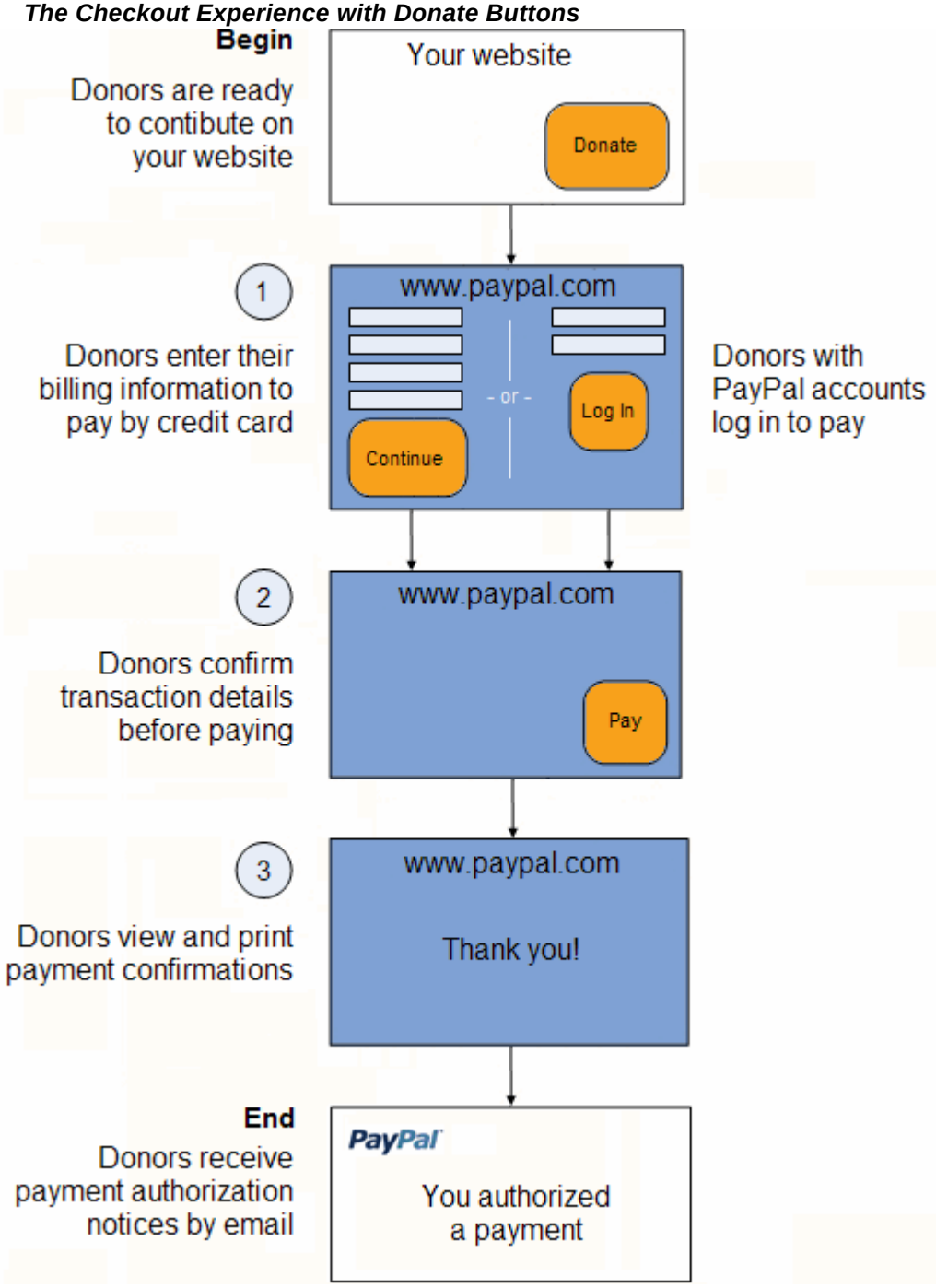
Unclaimed Payments From Buttons Created Without a PayPal Account



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.

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 83
- "1 – Donors Enter Their Billing Information or They Log In to PayPal" on page 83
- "2 – Donors Confirm Their Contribution Details Before Paying" on page 84
- "3 – Donors View and Print Their PayPal Contribution Confirmations" on page 85

- "End – Donors Receive Contribution Authorization Notices by Email" on page 87
- "Enhancing the Checkout Experience With Donate Buttons" on page 89

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.

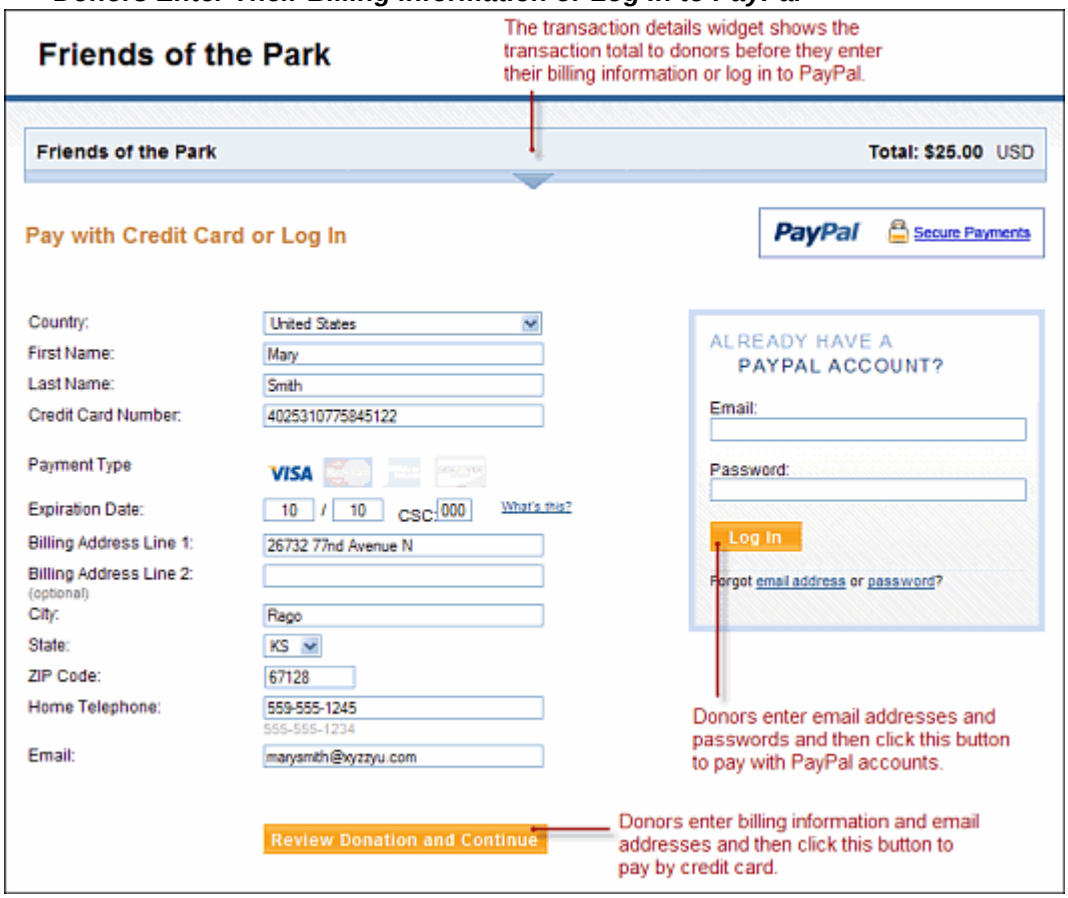
Donors Begin on Your Website When They Are Ready to Contribute

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.

Donors Enter Their Billing information or Log In to PayPal



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:

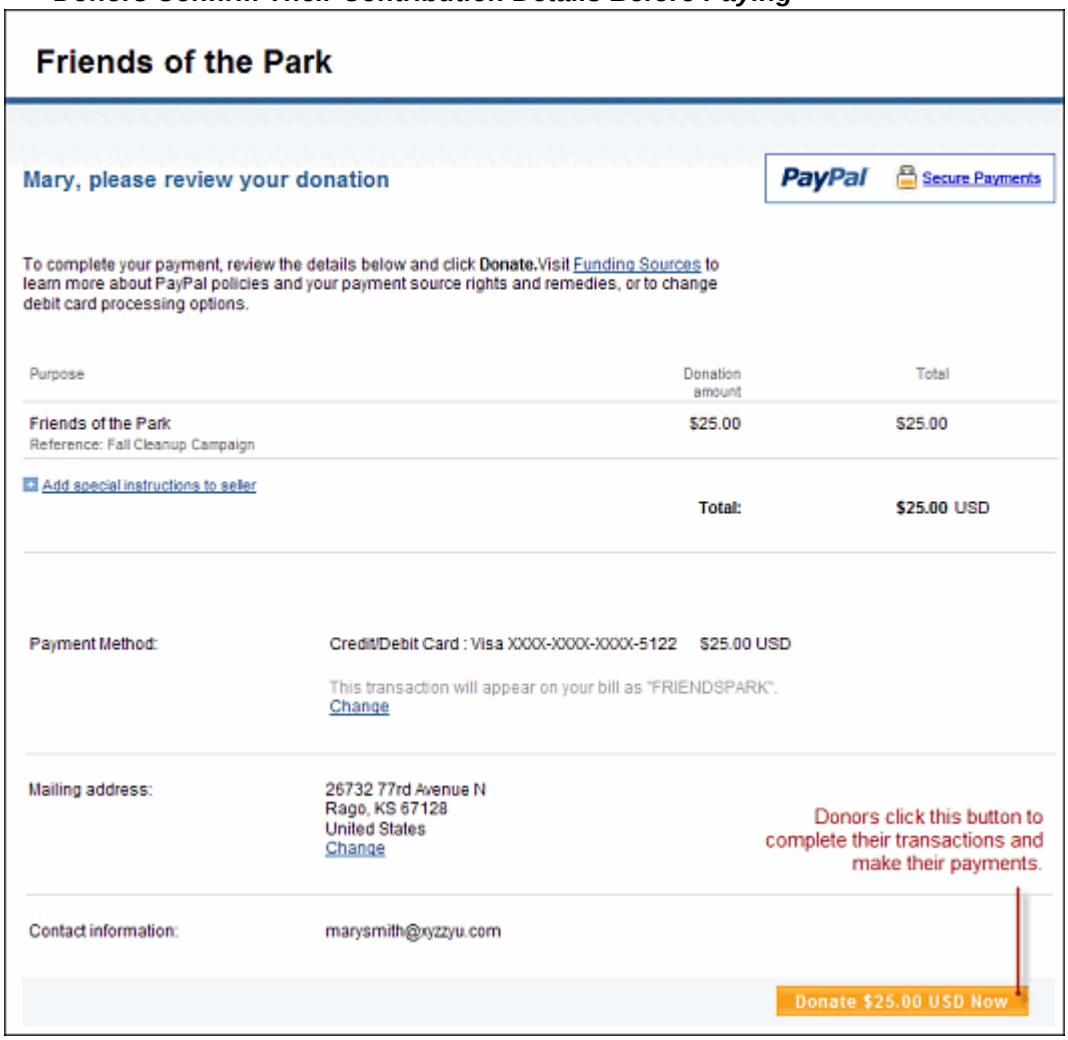
- **To pay with a credit card** – Donors enter their billing information. They also enter their contact information – email address and home phone number– so that PayPal can send them their PayPal transaction receipts and can contact them if necessary to complete the transaction. Then, they click the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

Donors Confirm Their Contribution Details Before Paying

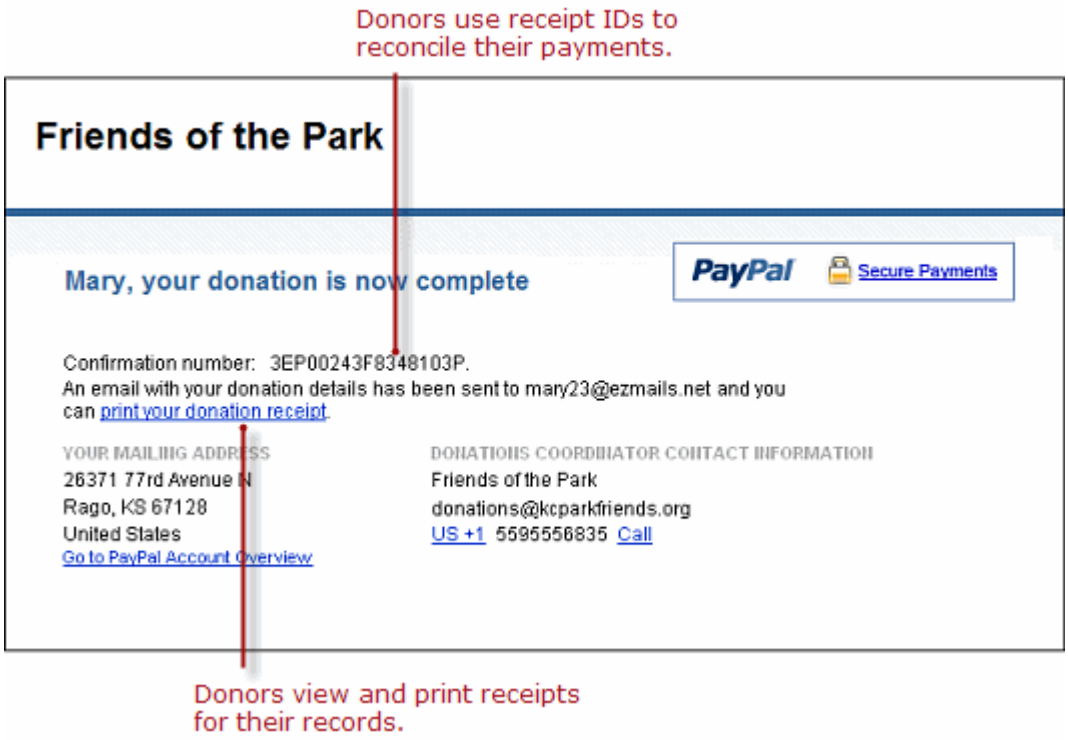


In this case, Mary reviews the transaction details clicks the **Pay Now** button to complete the transaction and make her payment.

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.

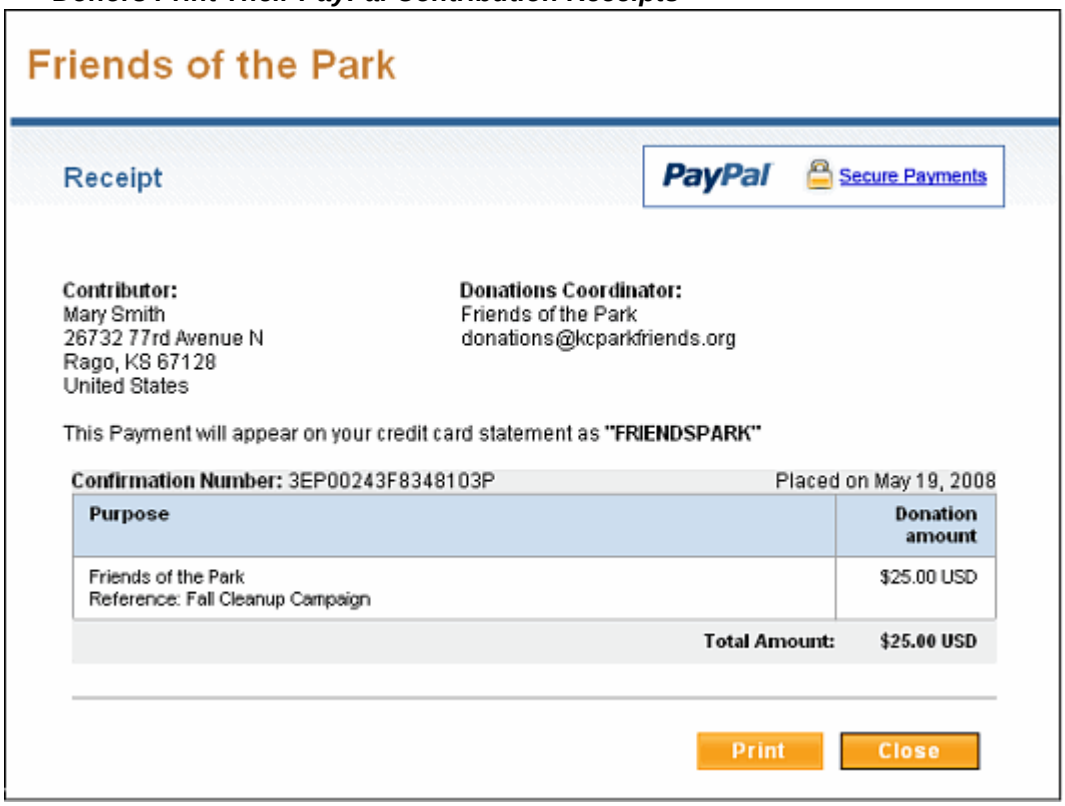
Donors View Their Donation Confirmations



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.

Donors Print Their PayPal Contribution Receipts

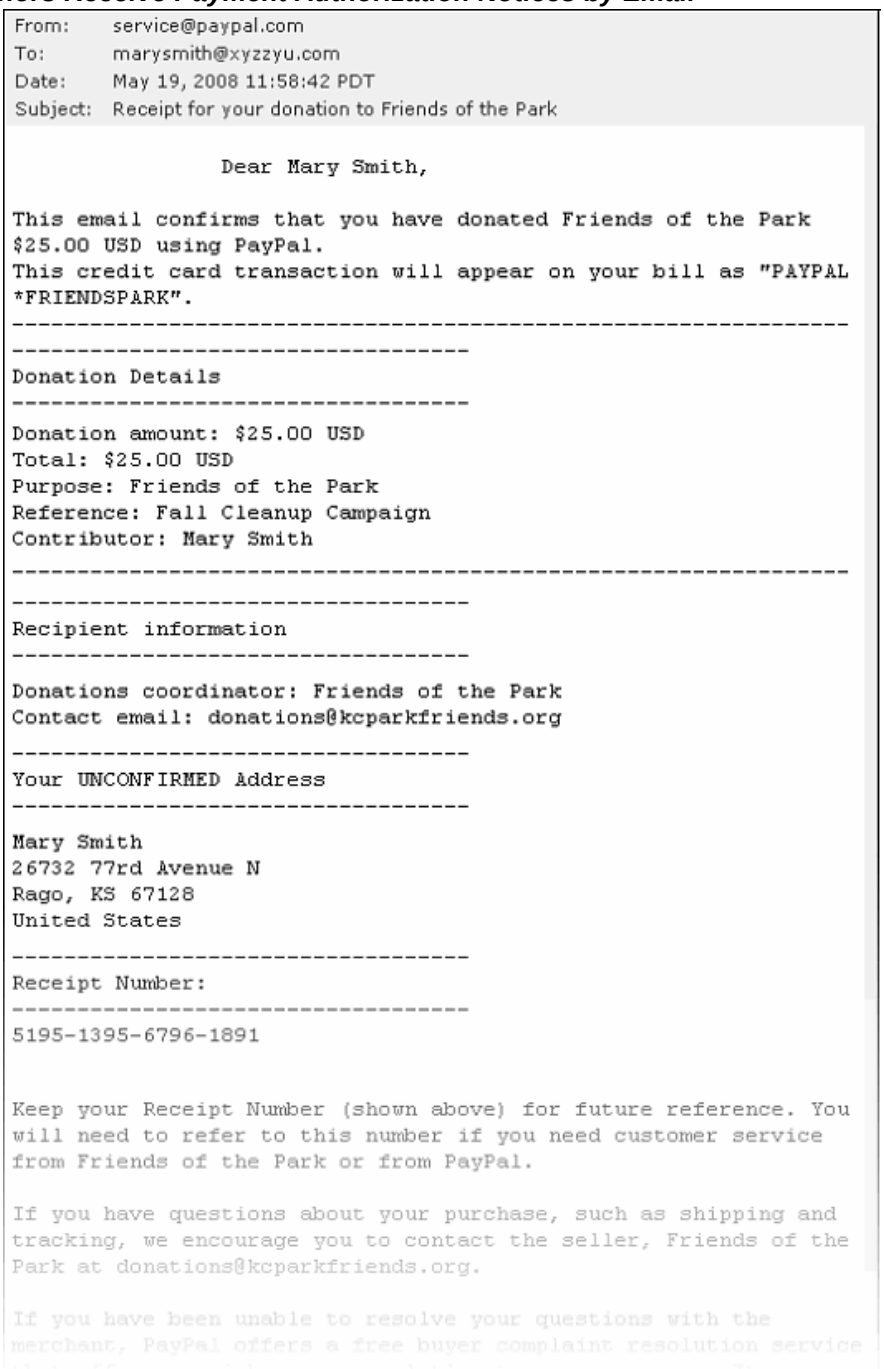


In this case, Mary prints the PayPal contribution receipt for her records.

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.

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.

If you have been unable to resolve your questions with the merchant, PayPal offers a free buyer complaint resolution service

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 351
- "HTML Variables for Displaying PayPal Checkout Pages" on page 437

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 about prepopulation, see "Filling Out FORMs Automatically with HTML Variables" on page 413.

To learn more about the HTML variables to use, see "HTML Variables for Filling Out PayPal Checkout Pages Automatically" on page 440

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 109 or "HTML Variables for Displaying PayPal Checkout Pages" on page 437.

- **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 352.

- **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 Payment Data Transfer page on Developer Central.

Managing Contributions

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

- "Using Email Notices to Track Donate Transactions" on page 90
- "Using Recent Activity to Track Donate Transactions" on page 90
- "Using Transaction History to Track Donate Transactions" on page 91
- "Using Downloadable History Logs to Track Donate Transactions" on page 91
- "Using Instant Payment Notification to Track Donate Transactions" on page 91

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 109, or "HTML Variables for Website Payments Standard" on page 419."

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.

Using Recent Activity to Track Donate Transactions

To view your recent history:

1. Log in to you 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 Merchant Setup and Administration 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 Merchant Setup and Administration 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 417 and the Instant Payment Notification 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:

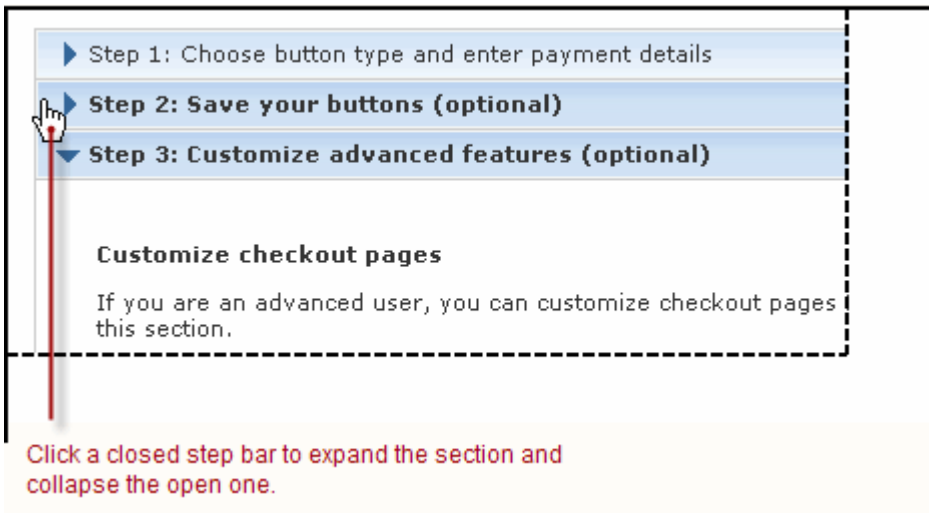
- "The Basic Steps for Using the Tool With Donate Buttons" on page 92
- "Saving Donate Buttons in Your PayPal Account" on page 93
- "Adding Advanced Features to Donate Buttons With HTML Variables" on page 93
- "Generating Code for Payment Buttons and Email Payment Links" on page 94
- "Protecting HTML Code for Payment Buttons" on page 94
- "Step 1 – Specifying Basic Features of Your Donate Button" on page 94
- "Step 2 – Saving Your Donate Button in Your PayPal Account" on page 97
- "Step 3 – Adding Advanced Features to Your Donate Button" on page 98
- "Copying and Pasting the Donate Code" on page 100

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 98.

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 your 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 8, "Securing Your Website Payments Standard Buttons."

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.

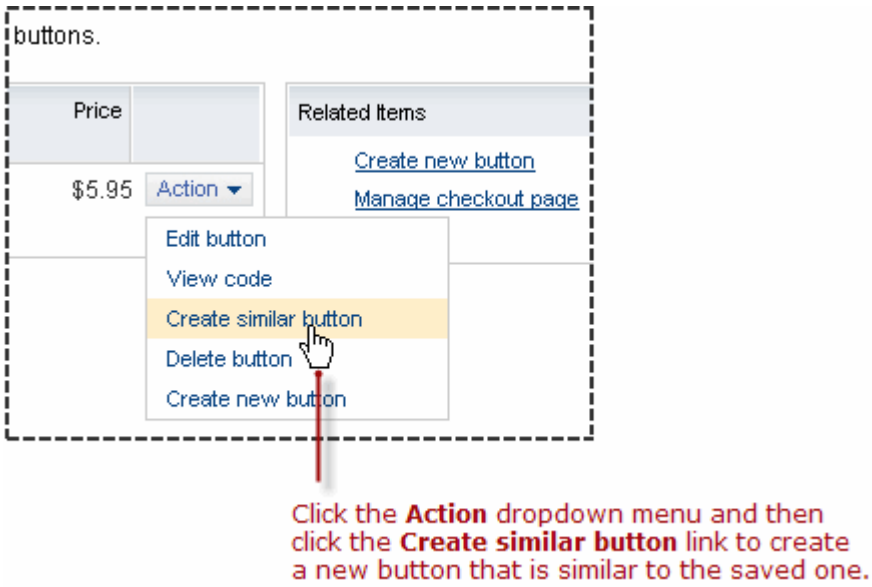
2. Click the **Profile** subtab.

   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 **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 details for your payment 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//`.

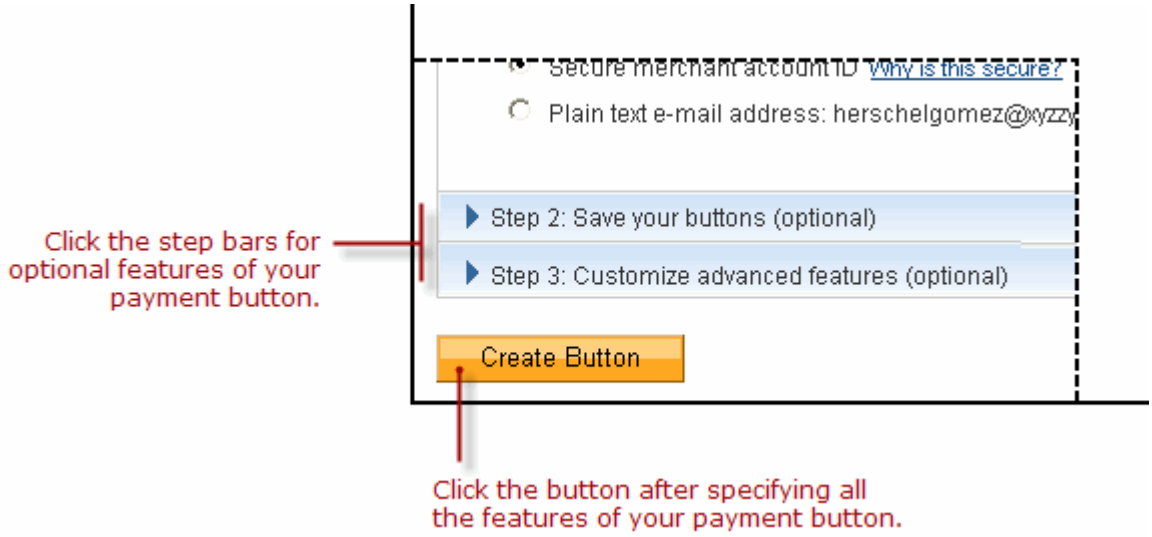
7. From the **Currency** dropdown menu, select the currency in which contributions are made; the dropdown menu automatically selects the currency of your primary balance.
8. Under **Contribution amount**, select one of the following radio buttons.
   - **Donors enter their own contribution amount** – 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 100.

– 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 97.

– 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 98.

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.

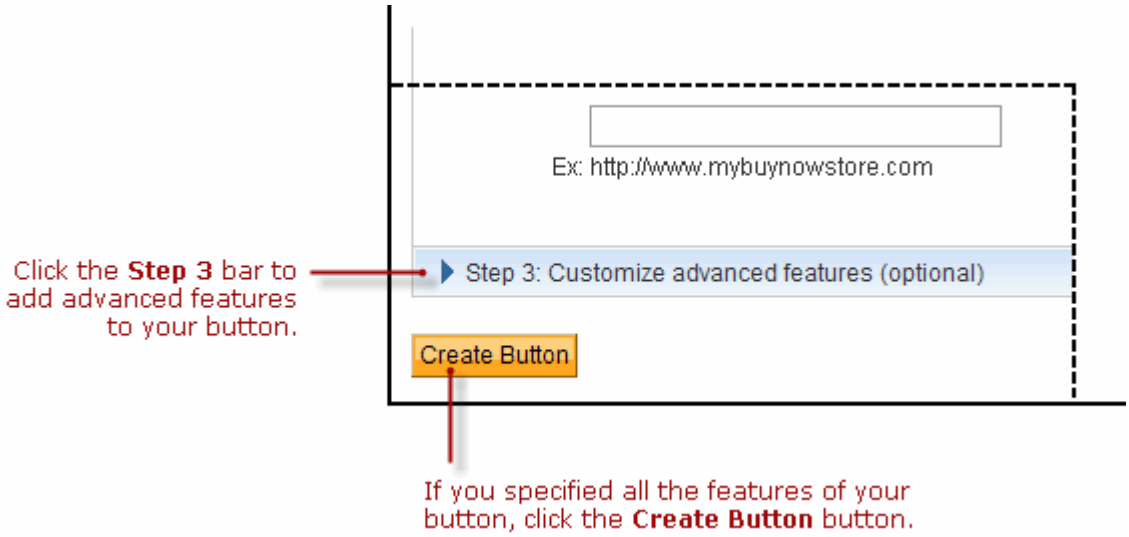
  For more information, see Chapter 8, "Securing Your Website Payments Standard Buttons."

– 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 93."

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 100.
   – 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 98.
   – 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 94, 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. To learn more, see the Payment Data Transfer page on Developer Central.

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 13, "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 100.
   - 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 94, 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 97.

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 97 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 the 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 8, "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 8, "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**.

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 102
- "Sample HTML Code for a Donate Button With a Fixed Contribution Amount" on page 103

To protect against malicious users tampering with the HTML code for your Donate buttons and submitting fraudulent contributions, see Chapter 8, "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/btn_donate_LG.gif"
        alt="PayPal - The safer, easier way to pay online">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</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/btn_donate_LG.gif"
        alt="PayPal - The safer, easier way to pay online">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Creating Donate Buttons with JavaScript Disabled

The button creation tool on the PayPal website requires JavaScript. If JavaScript is disabled in your browser, PayPal offers you an alternative tool that does not require JavaScript.

- "Getting Started with Donate Button With JavaScript Disabled" on page 104
- "Creating Advanced Donate Buttons With JavaScript Disabled" on page 106
- "Limitations When Creating Payment Buttons With JavaScript Disabled" on page 113
- "Enabling JavaScript in Your Browser" on page 113

Getting Started with 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**.

Creating Advanced Donate Buttons With JavaScript Disabled

The button creation tool for Donate buttons on the PayPal website 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 106
- "Page 1 – Specifying the Basic Features of the Donate Button" on page 106
- "Page 2 – Specifying Advanced Features of Your Donate Button" on page 109
- "Copying and Pasting the Donate Code With JavaScript Disabled" on page 112

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.

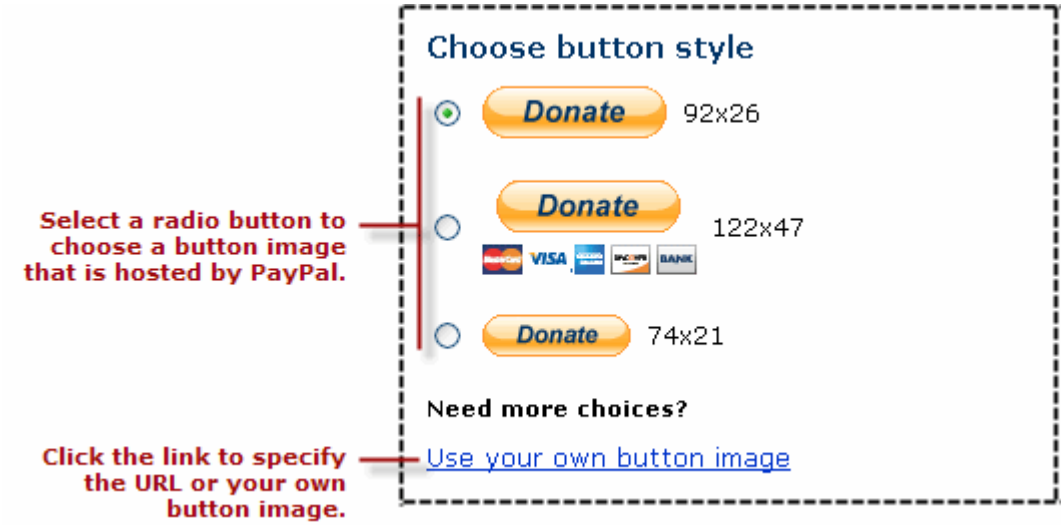
The **Donations** page opens.

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 8, “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 Chapter 2, "Page 2 – Specifying Advanced Features of Your Donate Button."

   – or –

   If you entered all the details and options for your button, go to Chapter 2, "Copying and Pasting the Donate Code With JavaScript Disabled."

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.

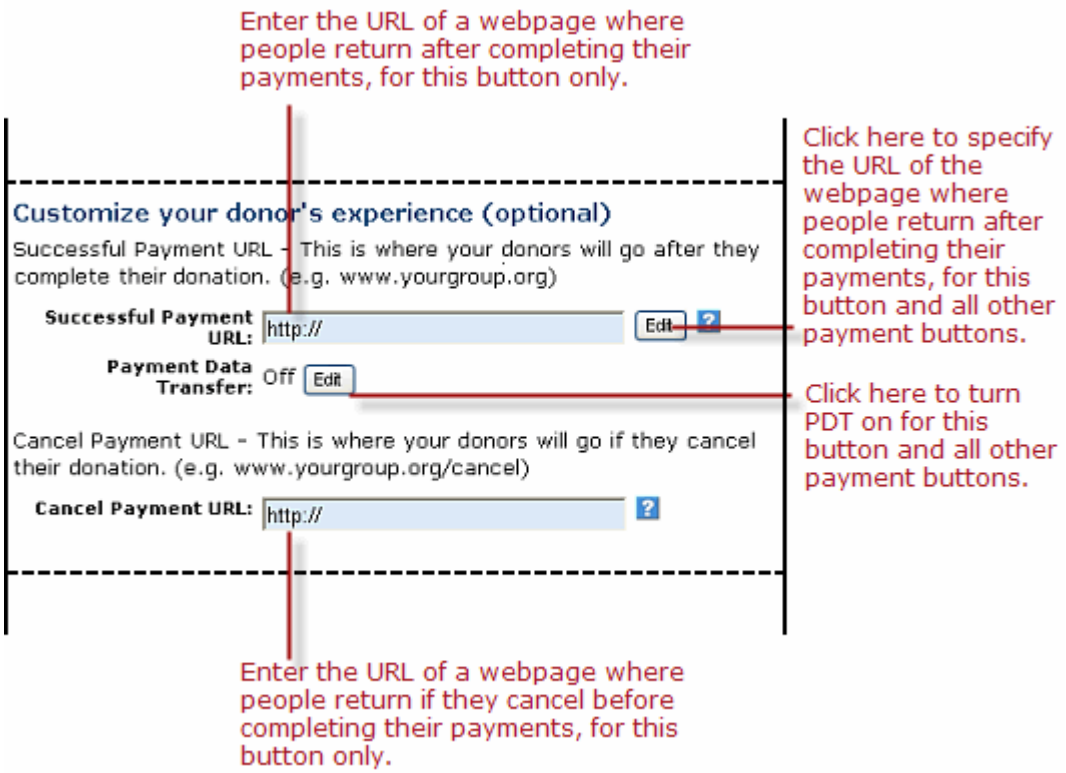
   Use these settings to give donors a visually seamless payment experience by customizing the PayPal payment pages to match the visual style of your website.

   – **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 351.
   – **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 352.
- **Payment Data Transfer** – Click the **Edit** button to turn Payment Data Transfer on or off for all your payment buttons.

  To learn more, see the Payment Data Transfer page on Developer Central.
- **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.

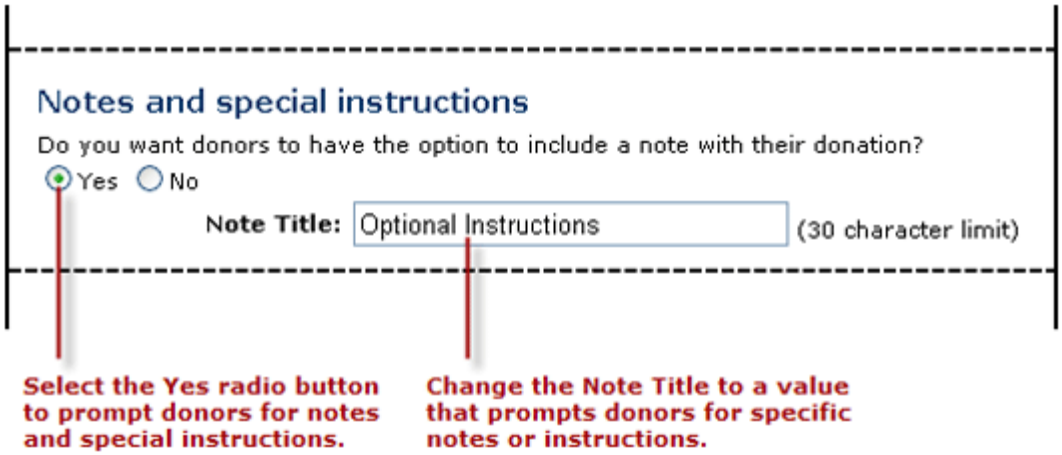
   – or –

   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.



   – 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 106, 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 112.

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 8, "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 106, beginning with Step 5. The pages of the button creation tool retain the options that you previously specified.

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 113.

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 114
- "Enabling JavaScript in FireFox" on page 115

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 78.

Enabling JavaScript in Internet Explorer

To enable JavaScript in Internet Explorer:

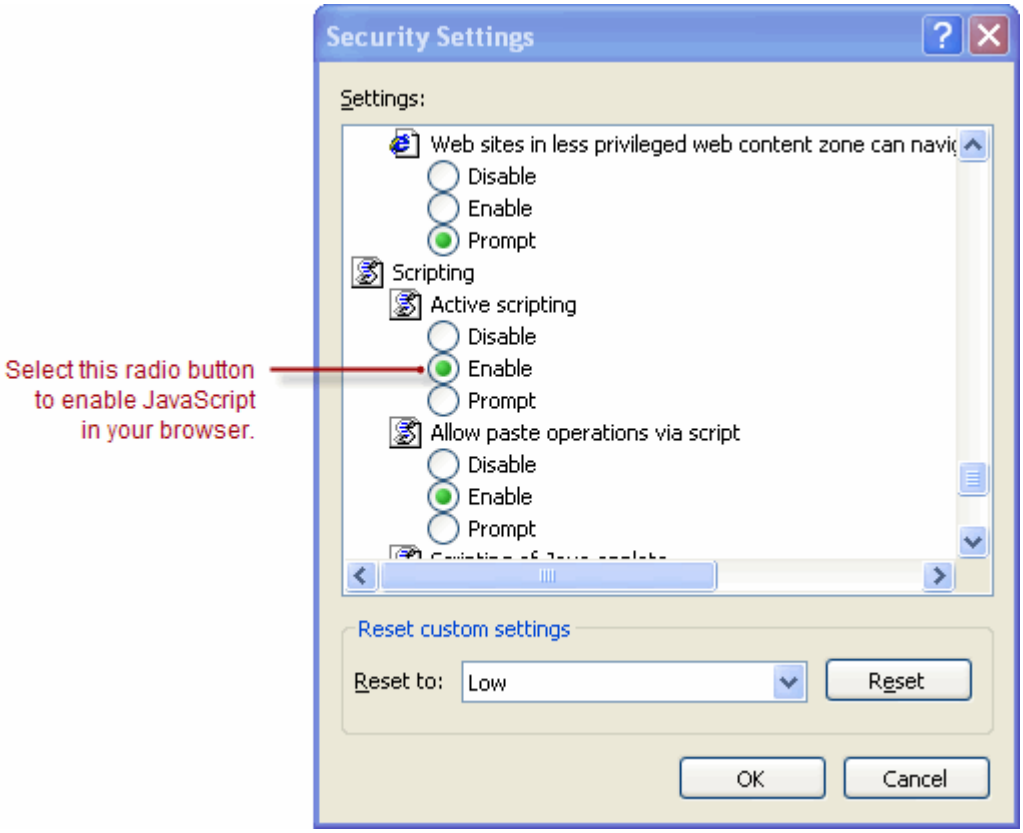
1. Select **Tools** > **Internet Options…** from the menu bar.

   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.

3 Recurring Payments – Subscribe Buttons

Use Subscribe buttons to obtain subscription payments automatically from buyers for access to online content and services or for regular delivery of goods.

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:

- "Getting Started with Subscribe Buttons" on page 117
- "The Checkout Experience with Subscribe Buttons" on page 121
- "Managing Subscriptions" on page 127
- "Advanced Features of Subscribe Buttons" on page 140
- "Creating Advanced Subscribe Buttons on the PayPal Website" on page 150
- "Sample HTML Code for Subscribe Buttons" on page 167
- "Sample URL Code for Subscribe Email Payment Links" on page 176
- "Creating Subscribe Buttons with JavaScript Disabled" on page 177

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.

Example Only

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

- "Creating a Basic Subscribe Button on the PayPal Website" on page 118
- "Creating Subscribe Buttons Before You Create Your PayPal Account" on page 119

Creating a Basic Subscribe Button on the PayPal Website

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

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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

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

5.

6. 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".

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

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

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

9. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
10. In your web editing tool, open the webpage where you want to show the button.

    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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
    - For Windows or Mac, right-click on the code, and then select **Paste**.
    - For Windows, press Ctrl+V.
    - For Mac, press CMD+V.

After Completing This Task:

To learn how to create buttons for other kinds of subscriptions, see "Creating Advanced Subscribe Buttons on the PayPal Website" on page 150.

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.

- "Creating a Basic Subscribe Button Without a PayPal Account" on page 119
- "Limitations of Subscribe Buttons Created Without a PayPal Account" on page 120

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.

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

1. Go to the PayPal website at https://www.paypal.com.
2. Click the **Business** tab.
3. Click **Accept Credit Cards on a Website**.
4. Under the **Website Payments Standard** heading, click the **Select** button.

   A page that describes Website Payments Standard opens.

5. Click the **Try it now** button.

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

6.

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

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

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

10. Do one of the following to copy the selected text to the clipboard:

   – For Windows and Mac, right-click on the code, and then select **Copy**.
   – For Windows, press Ctrl+C.
   – For Mac, press CMD+C.

11. In your web editing tool, open the webpage where you want to show the button.

   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.

12. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:

   – For Windows or Mac, right-click on the code, and then select **Paste**.
   – For Windows, press Ctrl+V.
   – For Mac, press CMD+V.

After Completing This Task: Sign up for your PayPal account. Your Subscribe button will not work fully until you sign up successfully for your PayPal Business Account.

Limitations of Subscribe 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 Premiere or Business account.

- The buttons that you place on your website will not work fully.
- PayPal limits the features that you can specify with the button creation tool, such as:
  – Saving your buttons in your PayPal account

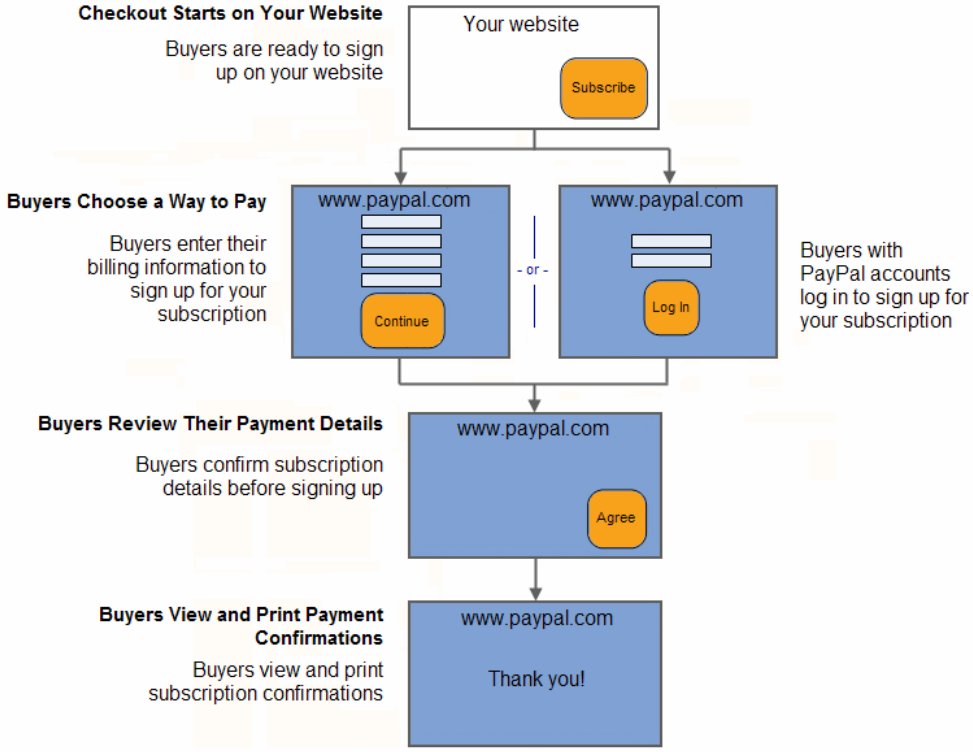
– Tracking inventory or profit and loss

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

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.

The Checkout Experience with Subscribe Buttons



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

- "Checkout Starts on Your Website" on page 122
- "Buyers Choose a Way to Pay" on page 122
- "Buyers Review Their Payment Details" on page 124
- "Buyers View and Print Payment Confirmations" on page 125
- "Enhancing the Checkout Experience with Subscribe Buttons" on page 126

Checkout Starts on Your Website

The basic checkout experience begins on your website when a buyer is ready to sign up.

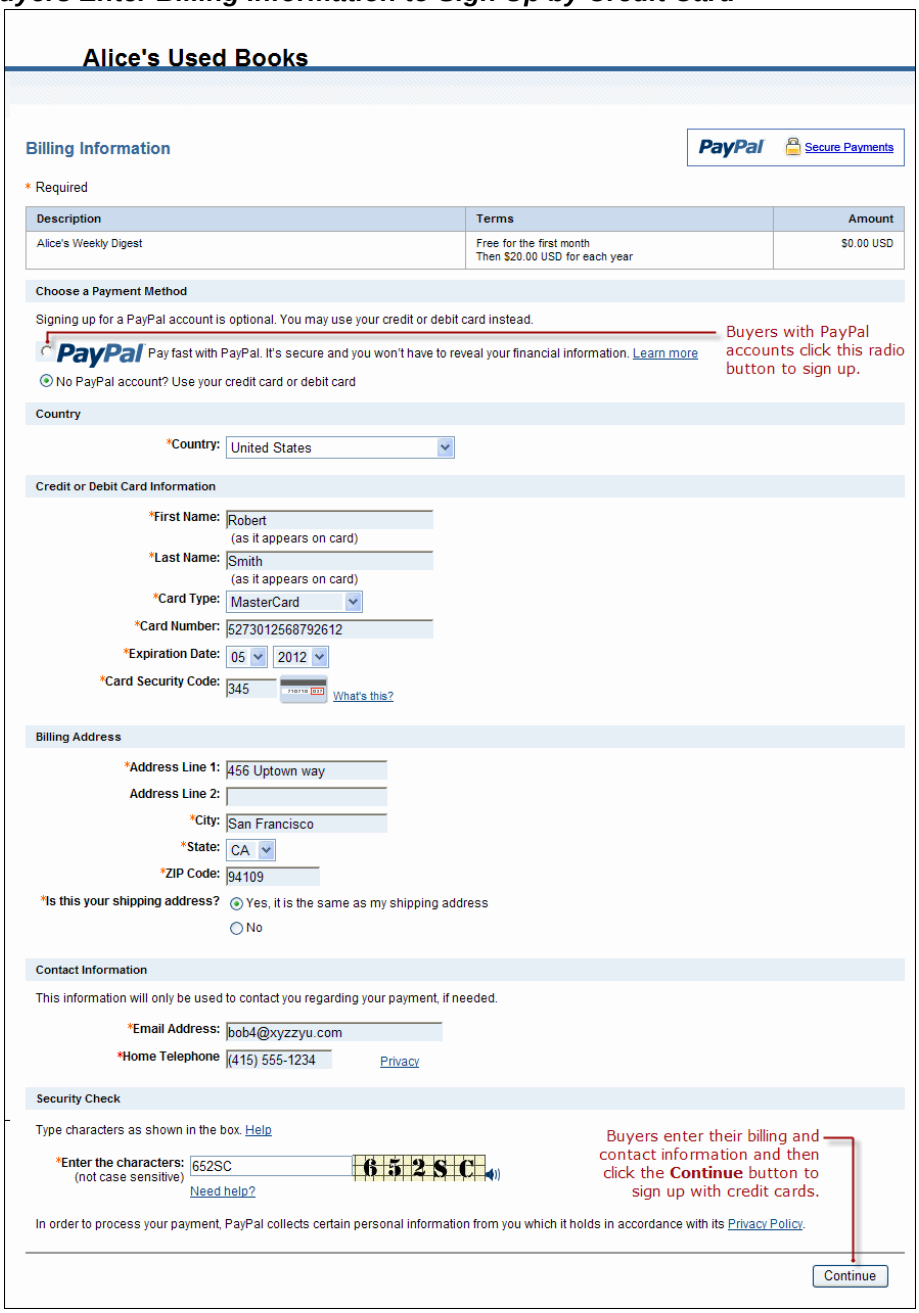
Buyers Begin PayPal Checkout on Your Website

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.

Buyers Choose a Way to Pay

PayPal displays a billing information/log-in page, which lets buyers enter their credit card information to sign up. Buyers with PayPal accounts log in to sign up.

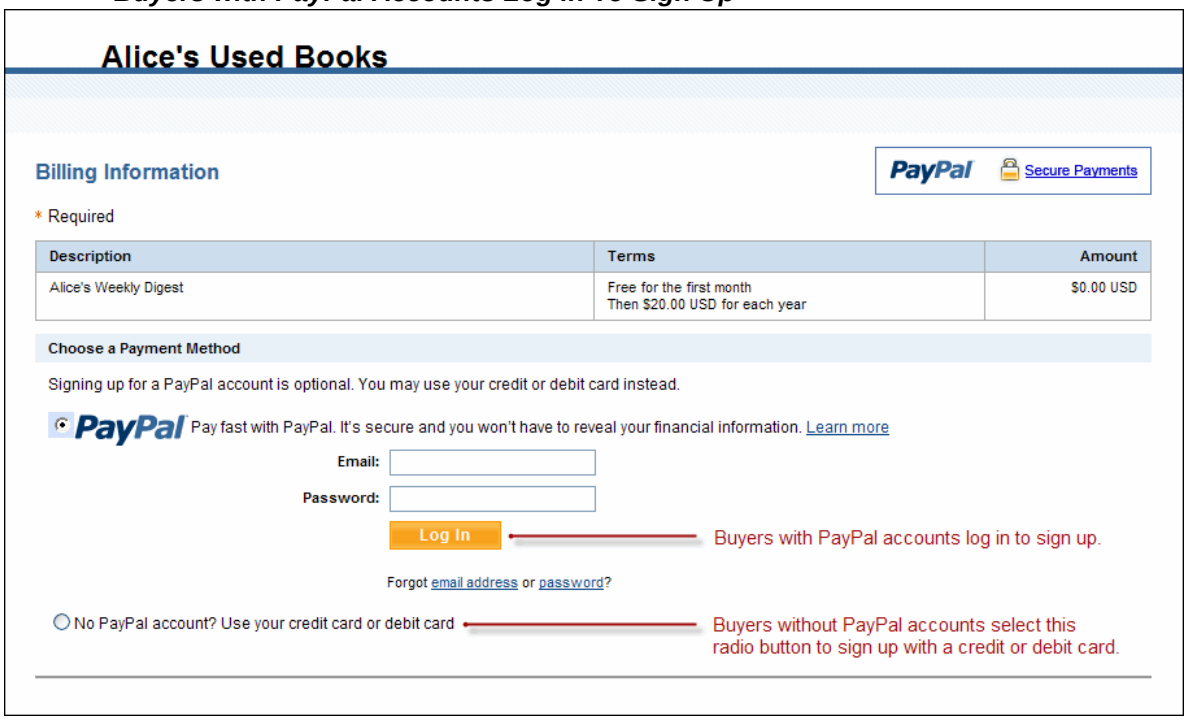
Buyers Enter Billing Information to Sign Up by Credit Card



In this case, Bob does not have a PayPal account. He enters his billing information. He also 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.

Buyers 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.

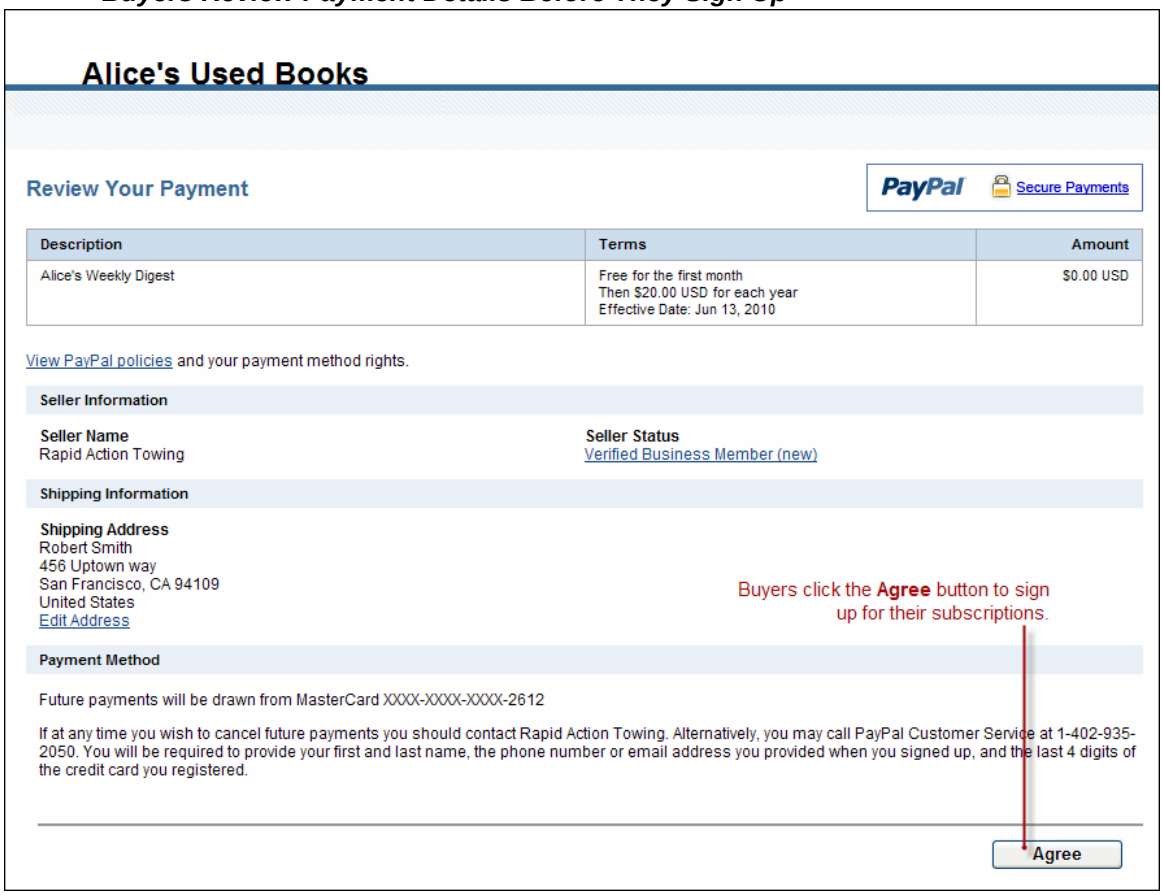
Buyers with PayPal Accounts Log in To Sign Up



Buyers Review Their Payment Details

PayPal displays a payment review page to let buyers check the details of their automatic payment plans before they complete their agreements.

Buyers Review Payment Details Before They Sign Up

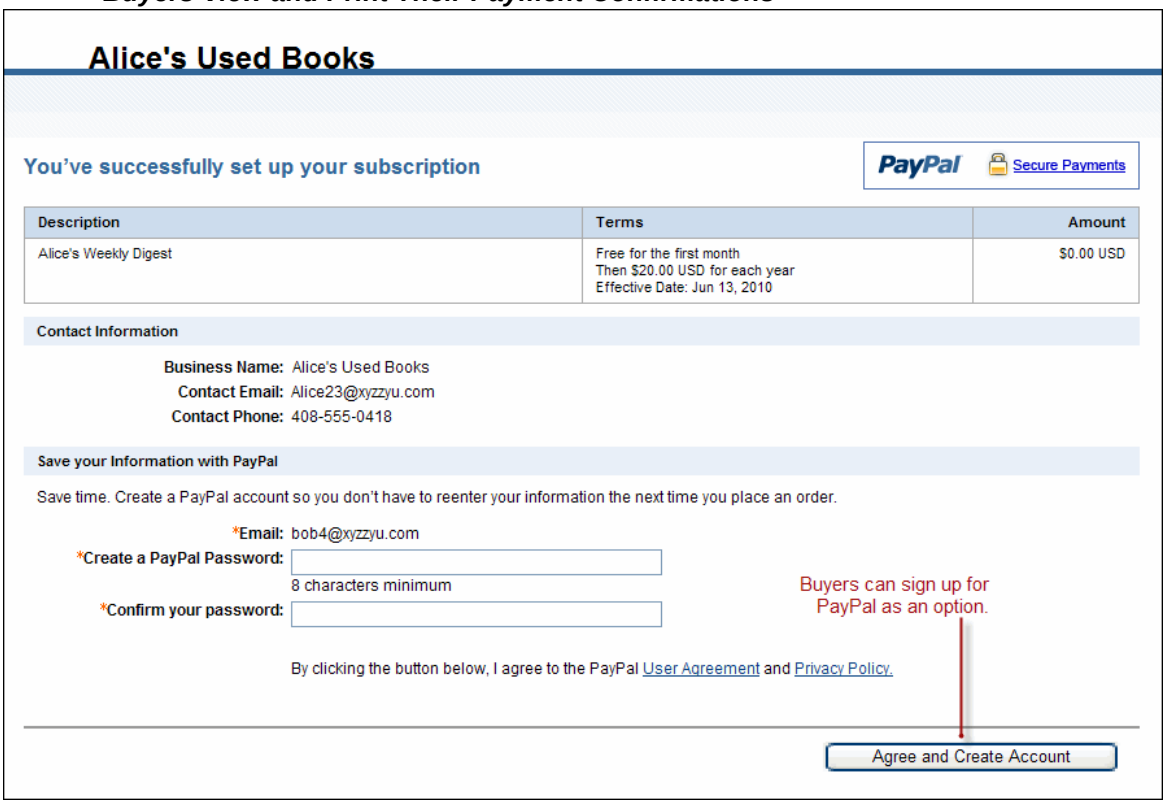


In this case, Bob reviews the details of his subscription and recurring payments. Then, he clicks the **Pay** button to complete his signup for the subscription.

Buyers View and Print Payment Confirmations

PayPal displays a payment confirmation page to let buyers know that they checked out successfully.

Buyers View and Print Their Payment Confirmations



In this case, Bob prints the confirmation page for his records.

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 Buyers 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 set co-branding options to help blend the PayPal checkout pages with the rest of your website and maintain your brand throughout the checkout experience.

Enhance the checkout experience by setting up custom page payments in your account profile to specify your logo and colors. Then, PayPal uses your logo and colors to display the checkout pages. In addition, you can specify you logo and colors with advanced HTML variables in the code of your payment buttons.

For more information, see:

-
-

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 about prepopulation, see "Filling Out FORMs Automatically with HTML Variables" on page 413.

To learn more about the HTML variables to use, see "HTML Variables for Filling Out PayPal Checkout Pages Automatically" on page 440

Returning Buyers 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 161 or "HTML Variables for Displaying PayPal Checkout Pages" on page 437.

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

  To learn more, see "Auto Return" on page 352.

Managing Subscriptions

Read the following topics to learn about managing subscriptions:

- "Tracking Subscription Transactions" on page 127
- "How Billing Cycles and Recurring Payments Work" on page 132
- "Downloading Subscriber Lists" on page 134
- "Canceling Individual Subscriptions" on page 134
- "Canceling Multiple Subscriptions at One Time" on page 136
- "Suspending Subscriptions" on page 138
- "Editing a Subscription Profile" on page 138

Tracking Subscription Transactions

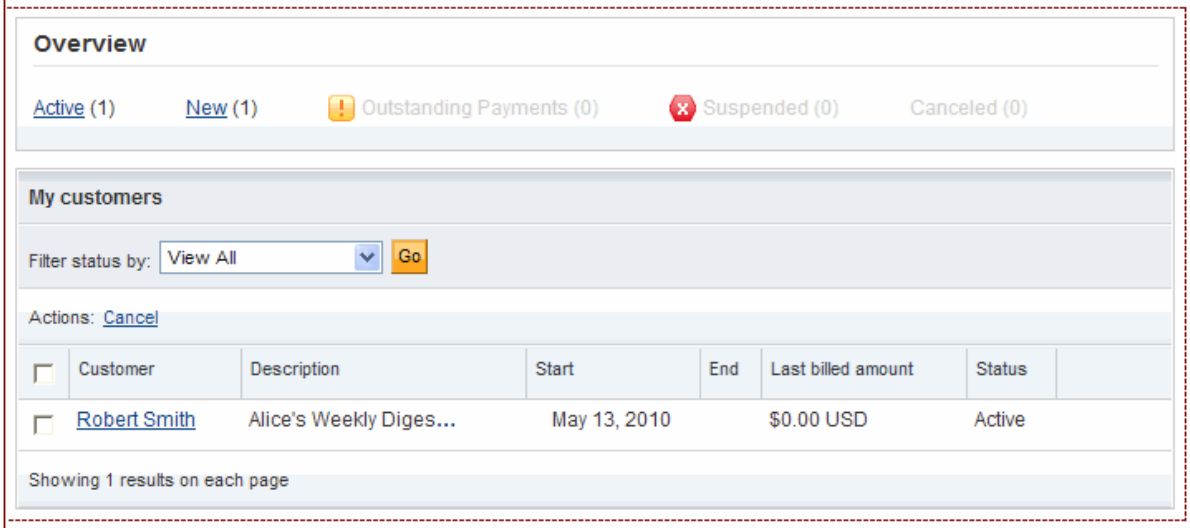
Read the following topics to learn how PayPal helps you manage Subscribe transactions.

- Using the Recurring Payments Dashboard to Track Subscription Plans

- 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 the Recurring Payments Dashboard to Track Subscription Plans

PayPal displays subscription plans in the **Recurring payments dashboard**, soon after buyers complete their subscription signups.

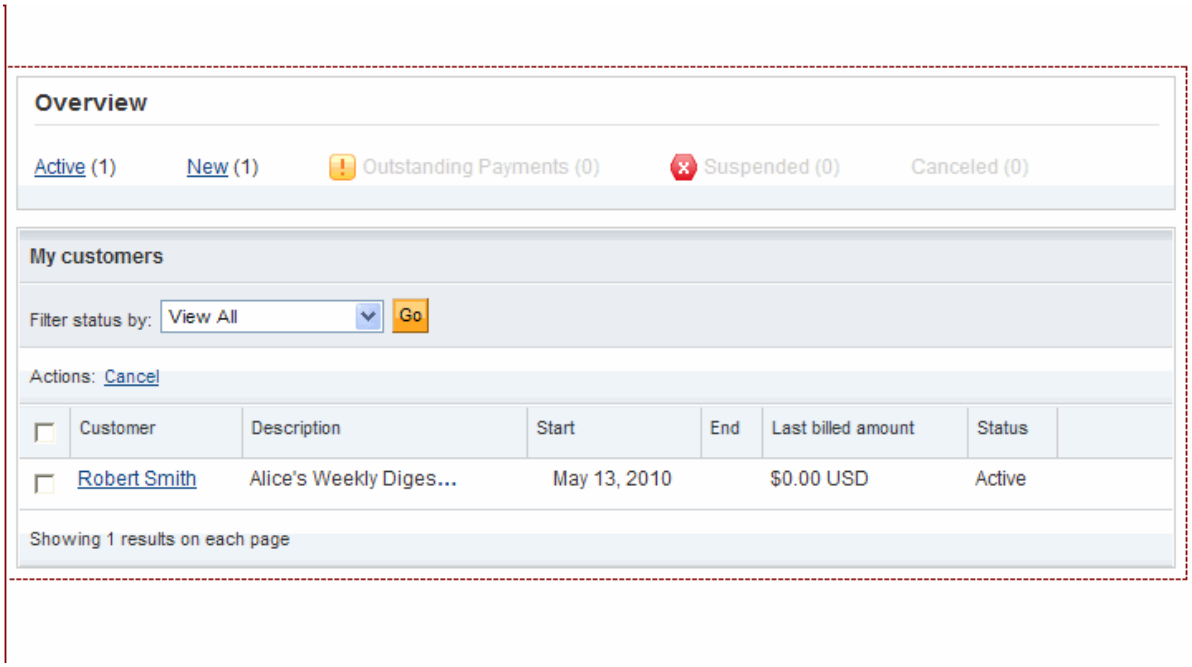


1. Log in to your PayPal account.
2. Navigate to **My Account > Profile**.

   The **Profile Summary** opens.

3. Under the **Financial Information** heading, click the **Recurring payments dasboard** link.

   The **Recurring payments dashboard** opens.



Result:

From the **Overview** section of the dashboard, do any of the following:

- See counts of **Active** and **New** plans, counts of plans with **Outstanding Payments**, and counts of plans that are **Suspended** or **Canceled**.
- See only plans with a specific status in the **My customers** list by clicking the corresponding status link. Or, choose a status from the **Filter status by** dropdown menu, and then click the **Go** button.
- Manage a specific plan by clicking the **Customer Name** link in the row for the plan.
- Cancel plans by selecting checkboxes in the rows of plans, and then clicking the **Cancel** link at the top of the list.

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."

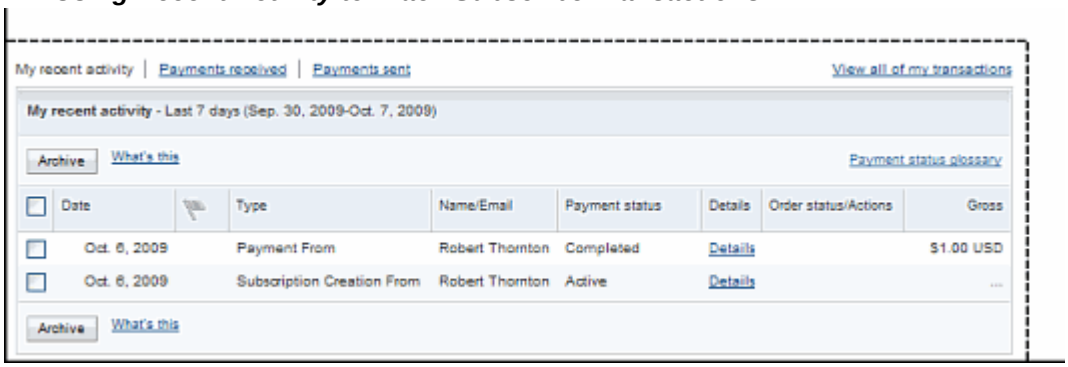
Using Recent Activity to Track Subscribe Transactions

PayPal displays Subscribe transactions in your recent activity, soon after subscribers complete their subscription signups.

If you accepted your first subscription payment before October 15, 2009:

Subscription information displays on your **Account Overview** page as shown in the figure below.

Using Recent Activity to Track Subscribe Transactions



If you accepted your first subscription payment after October 15, 2009:

Subscription information displays on your **Account Overview** page as shown in the figure below.

1. Log in to you 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 Merchant Setup and Administration Guide.

If you accepted your first subscription payment before October 15, 2009:

1. Visit the **History** page.
2. Above the activity list, click the **Subscriptions** link.

   NOTE: If the link is not shown, select **More filters** > Subscriptions and agreements > Subscriptions.

   The activities list displays subscription payments, which are identified as "Subscription Creation From" or "Payment From" in the **Type** column.

If you accepted your first subscription payment after October 15, 2009:

1. Visit the **History** page.
2. Above the activity list, select **More filters > Subscriptions and agreements > Recurring payments > Transactions**.

   The activities list displays subscription payments, which are identified as "recurring payments" in the **Type** column.

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. Move your mouse over the **History** tab and then click the Download History link

   The **Download History** page opens.
3. Click the **Customize Download Fields** link.

   The **Customize My Download History** page opens.
4. Scroll down the page, and select the **Subscription Number** check box.
5. Click the **Save** button.

   The **Download History** page opens again.

6. Specify the time frame for the subscription payments you want to download and the file type you want.
7. Click the **Download History** button, and follow the onscreen instructions.

For more information on the Download History page, see the Merchant Setup and Administration 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 417
- "Generating Usernames and Passwords with Subscribe Buttons" on page 148
- Instant Payment Notification 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.

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.

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.

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.

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

If you accepted your first subscription payment before October 15, 2009:

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. Move your mouse over the **History** tab and then click the Download History link

   The **Download History** page opens.
3. Specify the time frame for the subscription activity that you want to download.
4. 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.
5. Click the **Download History** button, and follow the onscreen instructions.

For more information on the Download History page, see the Merchant Setup and Administration Guide.

Canceling Individual Subscriptions

As a subscription service provider, you can the 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. Canceled subscriptions cannot be reactivated.

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 146.

If you accepted your first subscription payment before October 15, 2009:

1. Log in to your PayPal account at https://www.paypal.com.
2. Click the **History** subtab.

   The **History** page opens.
3. Specify the time frame in which the subscription was set up.
4. From the **More Filters** dropdown menu, select **Subscriptions and agreements > Subscriptions**.

   The **History** pages displays a list of subscription transactions.
5. 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."
6. In the row for the subscription that you want to cancel, click the **Details** link.

   The **Subscription Details** page opens.
7. Scroll to the bottom of the page, and click the **Cancel Subscription** button.

If you accepted your first subscription payment after October 15, 2009:

1. Log in to your PayPal account at https://www.paypal.com.
2. Click the **History** subtab.

   The **History** page opens.
3. Specify the time frame in which the subscription was set up.
4. From the **More Filters** dropdown menu, select **Subscriptions and agreements > Recurring payments > My profiles**.

   The **History** pages displays a list of recurriing payment setup transactions.
5. In the **My profiles** list, locate the subscription that you want to cancel.
6. In the row for that subscription, click the **Details** link.

   The **Recurring Payments : Profile Details** page opens.
7. Click the **Cancel** link under **Profile Status**.
8. Click the **Yes** button to confirm the cancelation.

   The **Recurring Payments : Profile Details** page refreshes with a message confirming that the subscription is canceled.

Canceling 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** page 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.

Suspending Subscriptions

If you accepted your first subscription payment after October 15, 2009:

You can suspend a buyer's subscription. Suspending a subscription lets you stop charging the buyer, but keep their subscription profile active so you can use it for future charges. For example, if your subscriber is going on vacation and wants to stop receiving the subscription material during that time, you can suspend their subscription. Only PayPal merchnats can suspend subscriptions.

1. Log in to your PayPal account at https://www.paypal.com.
2. Click the **History** subtab.

   The **History** page opens.
3. From the **More Filters** dropdown menu, select **Subscriptions and agreements > Recurring payments > My profiles**.

   The **History** pages displays a list of recurriing payment setup transactions.
4. In the **My profiles** list, locate the subscription that you want to suspend.
5. In the row for that subscription, click the **Details** link.

   The **Recurring Payments : Profile Details** page opens.
6. Click the **Suspend** link under **Profile Status**.
7. Click the **Yes** button to confirm the suspension.

   The **Recurring Payments : Profile Details** page refreshes with a message confirming that the subscription is suspended and no further amounts will be collected.

   NOTE: You can reactive the subscription later to resume the collection of payments by returning to the profile and clickling the **Reactivate** link under **Profile status**.

Editing a Subscription Profile

If you accepted your first subscription payment after October 15, 2009:

As a subscription service provider, you can edit a buyer's subscription profile in the **Edit Profile** page. Use this page to update buyer information, adjust the cost or cycles of the subscription, and specify how to handle missing or failed payments.

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

2. Click the **History** subtab.

   The **History** page opens.

3. From the **More Filters** dropdown menu, select **Subscriptions and agreements > Recurring payments > My profiles**.

   The **History** pages displays a list of recurriing payment setup transactions.

4. In the **My profiles** list, locate the subscription that you want to edit.

5. In the row for that subscription, click the **Details** link.

   The **Recurring Payments : Profile Details** page opens.

6. Scroll to the bottom of the page and then click the **Edit Profile** button.

   The **Recurring Payment Details** page opens.

7. Change the subscription service name by entering the new name in the **Product/service** text field.

8. Change the limit of failed payments allowed for this subscription in the **Failed payments maximum** field.

   – To set a limit, click the **Suspend after** radio button and enter a number in the **failed payments** field.
   – To remove a limit, click the **No limit** radio button.

9. Indicate whether to include missing payments in the next billing by selecting **Yes** or **No** from the **Add missing payments to next billing** dropdown menu.

10. Edit the subscription payment cycle in the **Total Number of cycles** section. Click the **payments** radio button and enter the number of payments, or click the **Indefinite** radio button to continue payments until the account is cancelled.

11. Enter any changes to the subscription cost, shipping charges, or tax amount in the Cost section.

12. Update the buyer's shipping information in the **Shipping address** section. You can change the name, address, city, state, or zip code. You cannot change the shipping country.

13. Click the **Save** button.

End of Term Messages Sent Through Instant Payment Notification

This feature is available only if you accepted your first subscription payment before October 15, 2009.

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 148.

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.

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 149.

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 141
- "Limiting the Number of Billing Cycles with Subscribe Buttons" on page 141
- "Offering Product Options with Subscribe Buttons" on page 142
- "Working with Modify Subscription Buttons" on page 143
- "Working with Unsubscribe Buttons" on page 146
- "Generating Usernames and Passwords with Subscribe Buttons" on page 148

- "Reattempting Failed Recurring Payments with Subscribe Buttons" on page 149

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.

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 single 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 153.
- Specify initial and second trial periods in the HTML button code that you write manually.

  See "Sample HTML Code for a Subscribe Button with Trial Periods" on page 168.

Limiting the Number of Billing Cycles with Subscribe Buttons

If you want subscribers to renew periodically, limit the number of billing cycles with your subscriptions. Recurring subscription payments stop 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.

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 limit the 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.

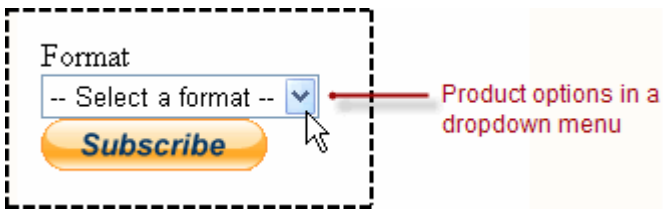
  See Step 8 of "Step 1 – Specifying Basic Features of Your Subscribe Button" on page 153.

- 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 169.

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 7 product options on a single Subscribe button. One option can prompt for selections that affect the price with a dropdown menu. 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 153.
- 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 170.

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.

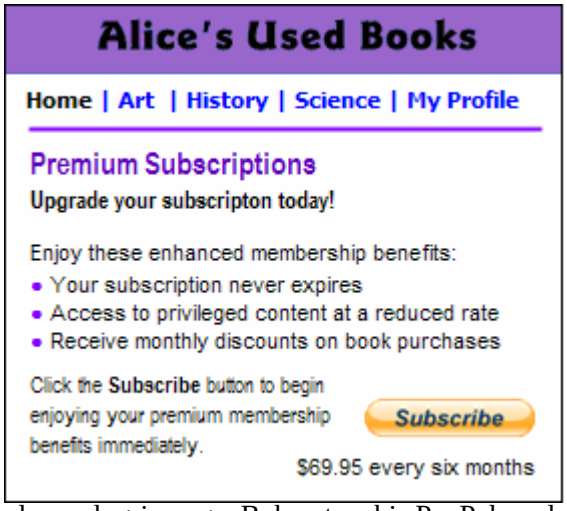
Subscribers Use Modify Subscription Buttons

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.



  - 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, May. 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 144
- "Creating Modify Subscription Buttons with JavaScript Disabled" on page 145

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 153.
   - 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 and Profit and Loss with Your Subscribe Button" on page 158.
3. Click the **Step 3** bar, and then follow the instructions for "Step 3 – Adding Advanced Features to Your Subscribe Button" on page 161.
   - 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 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 you PayPal account.

5. Follow the procedure for "Copying and Pasting the Subscribe Code" on page 162.

For more information, see "Sample HTML Code for a Modify Subscription Button" on page 173.

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 on the PayPal Website" on page 150.

   – 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 Your Subscribe Button" on page 163 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 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 Email Payment Link" on page 164 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 173.

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 134.

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.

  - 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 164
  - Step 2 of "Page 2 – Specifying Advanced Features of Your Subscribe Button" on page 183

- Write the HTML code for Cancel Subscription buttons manually.

  See "Sample HTML Code for an Unsubscribe Button" on page 174.

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 352.

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 Instant Payment Notification 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 **Donwload Manual** link to download the PayPal Password Management Installation Guide in PDF format.
   – Click the **Download Script** link to download a tar file with the Perl 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 153.

- 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 174.

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.

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

Subscribe buttons reattempt failed recurring payments by default. To override the default, specify the `sra` HTML variable with the value set to `0`.

For more information, see "Sample HTML Code for a Subscribe Button That Reattempts Payments" on page 175.

Creating Advanced Subscribe Buttons on the PayPal Website

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

- "The Basic Steps for Using the Tool with Subscribe Buttons" on page 151
- "Saving Subscribe Buttons in Your PayPal Account" on page 151
- "Tracking Inventory and Profit and Loss for Subscribe Buttons" on page 152
- "Adding Advanced Features to Subscribe Buttons with HTML Variables" on page 152
- "Generating Code for Subscribe Buttons and Email Payment Links" on page 153
- "Protecting HTML Code for Subscribe Buttons" on page 153
- "Step 1 – Specifying Basic Features of Your Subscribe Button" on page 153
- "Step 2 – Tracking Inventory and Profit and Loss with Your Subscribe Button" on page 158
- "Step 3 – Adding Advanced Features to Your Subscribe Button" on page 161
- "Copying and Pasting the Subscribe Code" on page 162

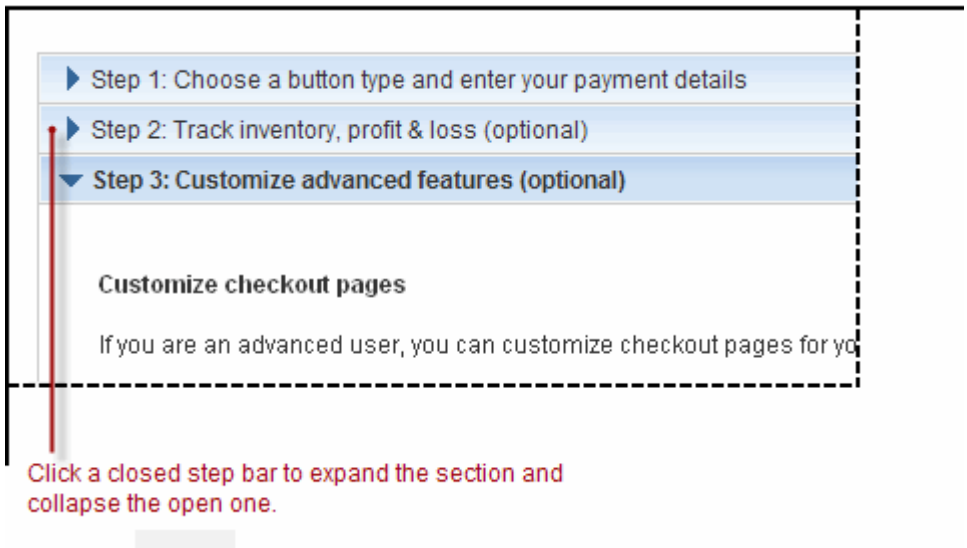
- "Using the Button Creation Tool for an Unsubscribe Button" on page 164

The Basic Steps for Using the Tool with Subscribe Buttons

The button creation tool on the PayPal website is a single webpage with three sections:

- **Step 1 – Choose button type and enter payment details** – This section lets you specify the basic details of your payment button.
-
- **Step 3 – Customize advanced features (optional)** – This section lets you work with advanced features of payment buttons. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard, 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, and you can track profit and loss.

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 and Profit and Loss for Subscribe Buttons

If you save payment buttons in your PayPal account, PayPal can track inventory and can track profit and loss for the items that your buttons sell. PayPal can track inventory and profit and loss for items themselves or separately by product options.

Use the **Step 2** section of the button creation tool to specify the information that lets PayPal track inventory and profit and loss.

Tracking Inventory

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

Tracking Profit and Loss

If you track profit and loss, PayPal helps you understand the profitability of your items. Enter the cost of your item, and PayPal provides profit and loss reports based on the volume of sales. Make sure to include all you costs to sell the item, including costs to acquire it and handle it till sold.

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.

Generating Code for Subscribe 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 Subscribe Buttons

When you create Subscribe code with tools on the PayPal website, PayPal lets your 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 8, "Securing Your Website Payments Standard Buttons."

Step 1 – Specifying Basic Features of Your Subscribe Button

Use the **Step 1** section of the button creation tool to specify the basic features of your button. In addition, you can customize the look of the button and choose whether the button includes your email address or your merchant ID.

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

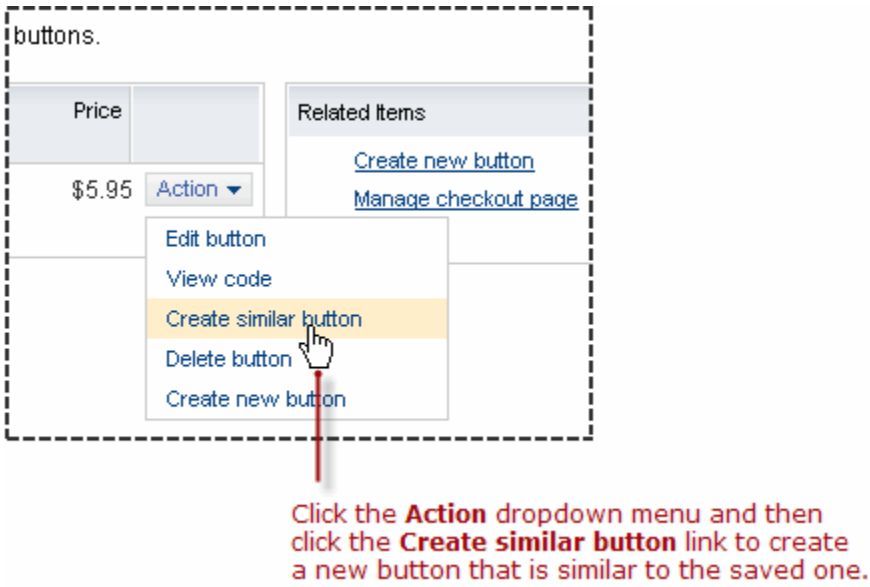
   The **My Account Overview** page opens.

2. Click the **Profile** subtab.

   The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **My Saved Buttons** link, and then do one of the following:

   – To create a button from scratch, in the Related Items box on the right, click the **Create New Button** link.
   – To create a button similar to one already in your list, at the end of the row for the button, click the **Action** dropdown menu, and then click the **Create similar button** link.



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

4. In the **Choose a button type** dropdown menu, select "Subscriptions."
5. Enter the payment details of your button.
   - **Item name** – Enter a name for the subscription. If you enter nothing in this field, your subscribers complete this field during checkout.

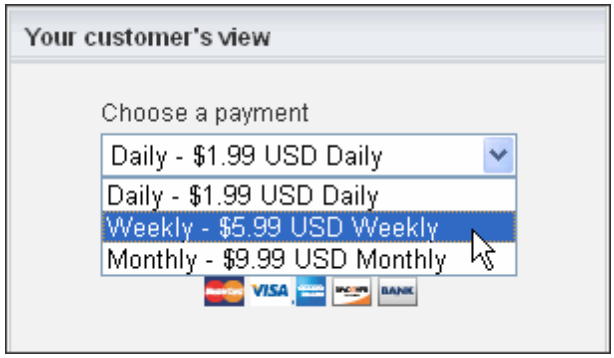
     For example, enter "Alice's Monthly Digest".
   - **Subscription ID –** (*Optional*) If you offer different kinds of subscriptions, such as monthly and annual billing periods, enter an identifying code for this subscription.

     If you want PayPal to track 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 and Profit and Loss with Your Subscribe Button" on page 158.
   - **Currency –** Select the currency for the priced of your the item; the dropdown menu automatically selects the currency of your primary balance.

     If you customize the text of your button by changing the country elsewhere in the **Step 1**section, make sure here to select a currency to match.
6. (*Optional*) Customize your button with product options, by doing any of the following.
   - **Add dropdown menu with prices and options** – Select this checkbox to add a dropdown menu of options that set the price for the subscription.

     In the **Description** field, enter a value, such as "Choose a payment." For each **Menu Name**, enter a value, such as "Daily." In the **Amount** for each option, enter a price. In the **Frequency** for each option, select "Daily," "Weekly," "Monthly," or "Yearly."

     To preview your dropdown menu, click the **Done** button.



To change the description and options of your dropdown menu, click the **Edit** link.

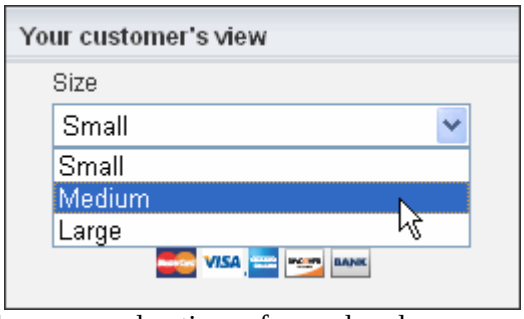
To remove an option, clear the **Menu name**, and then click the **Done** button.

To remove the dropdown menu of prices and options from your button, click the **Delete** link.

– **Add dropdown menu** – Select this checkbox to add a dropdown menu of options that do *not* affect the price of the item.

In the **Name of dropdown menu field**, enter a value, such as "Size." For each **Menu option name**, enter values, such as "Small," "Medium," or "Large."

To preview your dropdown menu, click the **Done** button.



To change the name and options of your dropdown menu, click the **Edit** link.

To remove an option, clear the **Menu option name**, and then click the **Done** button.

To remove the dropdown menu from your button, click the **Delete** link.

To add another dropdown menu of options without prices, click the **Add another dropdown menu** link. Your button can have a maximum of 4 dropdown menus without prices, with a maximum of 10 options per menu.

– **Add text field** – Select this checkbox to add a text box in which buyers enter option information.

  In the **Enter name of text box** field, enter a value, such as "Enter your size – S, M, L."

  To preview your text field, click the **Done** button.

  To change the name of your text field, click the **Edit** link .

  To remove the text box from your button, click the **Delete** link.

  To add another text box, click the **Add another text box** link. Your button can have a maximum of 2 text boxes.

For more information, see "Offering Product Options with Subscribe Buttons" on page 142.

7. Click the **Customize text or appearance** link and do one of the following (optional).

– **PayPal button** – Select this radio button to use a button image that PayPal hosts on its servers. 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, make sure to select the currency elsewhere in the **Step 1** section to match.

– **Use your own button** – Select this radio button to specify the URL of your own button image, which PayPal does not host on its servers. Use your own button image if the buttons that PayPal hosts do not match the look of your website.

  If host your image on a secure server, change the text box to begin with `https//`.

8. Set the terms of the subscription.

– **Have PayPal create user names and passwords for customers** – To have PayPal generate usernames and passwords for your subscribers, select this checkbox.

  For more information, see "Generating Usernames and Passwords with Subscribe Buttons" on page 148.

– **Billing amount each cycle –** 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.

– **Billing Cycle** – In the dropdown menus, select a number and a unit of duration for the regular subscription billing cycle.

  For example, to set a quarterly billing cycle, select "3" and "month(s)."

– (*Optional*) **After how many cycles should billing stop?** – If you want to limit the number of regular billing cycles, select the number from the dropdown menu.

  For more information, see "Limiting the Number of Billing Cycles with Subscribe Buttons" on page 141

9. (*Optional*) Offer a trial period to your subscribers.

You can offer subscribers a trial period. You can offer the trial period at no charge or at a discount compared to the regular billing amount. The trial period can differ in duration from that of the regular billing cycle.

Select the **I want to offer a trial period** checkbox and set the following trial period options:

- **Amount to bill for the trial period** – Enter the amount you want to charge for the trial period. Leave the amount blank to offer a free trial period.
- **Define the trail period** – In the dropdown menus, select a number and a unit of time for the trial period.

  For example, you might select "1" and "month(s)."
- (*Optional*) **Do you want to offer a second trial period?** – Select the **Yes** radio button, and then enter the amount to bill and how long the second trial period lasts.

For more information, see "Offering Trial Periods and Introductory Rates with Subscribe Buttons" on page 141.

10. Choose between your secure merchant account ID and your primary email address.

- **Use my secure merchant account ID** – Select this radio button to link your button with your PayPal account by using your secure merchant ID.

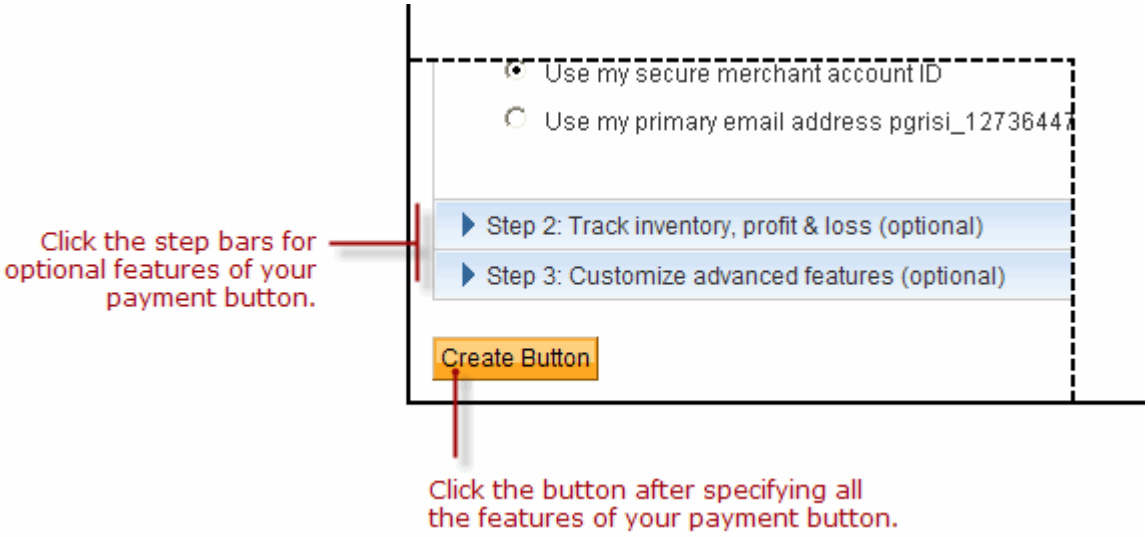
  Only PayPal can match your merchant ID with you and your PayPal account. Your email address is never exposed in the HTML button code on your webpages.

  NOTE: If you have a Premier account, your email address still might be exposed within the <head> tag of your payment pages.
- **Use my primary email address** – Select this radio button to link your button with your PayPal account by using your primary email address.

  Your email address is exposed in the HTML button code on your webpages. Do not select this option if you don't save your button in your PayPal account and you do not protect your payment button with encryption.

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

11. Do one of the following:



– If you specified all the features for your button, click the **Create Button** button.

  Follow the instructions for "Copying and Pasting the Subscribe Code" on page 162.

– If you want PayPal to track inventory for the item your button sells or if you *do not* want to save your button in your PayPal account, click the **Step 2** bar.

  Follow the instructions for "Step 2 – Tracking Inventory and Profit and Loss with Your Subscribe Button" on page 158.

– If you want to specify advanced features for your button, click the **Step 3** bar.

  Follow the instructions for "Step 3 – Adding Advanced Features to Your Subscribe Button" on page 161.

Step 2 – Tracking Inventory and Profit and Loss with Your Subscribe Button

Use the **Step 2** section of the button creation tool to track inventory and profit and loss for the items that your button sells.

By default, the **Step 2** section saves details about your button in your PayPal account. If you do not save your button in your account, PayPal cannot track inventory or profit and loss for your item.

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

If you track profit and loss, PayPal helps you understand the profitability of your items. Enter the cost of your item, and PayPal provides profit and loss reports based on the volume of sales. Make sure to include all you costs to sell the item, including costs to acquire it and handle it till sold.

For more information, see "Tracking Inventory and Profit and Loss for Subscribe Buttons" on page 152.

1. Do one of the following:
   - Clear the **Add you button to My saved buttons** checkbox to *not* save the important details of your button in your PayPal account.

     If you do not save your button, PayPal cannot track inventory or profit and loss for your item.

     The HTML code that PayPal generates and that you paste onto your webpage contains all payment details and information that identifies your PayPal account. You may need to take extra precautions to secure your buttons against fraudulent payments.

     For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."
   - Select the **Add your button to My saved buttons** checkbox to save the payment details of your button in your PayPal account.

     The HTML code that PayPal generates and that you paste onto your webpage contains no payment or identifying information.

     "Add your button to My saved buttons" is the default for this feature.

     For more information, see "Saving Subscribe Buttons in Your PayPal Account" on page 151
2. Select the **Track inventory** checkbox to enter 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 that buyers select.

     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 set up during **Step 1** of the button creation tool.

     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.
3. Select the **Track profit and loss** checkbox to enter information that PayPal uses to track profit and loss for your item.

   You do not have to track inventory to track profit and loss. If you track inventory, you can track profit and loss only in the same way – either by item or by product option.

   If you only track profit and loss and do not track inventory, do one of the following:
   - **By Item** – Select this radio button if you want to track profit and loss regardless of product options selected by buyers.

– **By Option** – Select this radio button if want to track profit and loss by product options that you set up during **Step 1** of the button creation tool. If you set up product options with prices, the radio button is selected automatically and cannot be changed.

In the **Item ID** field, enter a unique ID for the item the button sells, if you did not enter it during **Step 1** of the button creation tool.

In the **Price** field, enter the cost to you of your item or for each product option. Make sure to include all your costs to sell the item, including costs to acquire it and handle it till sold.

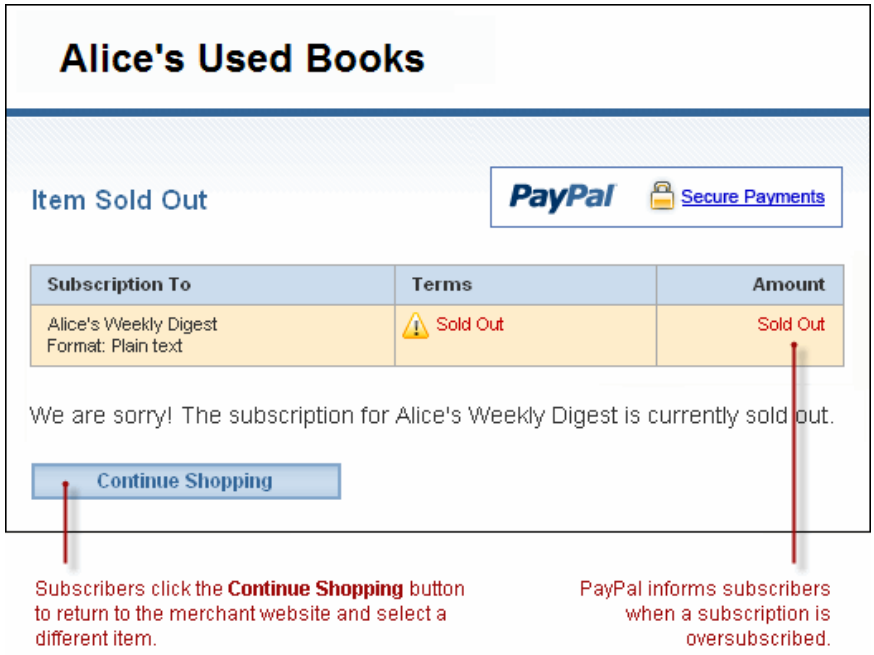
4. Under the **Do you want to let customers check out even if an item is sold out?** heading, do one of the following:

– **Yes, let them checkout** – Select this radio button to let buyers check out 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 checking out.

– **No, don't let them buy the item** – Select this radio button to prevent buyers from checking out 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 oversold items.

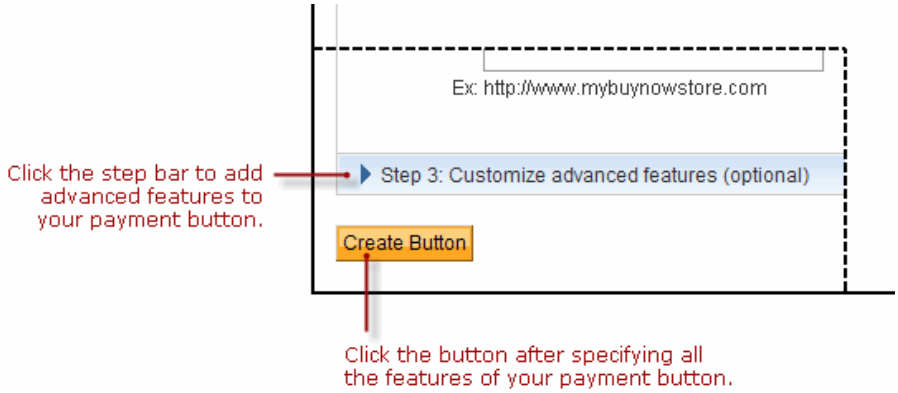
"No" is the default choice for this feature.

When the inventory falls to 0, PayPal lets buyers know that the item is completely over.



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

5. Do one of the following:



– If you specified all the features for your button, click the **Create Button** button.

  Follow the instructions for "Copying and Pasting the HTML Code for Your Subscribe Button" on page 163.

– If you want to specify advanced features for your button, click the **Step 3** bar.

  Follow the instructions for "Step 3 – Adding Advanced Features to Your Subscribe Button" on page 161".

– If you want to adjust the basic features of your button, scroll to the top of the page and click the **Step 1** bar.

  Follow the instructions for "Step 1 – Specifying Basic Features of Your Subscribe Button" on page 153.

Step 3 – Adding Advanced Features to Your Subscribe Button

Use the **Step 3** section of the button creation tool to specify commonly used advanced features for your button. In addition, use the **Step 3** section to add advanced HTML variables to your button for other, less commonly used features.

1. Do you need your customer's shipping address?

– **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 for services that do not require on-site delivery.

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

"Yes" is the default choice for this feature.

2. Take customers to a specific webpage (URL) when they cancel their checkout?

You might have a special page on your website where buyers return when they cancel their checkout. If so, select the checkbox and enter the URL for that page.

3. Take customers to a specific webpage (URL) after they finish checkout?

   You might have a special page on your website where buyers return after they check out successfully. If so, select the checkbox and enter the URL for that page.

   NOTE: If you have a special webpage where buyers return after they finish checkout, consider implementing Payment Data Transfer (PDT). It lets you display information about the completed payment.

   To learn more, see the Payment Data Transfer page on PayPal's developer website.

4. **Advanced variables**

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

   Enter any advanced HTML variables by using the name/value-pair format *variableName=allowableValue*.

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

   For example, you want PayPal to display during checkout custom payment pages that you set up in your Account Profile. When you include a `page_style` variable in HTML code that you write manually, you use the standard HTML format `<input type="hidden" name="page_style" value="myPageStyle">`. In the text box instead, enter the variables using the shortened, name/value-pair format, `page_style=myPageStyle`.

   For more information, see Chapter 1, "HTML Form Basics for Website Payments Standard."

5. Do one of the following:

   – If you specified all the features for your button, click the **Create Button** button.

     Follow the instructions for "Copying and Pasting the Subscribe Code" on page 162.

   – If you want to adjust the basic features of your button, scroll to the top of the page and click the **Step 1** bar.

     Follow the instructions for "Step 1 – Specifying Basic Features of Your Subscribe Button" on page 153, beginning with Step 5.

   – If you want PayPal to track inventory for the item your button sells or if you *do not* want to save your button in your PayPal account, scroll to the top of the page and then click the **Step 2** bar.

     Follow the instructions for "Step 2 – Tracking Inventory and Profit and Loss with Your Subscribe Button" on page 158.

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 button 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 Your Subscribe Button

The **Website** tab on the **You are viewing your button code** page contains the generated HTML code for your payment button.

If you chose not to save your button in your PayPal account, PayPal protects the generated HTML code with encryption automatically. 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, use other methods that PayPal recommends for securing 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 Payments Standard buttons.

For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."

1. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. In your web editing tool, open the webpage where you want to place your button.

   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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

Copying and Pasting the Code for the Email Payment Link

The **Email** tab on the **You are viewing your button code** page contains the generated URL code for your email payment link.

IMPORTANT: 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

For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."

1. Click the **Select Code** button on the **Email** tab to select all of the generated URL code.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. Open the email template or message that you want to send.
4. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

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.

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 146.

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

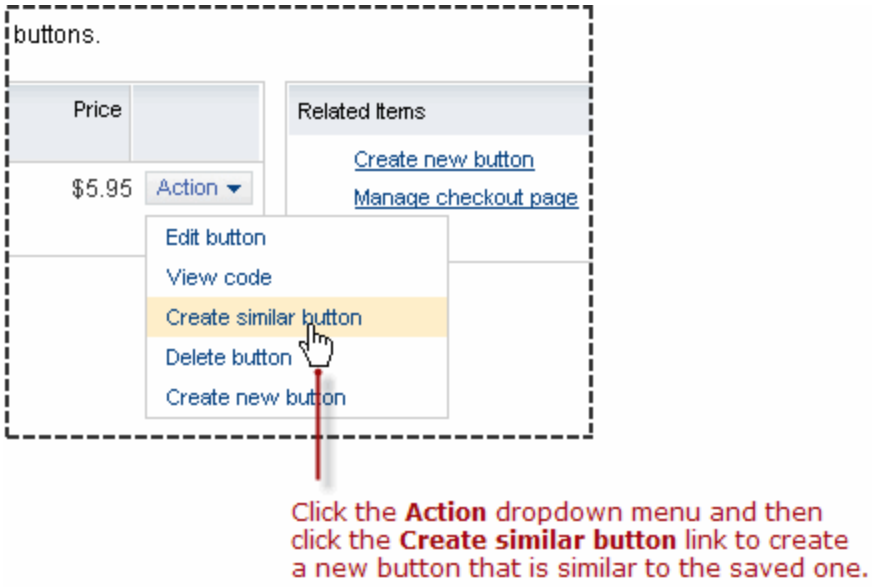
   The **My Account Overview** page opens.

2. Click the **Profile** subtab.

   The **Profile Summary** page opens.

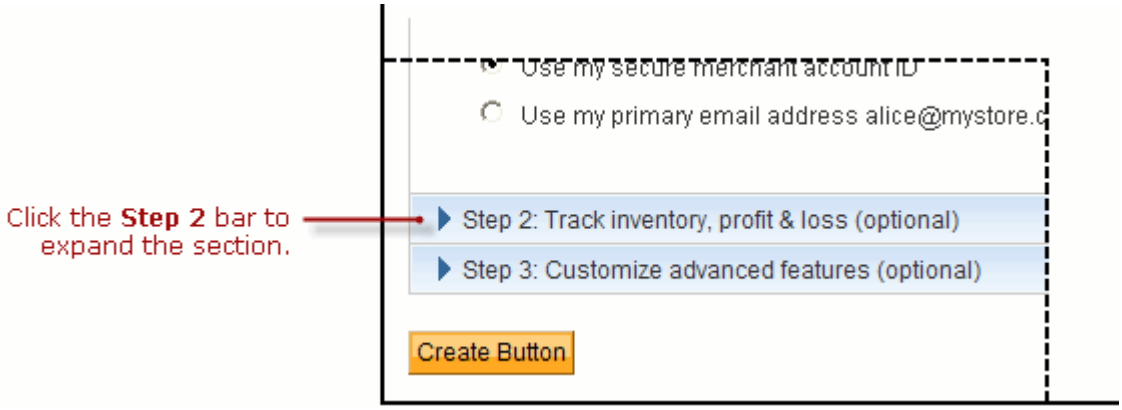
3. Under the **Selling Preferences** heading, click the **My Saved Buttons** link, and then do one of the following:

   – To create a button from scratch, in the Related Items box on the right, click the **Create New Button** link.
   – To create a button similar to one already in your list, at the end of the row for the button, click the **Action** dropdown menu, and then click the **Create similar button** link.



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

4. In the **Choose a button type** dropdown menu, select "Subscriptions."
5. In the **Billing amount each cycle** text box, enter any amount.
6. Scroll to the bottom of the page, and click the **Step 2** bar.



The **Step 2: Track inventory, profit and loss (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. Do one of the following to copy the selected text to the clipboard:
    - For Windows and Mac, right-click on the code, and then select **Copy**.
    - For Windows, press Ctrl+C.
    - For Mac, press CMD+C.
13. In your web editing tool, open the webpage where you want to show the button.

    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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
    - For Windows or Mac, right-click on the code, and then select **Paste**.
    - For Windows, press Ctrl+V.
    - For Mac, press CMD+V.

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 167
- "Sample HTML Code for a Subscribe Button with Trial Periods" on page 168
- "Sample HTML Code for a Subscribe Button with Limits on Billing Cycles" on page 169
- "Sample HTML Code for Subscribe Buttons with Product Options" on page 170
- "Sample HTML Code for a Modify Subscription Button" on page 173
- "Sample HTML Code for an Unsubscribe Button" on page 174
- "Sample HTML Code for a Subscribe Button with Password Management" on page 174
- "Sample HTML Code for a Subscribe Button That Reattempts Payments" on page 175

To protect against malicious users tampering with the HTML code for your Subscribe buttons and submitting fraudulent payments, see Chapter 8, "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 monthly billing cycle
- 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">

    <!-- Set recurring payments until canceled. -->
    <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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</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.

```
<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">

    <!-- Set recurring payments until canceled. -->
    <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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

For more information, see "Offering Trial Periods and Introductory Rates with Subscribe Buttons" on page 141.

Sample HTML Code for a Subscribe Button with Limits on Billing Cycles

The sample HTML code below illustrates a Subscribe button that require renewal, with these features:

- A subscription price of $69.95 USD
- A monthly billing cycle

- Expiration after 6 months, requiring renewal

```
<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 Monthly Digest">
    <input type="hidden" name="item_number" value="DIG Weekly">

    <!-- 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">

    <!-- Set recurring payments to stop after 6 billing cycles. -->
    <input type="hidden" name="src" value="1">
    <input type="hidden" name="srt" value="6">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

For more information, see "Limiting the Number of Billing Cycles with Subscribe Buttons" on page 141.

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 171
- "Sample Code for a Subscribe Button with Product Options as Text Boxes" on page 172

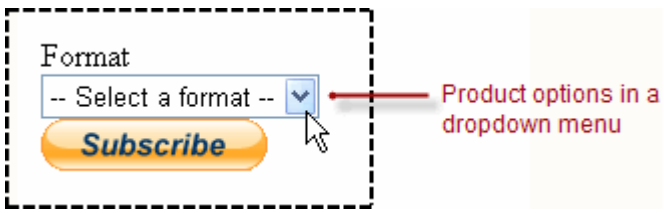
For more information, see "Offering Product Options with Subscribe Buttons" on page 142.

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 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="a3" value="5.00">
    <input type="hidden" name="p3" value="1">
    <input type="hidden" name="t3" value="M">

    <!-- Set recurring payments until canceled. -->
    <input type="hidden" name="src" value="1">

    <!-- 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/btn_subscribe_LG.gif"
        alt="PayPal - The safer, easier way to pay online">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

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



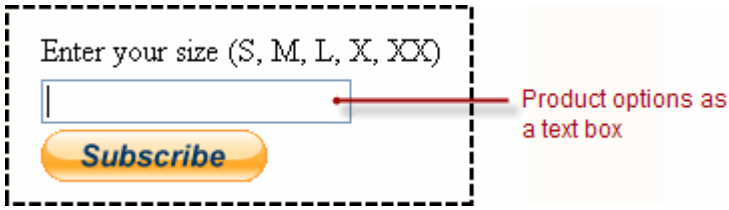
Paste the code onto your webpage below an image or a text description of the item.

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 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="a3" value="5.00">
    <input type="hidden" name="p3" value="1">
    <input type="hidden" name="t3" value="M">

    <!-- Set recurring payments until canceled. -->
    <input type="hidden" name="src" value="1">

    <!-- 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_subscribe_LG.gif"
        alt="PayPal - The safer, easier way to pay online">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</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">

    <!-- Set recurring payments until canceled. -->
    <input type="hidden" name="src" value="1">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

For more information, see “Working with Modify Subscription Buttons” on page 143

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 you webpage near text that explains how subscription cancellations work.

For more information, see "Working with Unsubscribe Buttons" on page 146

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">

    <!-- Set recurring payments until canceled. -->
    <input type="hidden" name="src" value="1">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

For more information, see "Generating Usernames and Passwords with Subscribe Buttons" on page 148.

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">

    <!-- Set recurring payments until canceled. -->
    <input type="hidden" name="src" value="1">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

For more information, see "Reattempting Failed Recurring Payments with Subscribe Buttons" on page 149.

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%20Dig
est&a3=5.00&p3=1&t3=M&currency_code=USD
```

Creating Subscribe Buttons with JavaScript Disabled

The button creation tool on the PayPal website requires JavaScript. If JavaScript is disabled in your browser, PayPal offers you an alternative tool that does not require JavaScript.

- "Getting Started with Subscribe Buttons with JavaScript Disabled" on page 177
- "Creating Advanced Subscribe Buttons with JavaScript Disabled" on page 178
- "Limitations When Creating Payment Buttons with JavaScript Disabled" on page 189
- "Enabling JavaScript in Your Browser" on page 189

Getting Started with Subscribe Buttons 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.

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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

   A message box opens.

5. Click the **Subscribe** link.

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

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

   The **Add a Subscribe button to your website** page opens.
8. Click the **HTML code for Websites** text box to select all of the generated HTML code.
9. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
10. In your web editing tool, open the webpage where you want to show the button.

    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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
    - For Windows or Mac, right-click on the code, and then select **Paste**.
    - For Windows, press Ctrl+V.
    - For Mac, press CMD+V.

Creating Advanced Subscribe Buttons with JavaScript Disabled

The button creation tool on the PayPal website requires JavaScript. If JavaScript is disabled in your browser, PayPal offers you an alternative 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 178
- "Page 1 – Specifying the Basic Features of the Subscribe Button" on page 179
- "Page 2 – Specifying Advanced Features of Your Subscribe Button" on page 183
- "Copying and Pasting the Subscribe Code with JavaScript Disabled" on page 186

NOTE: With JavaScript disabled in your browser, you can create Subscribe buttons on the PayPal website, but you cannot save your buttons in your PayPal account.

The Pages in the Button Creation Tool for Subscribe Buttons

The button creation tool 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

Use the **Subscriptions & Recurring Payments** page to specify subscription details, select the size of button image, and select encryption.

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 148.

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:

   – 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 "Specifying Trial Periods with Subscribe Buttons" on page 141.

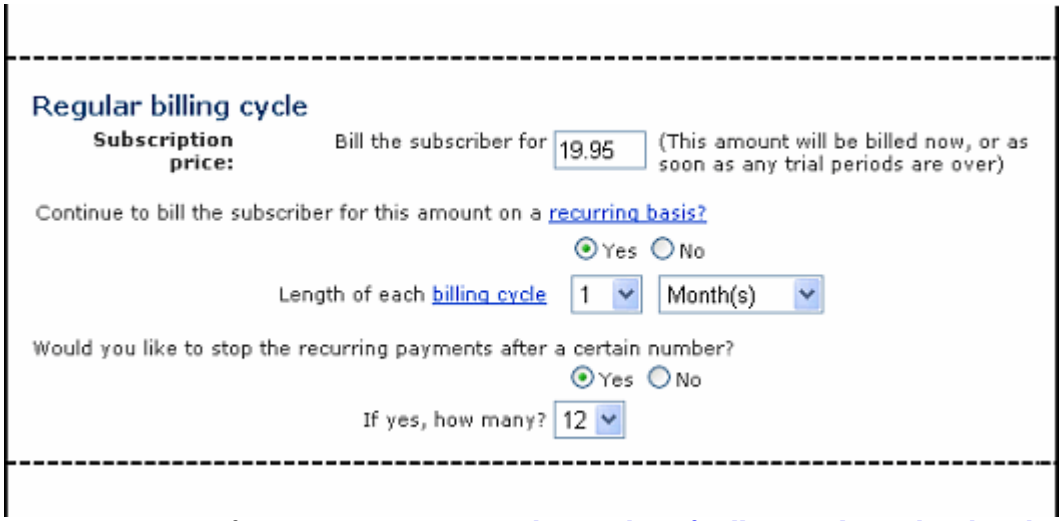
7. Specify the regular billing cycle for the subscription.

   – **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 that 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 149

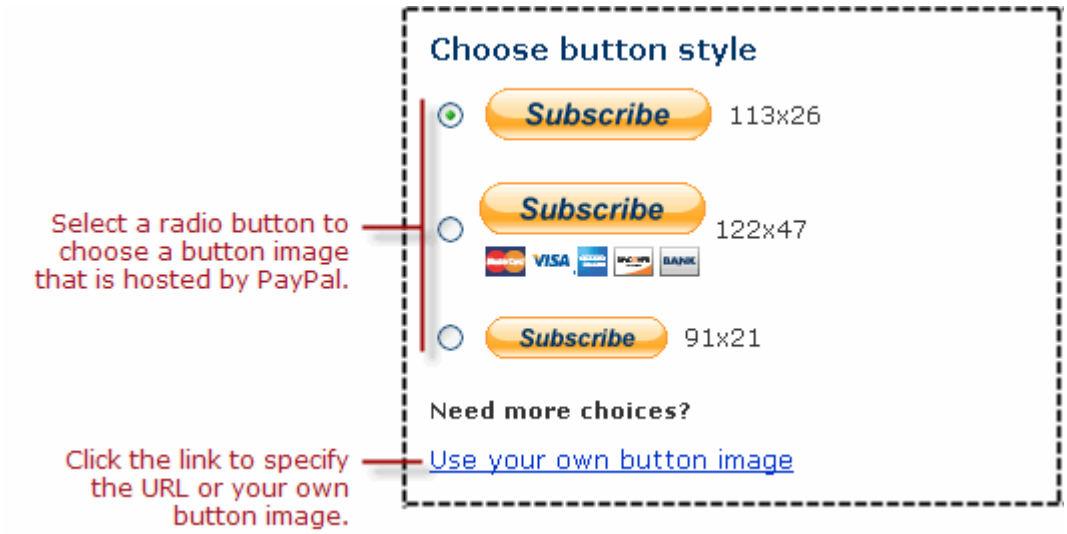
The following example shows how to set up regular billing cycles for a year-long installment plan with 12 equal, monthly payments.



For more information, see "Limiting the Number of Billing Cycles with Subscribe Buttons" on page 141.

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 8, “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 Chapter 3, "Page 2 – Specifying Advanced Features of Your Subscribe Button."

– or –

If you entered all the details and options for your button, go to Chapter 3, "Copying and Pasting the Subscribe Code with JavaScript Disabled."

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 146.

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.

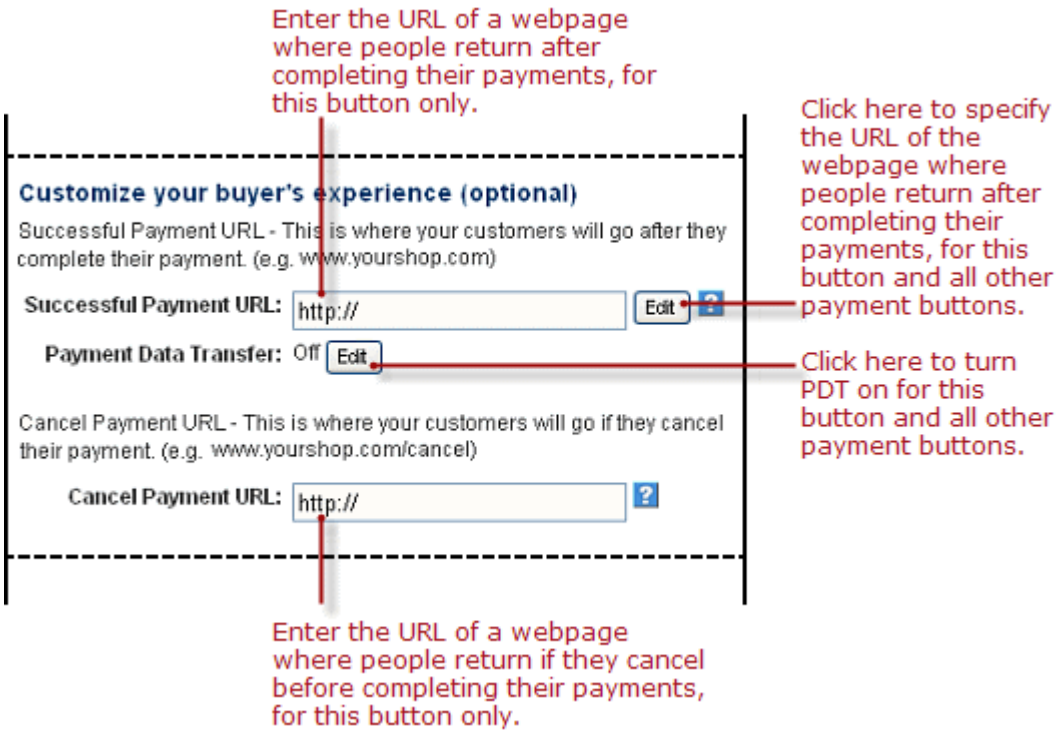
– **Custom Payment Page Style –** (optional) If you already added Custom Payment Page Styles in your account profile, they are listed here. Choose the page style you would like to appear when subscribers click your Subscribe button.

  To learn more about creating page styles, see "Co-Branding the PayPal Checkout Pages" on page 351.

– **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.



– **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 352.

– **Payment Data Transfer** – Click the **Edit** button to turn Payment Data Transfer on or off for all your payment buttons.

  To learn more, see the Payment Data Transfer page on Developer Central.

– **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 "Step 1 – Specifying Basic Features of Your Subscribe Button" on page 153, 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 186.

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.

1. Click the **HTML code for Websites** text box to select all of the generated HTML code.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. In your web editing tool, open the webpage where you want to show the button.

   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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:

- For Windows or Mac, right-click on the code, and then select **Paste**.
- For Windows, press Ctrl+V.
- For Mac, press CMD+V.

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 8, "Securing Your Website Payments Standard Buttons."

1. Click the **Link for Emails** text box to select all of the generated URL code.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. In your web editing tool, open the webpage where you want to show the button.

   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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

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.

1. Select everything in the first text box under the **Copy 'Cancel Subscription' Button HTML** heading by clicking the text with your mouse.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. In your web editing tool, open the webpage where you want to show the button.

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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

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 8, "Securing Your Website Payments Standard Buttons."

1. Select everything in the second text box under the **Copy 'Cancel Subscription' Button HTML** heading by clicking the text with your mouse.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. In your web editing tool, open the webpage where you want to show the button.

   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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

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 179, beginning with Step 5. The pages of the button creation tool retain the options that you previously specified.

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 or profit and loss
- 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 189.

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 189
- "Enabling JavaScript in FireFox" on page 190

After you enable JavaScript in your browser, you can create a basic Subscribe button by following the instructions for "Creating a Basic Subscribe Button on the PayPal Website" on page 118.

Enabling JavaScript in Internet Explorer

To enable JavaScript in Internet Explorer:

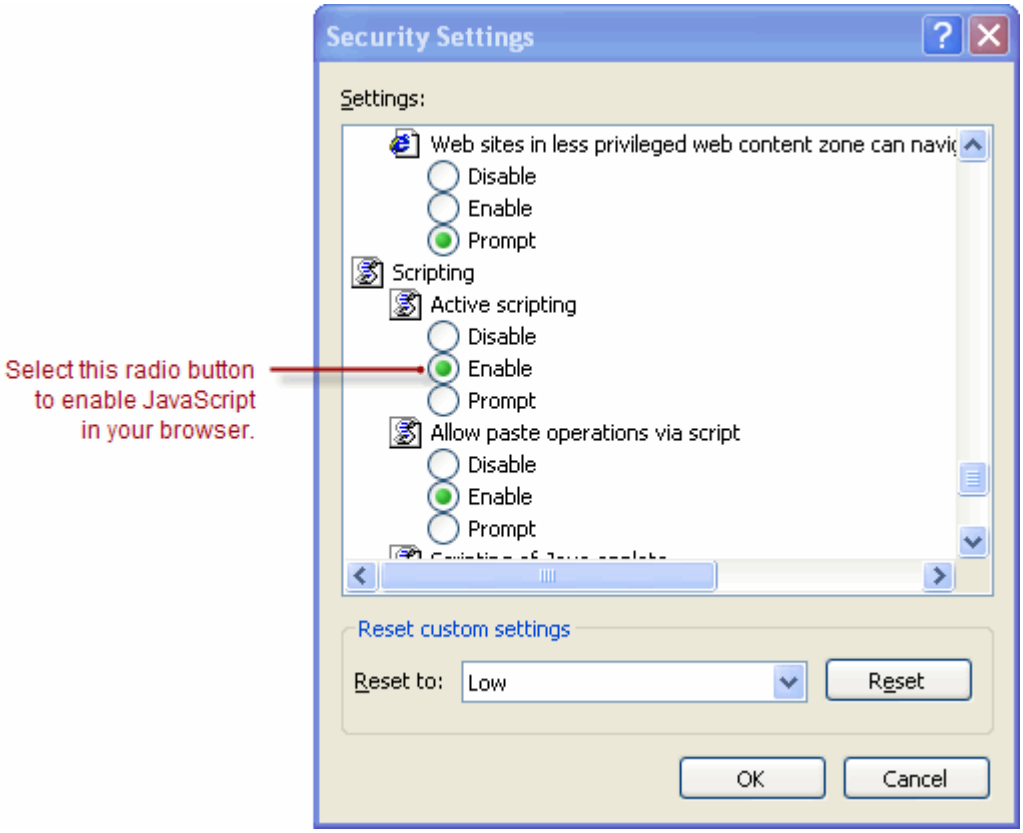
1. Select **Tools > Internet Options…** from the menu bar.

   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.

4 Recurring Payments – Automatic Billing Buttons

Use Automatic Billing buttons to obtain authorization from buyers to bill them for goods and services that fluctuate from month to month. You can set up automatic billing plans with monthly minimum payments or let buyers pay nothing in months when they do not spend. Buyers set the maximum monthly payment by entering an amount or choosing a maximum from a list that you specify.

You can create Automatic Billing buttons for your website by using a tool on the PayPal website. If you're a power user, or you can write the HTML code for Automatic Billing buttons yourself.

Read the following topics to learn more:

- "Getting Started with Automatic Billing Buttons" on page 15
- "The Checkout Experience with Automatic Billing Buttons" on page 194
- "Managing Automatic Billing Agreements" on page 201
- "Creating Advanced Automatic Billing Buttons on the PayPal Website" on page 205
- "Sample HTML Code for Automatic Billing Buttons" on page 218

IMPORTANT: You must have a PayPal Business account to create and use Automatic Billing buttons. In addition, you must be approved for Websites Payment Standard Enhanced Recurring Payments. For more information, contact your PayPal representative.

Getting Started with Automatic Billing Buttons

The easiest way to add an Automatic Billing button to your website is by using the button creation tool on the PayPal website. As soon as you add the button, buyers can begin signing up for automatic billing plans on your website for purchases of goods and services that fluctuate from month to month.

IMPORTANT: You must have a PayPal Business account to create and use Automatic Billing buttons. In addition, you must be approved for Websites Payment Standard

Enhanced Recurring Payments. For more information, contact your PayPal representative.

Example Only

The following instructions create a basic Automatic Billing button that lets buyers enter their monthly maximum billing limit in a text box or a dropdown menu.

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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

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

5. In the **Choose a button type** dropdown menu, select “Automatic Billing.”

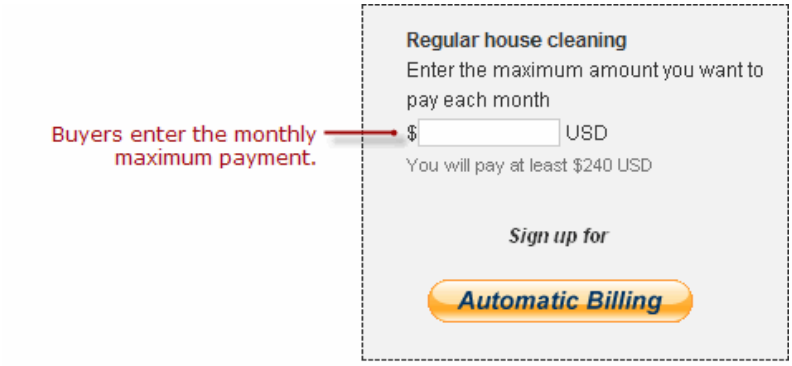
6. Select one of the following radio buttons to choose how your customers set their maximum billing limits.

   With Automatic Billing buttons, buyers agree to pay you automatically when you bill them, up to a limit that they choose. You set the parameters for the limits they choose.

   – **Let my customers choose their own maximum payment limits**

     In the **Minimum payment limit** field, enter the lowest maximum billing limit that you want customers to choose. Customers cannot check out with a lower maximum than the amount you enter here.

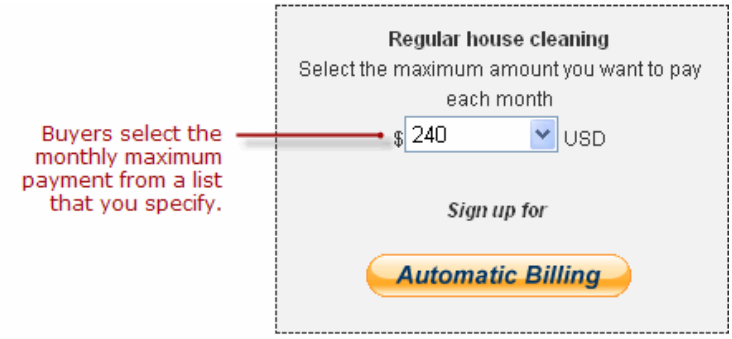
     Prior to checkout, buyers enter monthly maximums in a text box above the button.



– **I'll set the payment limits**

  For **Option 1**, enter the lowest maximum payment amount you want buyers to choose. Add successively higher maximums for the remaining options.

  Before checkout, buyers select the monthly maximum payment from a dropdown menu with the options that you set.



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

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

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

9. Do one of the following to copy the selected text to the clipboard:

   – For Windows and Mac, right-click on the code, and then select **Copy**.
   – For Windows, press Ctrl+C.
   – For Mac, press CMD+C.

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

    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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:

– For Windows or Mac, right-click on the code, and then select **Paste**.
– For Windows, press Ctrl+V.
– For Mac, press CMD+V.

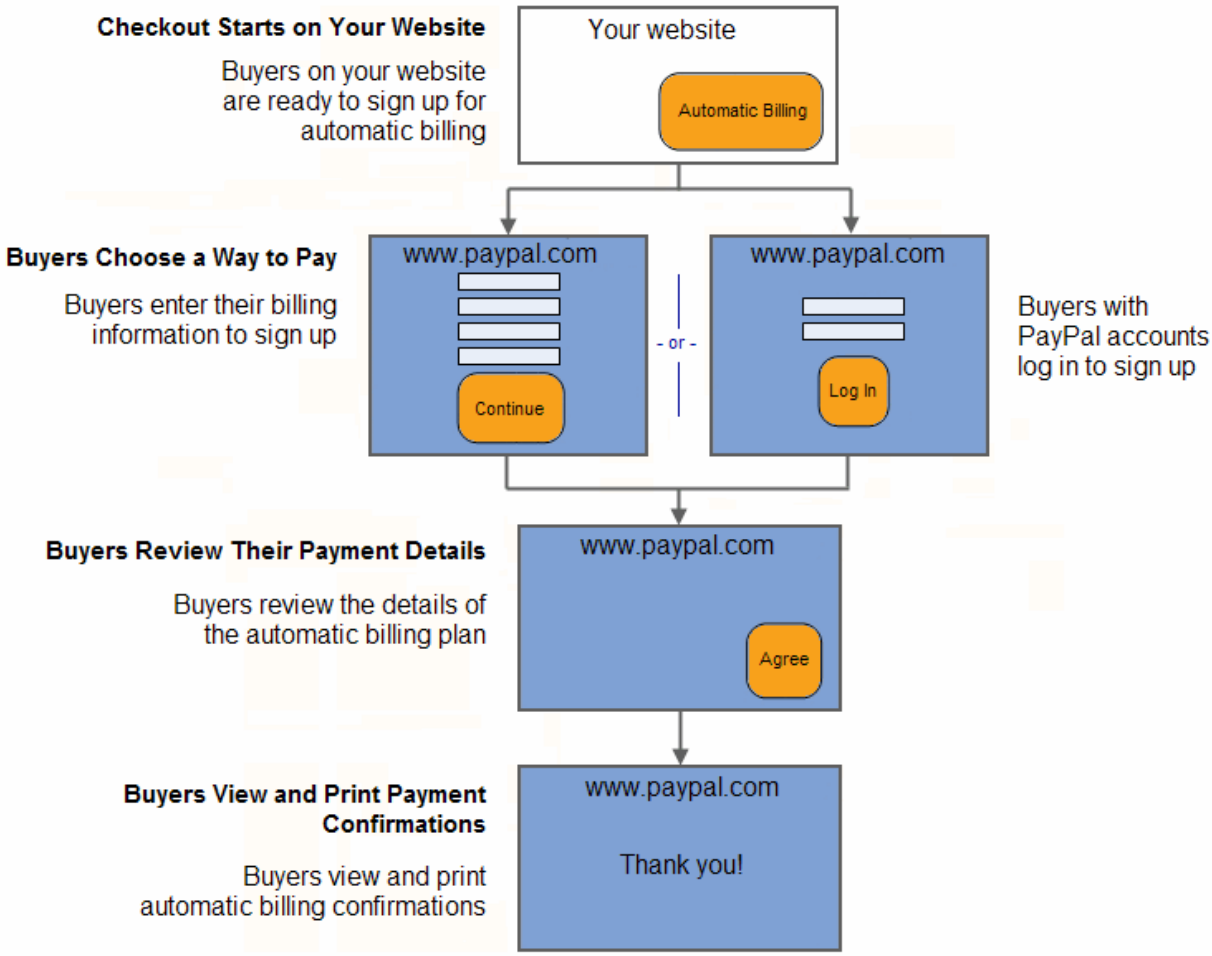
After Completing This Task:

PayPal does not collect payments from buyers until you initiate a monthly bill. When you know what amount you want to bill a customer each month, you must initiate a billing request. After you enter your customer's billing amount, PayPal collects the payment automatically. PayPal lets you bill a customer only once in any monthly billing cycle.

For more information, see "Billing Your Customer Automatically" on page 203.

The Checkout Experience with Automatic Billing Buttons

The checkout experiences starts on your website and ends after payments are made.



Read the following topics to learn more about the checkout experience:

- "Checkout Starts on Your Website" on page 195
- "Buyers Choose a Way to Pay" on page 195
- "Buyers Review Their Payment Details" on page 198
- "Buyers View and Print Payment Confirmations" on page 199
- "Enhancing the Checkout Experience with Automatic Billing Buttons" on page 200

Checkout Starts on Your Website

The basic checkout experience with Automatic Billing buttons begins on your website when a buyer is ready to sign up.

Buyers Begin PayPal Checkout on Your Website

In this example, John begins on Nora's Cleaning Services website. He decides to sign up for regular cleaning service, for which Nora has $240 USD as the monthly minimum. John clicks the **Automatic Billing** button to check out.

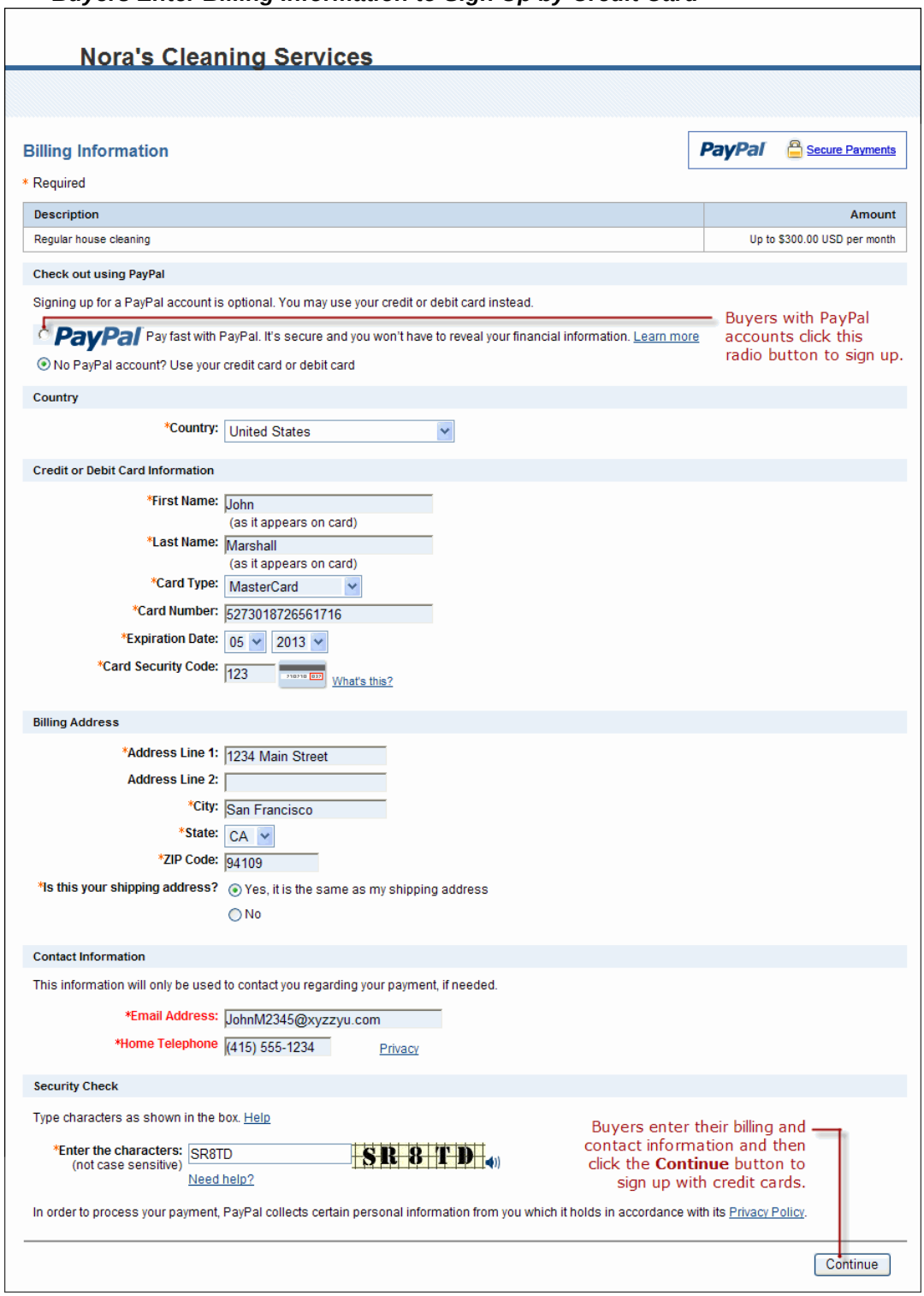
Buyers Choose a Way to Pay

PayPal displays a billing information/log-in page, which lets buyers enter their credit card information to sign up. Buyers with PayPal accounts log in to sign up.

In this case, John does not have a PayPal account. He enters his billing information. He also enters his contact information – email address and home phone number– so that PayPal can

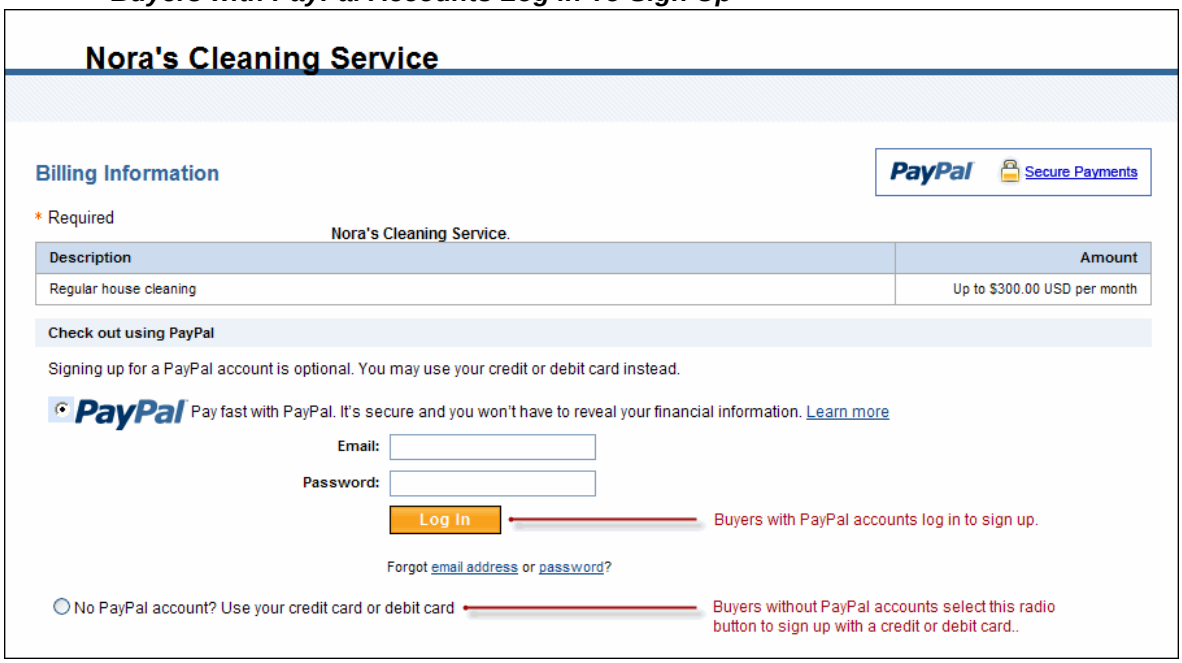
send him a PayPal payment notification and can contact him if necessary to complete the transaction. Then, he clicks the **Continue** button.

Buyers Enter Billing Information to Sign Up by Credit Card



Buyers 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.

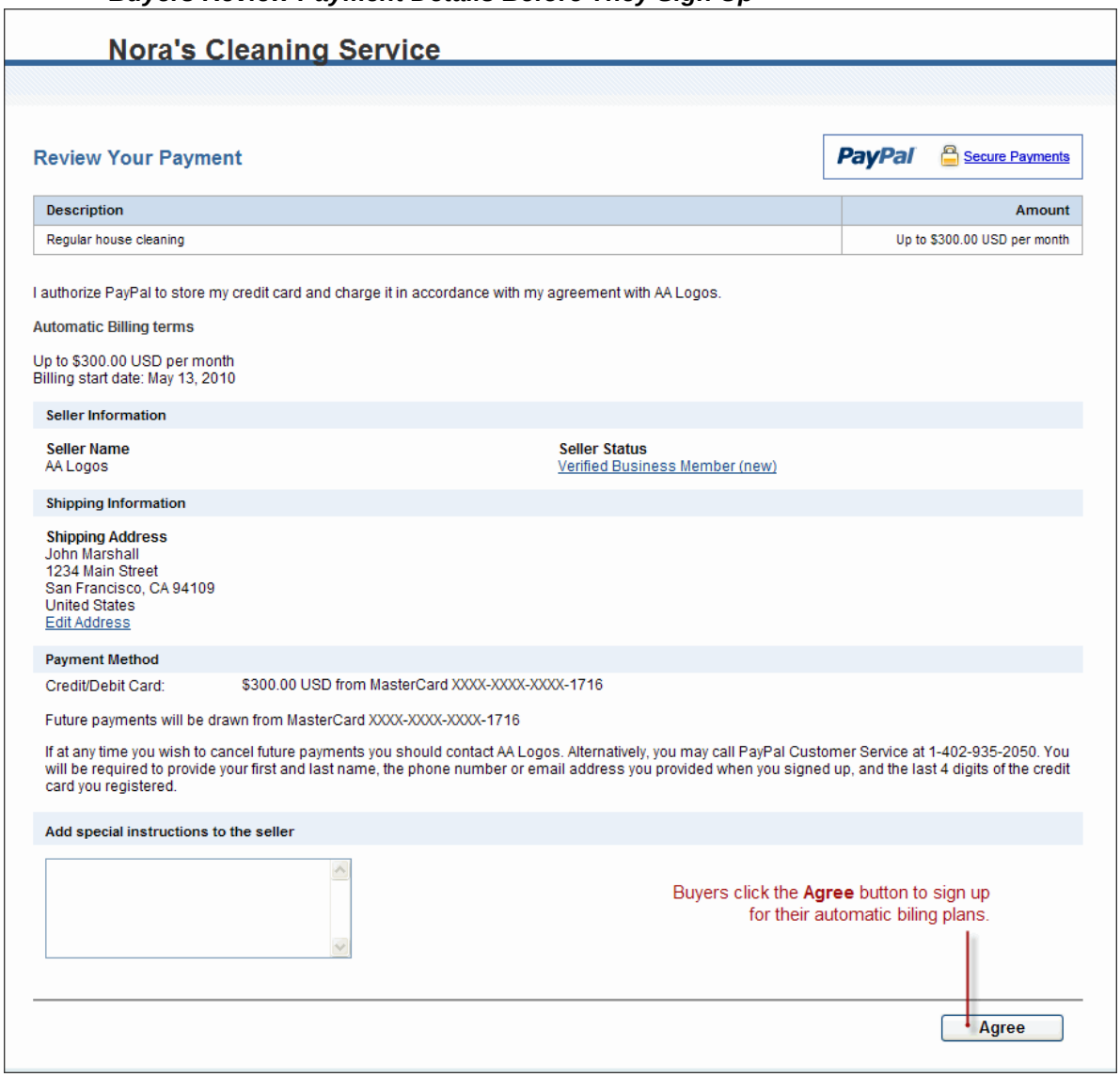
Buyers with PayPal Accounts Log in To Sign Up



Buyers Review Their Payment Details

PayPal displays a payment review page to let buyers check the details of their automatic billing plan before complete their agreements.

Buyers Review Payment Details Before They Sign Up

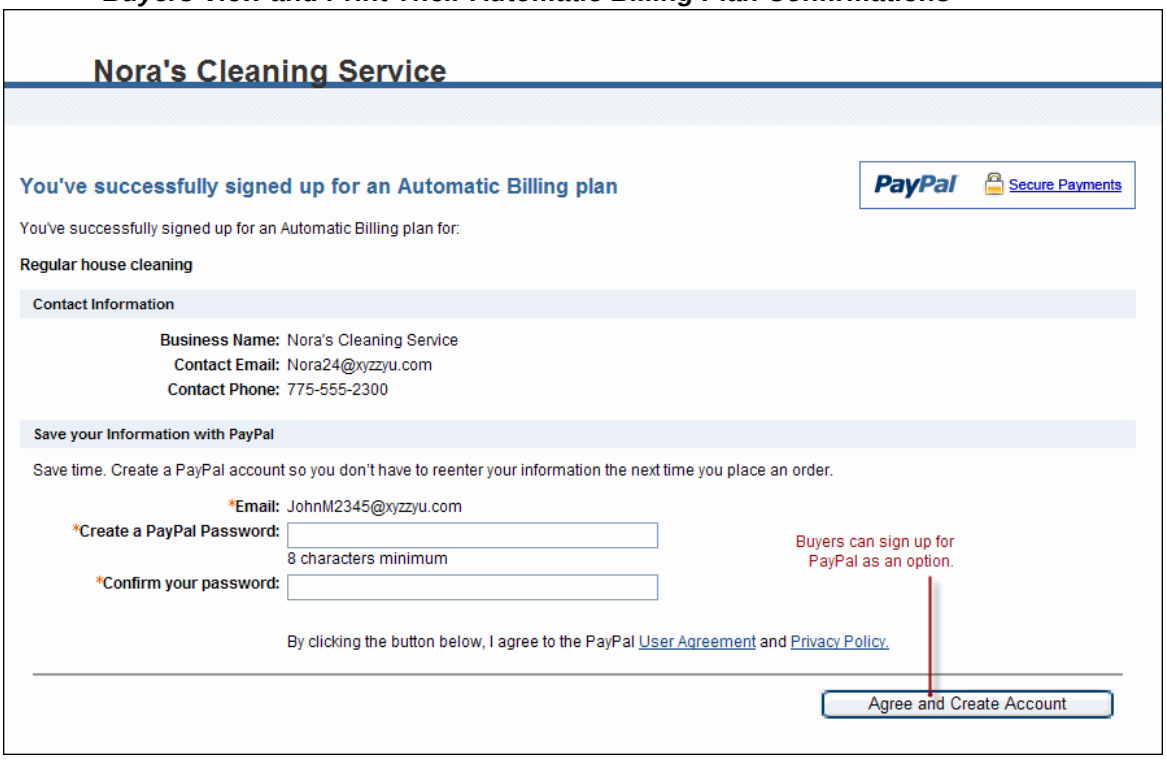


In this case, John reviews the details of his automatic billing plan. Then, he clicks the **Agree** button to complete his signup.

Buyers View and Print Payment Confirmations

PayPal displays a payment confirmation page to let buyers know that they signed up successfully.

Buyers View and Print Their Automatic Billing Plan Confirmations



In this case, John prints the confirmation page for his records.

Enhancing the Checkout Experience with Automatic Billing Buttons

Website Payments Standard lets you enhance the basic checkout experience in the following ways:

- "Co-Branding the Checkout Pages with Your Logo and Colors" on page 231
- "Returning Buyers to Your Website After They Check Out" on page 232
- "Filling Out the Checkout Pages With Billing Addresses" on page 232

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 set co-branding options to help blend the PayPal checkout pages with the rest of your website and maintain your brand throughout the checkout experience.

Enhance the checkout experience by setting up custom page payments in your account profile to specify your logo and colors. Then, PayPal uses your logo and colors to display the checkout pages. In addition, you can specify you logo and colors with advanced HTML variables in the code of your payment buttons.

For more information, see:

- "Co-Branding the PayPal Checkout Pages" on page 351

- "HTML Variables for Displaying PayPal Checkout Pages" on page 437

Returning Buyers to Your Website After They Check Out

The basic checkout experience ends on a PayPal webpage. Use one of the following techniques to enhance the basic checkout experience so that it ends on your website:

- **Return URL** – Let buyers return to a page on your website by clicking a link or button on the PayPal payment confirmation page.

  To learn more, "HTML Variables for Displaying PayPal Checkout Pages" on page 437.

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

  To learn more, see "Auto Return" on page 352.

Filling Out the Checkout Pages With Billing Addresses

The basic checkout experience has forms for filling out billing and shipping addresses. PayPal lets you pass in these addresses when you initiate checkout processes.

Enhance the checkout experience by filling out the billing and shipping addresses for the buyer, if you gather that information from buyers on your website. Use the shipping address and billing address HTML form variables to pass the information that you have. PayPal displays the forms during checkout with the fields filled out automatically. Buyers are more likely to complete their payments when there is less data for them to re-enter.

To learn more, see "Filling Out FORMs Automatically with HTML Variables" on page 413.

To learn which HTML variables to use, see "HTML Variables for Filling Out PayPal Checkout Pages Automatically" on page 440.

Managing Automatic Billing Agreements

PayPal offers tools and features to help manage your automatic billing agreements.

- "Using the Recurring Payments Dashboard to Track Automatic Billing Plans" on page 201
- "Using Recent Activity to Track Automatic Billing Payments" on page 202
- "Billing Your Customer Automatically" on page 203

Using the Recurring Payments Dashboard to Track Automatic Billing Plans

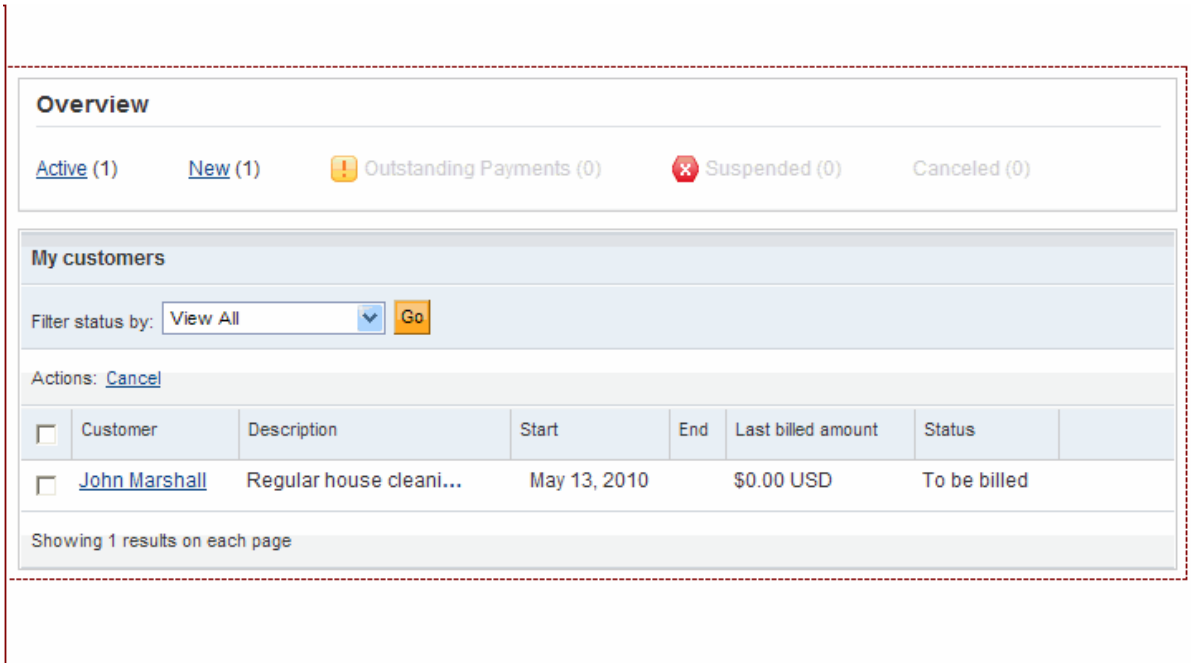
PayPal displays Automatic Billing plans in the **Recurring payments dashboard**, soon after buyers complete checkout.

1. Log in to your PayPal account.
2. Navigate to **My Account** > **Profile**.

   The **Profile Summary** opens.

3. Under the Financial Information heading, click **Recurring payments dasboard**.

   The **Recurring payments dashboard** opens.



Result:

From the **Overview** section of the dashboard, do any of the following:

- See counts of **Active** and **New** plans, counts of plans with **Outstanding Payments**, and counts of plans that are **Suspended** or **Canceled**.
- See only plans with a specific status in the **My customers** list by clicking the corresponding status link. Or, choose a status from the **Filter status by** dropdown menu, and then click the **Go** button.
- Manage a specific plan by clicking the **Customer Name** link in the row for the plan.
- Cancel plans by selecting checkboxes in the rows of plans, and then clicking the **Cancel** link at the top of the list.

After Completing This Task:

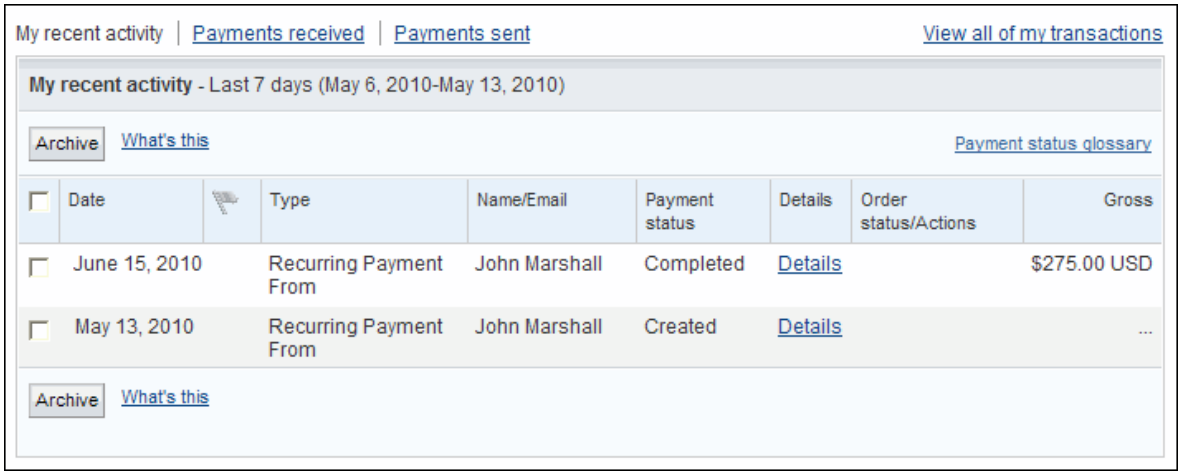
Track payments that PayPal makes automatically when you bill your customers from My Recent Activity or History.

Using Recent Activity to Track Automatic Billing Payments

PayPal displays Automatic Billing plans in your recent activity, soon after buyers complete checkout. Also, your recent activity shows payments that PayPal makes automatically after you bill your customers.

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.



Result:

From the **My recent activity** list, do any of the following:

- See new plans and new automatic payments that were made under the terms of plans.
- Manage a specific plan by clicking the **Details** link in the row for the plan.

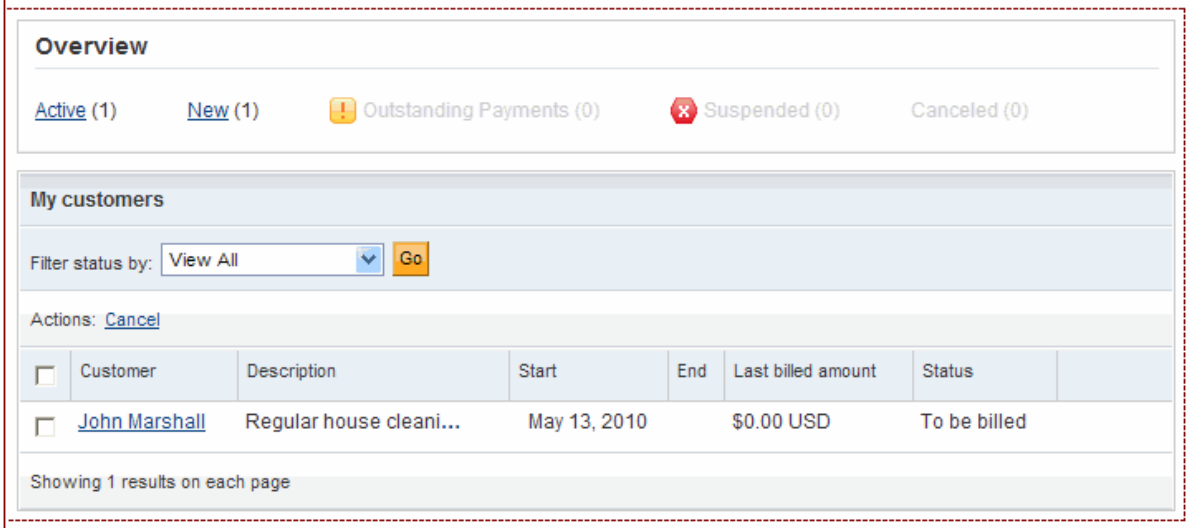
Billing Your Customer Automatically

PayPal does not collect payments from buyers until you initiate a monthly bill. When you know what amount you want to bill a customer each month, you must initiate a billing request. After you enter your customer's billing amount, PayPal collects the payment automatically. PayPal lets you bill a customer only once in any monthly billing cycle.

1. Log in to your PayPal account.
2. Navigate to **My Account** > **Profile**.

   The **Profile Summary** opens.
3. Under the Financial Information heading, click **Recurring payments dasboard**.

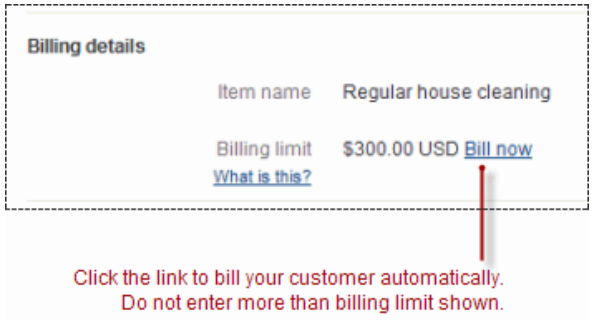
   The **Recurring payments dashboard** opens.



4. In the My customers list, find the customer you want to bill, then click the customer's name.

   The **Automtic billing details** page opens.

5. In the Billing Details section, click **Bill now**.



   The **Automatically bill your customer** dialog opens.

6. In the **Amount to bill** text box, enter the amount you want to bill the customer for the month.

   Don't exceed the billing limit shown – that's the amount your customer set for the maximum billing amount, during checkout.

7. Click **Bill now**.

Result:

PayPal bills your customer automatically the amount you entered.

Creating Advanced Automatic Billing Buttons on the PayPal Website

Read the following topics to learn more:

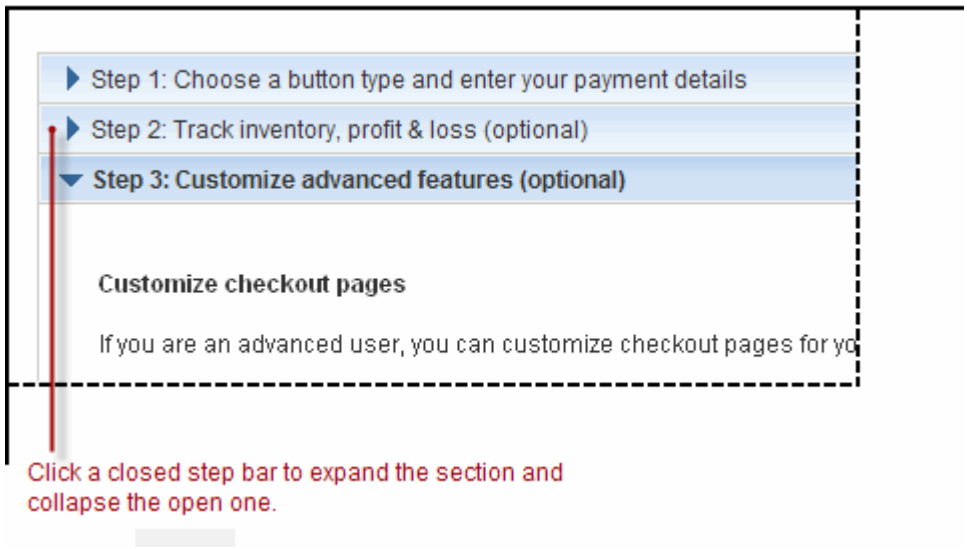
- "Basic Steps in the Button Creation Tool for Automatic Billing Buttons" on page 205
- "Saving Automatic Billing Buttons in Your PayPal Account" on page 206
- "Tracking Inventory and Profit and Loss for Automatic Billing Buttons" on page 207
- "Adding HTML Variables to Automatic Billing Buttons" on page 207
- "Generating Code for Automatic Billing Buttons and Email Payment Links" on page 207
- "Protecting HTML Code for Automatic Billing Buttons" on page 207
- "Step 1 – Specifying Basic Features of Your Automatic Billing Button" on page 208
- "Step 2 – Tracking Inventory for Your Automatic Billing Button" on page 212
- "Step 3 – Adding Advanced Features to Your Automatic Billing Button" on page 214
- "Copying and Pasting the Automatic Billing Code" on page 216
- "Avoiding Problems with Pasted Automatic Billing Code" on page 218

Basic Steps in the Button Creation Tool for Automatic Billing Buttons

The button creation tool on the PayPal website is a single webpage with three sections:

- **Step 1 – Choose button type and enter payment details** – This section lets you specify the basic details of your payment button.
-
- **Step 3 – Customize advanced features (optional)** – This section lets you work with advanced features of payment buttons. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard, 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 Automatic Billing Buttons in Your PayPal Account

The button creation tool saves payment buttons in your PayPal account, by default. The tool saves your button and generates the code when you click the **Create Button** button.

Make sure you copy and paste the generated code onto your webpages, regardless whether you save your button at PayPal. The generated code is shorter for saved buttons. 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. The generated code that you add to your website contains no information that can be tampered with to produce fraudulent payments.
- You can edit the details and options of your payment buttons from a central location in your PayPal account. Otherwise, you must search the pages of your website to find your buttons so you can edit their details.

  NOTE: To change product options for saved payment buttons, copy the code that PayPal newly generates and paste it onto the pages of your website to replace the code that you pasted there previously.
- You can track inventory and profit and loss for the items that your buttons sell.

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

Tracking Inventory and Profit and Loss for Automatic Billing Buttons

If you save payment buttons in your PayPal account, PayPal can track inventory and can track profit and loss for the items that your buttons sell. PayPal can track inventory and profit and loss for items themselves or separately by product options.

Use the **Step 2** section of the button creation tool to specify the information that lets PayPal track inventory and profit and loss.

Tracking Inventory

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

Tracking Profit and Loss

If you track profit and loss, PayPal helps you understand the profitability of your items. Enter the cost of your item, and PayPal provides profit and loss reports based on the volume of sales. Make sure to include all you costs to sell the item, including costs to acquire it and handle it till sold.

Adding HTML Variables to Automatic Billing Buttons

Some advanced features of payment buttons can be specified only with HTML variables. If you understand HTML programming and the advanced HTML variables supported by your payment button, 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.

Generating Code for Automatic Billing Buttons and Email Payment Links

When you create payment buttons with tools on the PayPal website, PayPal generates HTML code for them. 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 payment button functionality to your email messages. Your web editing tool or your service provider might not let you paste HTML code onto your webpages. If they do not, try pasting the URL code for email payment links onto your webpages, instead.

Protecting HTML Code for Automatic Billing Buttons

When you create payment buttons on the PayPal website, PayPal lets you protect the HTML 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 1, "Securing Your Website Payments Standard Buttons."

Step 1 – Specifying Basic Features of Your Automatic Billing Button

You must have a PayPal Business account to create and use Automatic Billing buttons. In addition, you must be approved for Websites Payment Standard
Enhanced Recurring Payments. For more information, contact your PayPal representative.

PayPal does not collect payments from buyers until you initiate a monthly bill. When you know what amount you want to bill a customer each month, you must initiate a billing request. After you enter your customer's billing amount, PayPal collects the payment automatically. PayPal lets you bill a customer only once in any monthly billing cycle.

For more information, see "Billing Your Customer Automatically" on page 203.

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

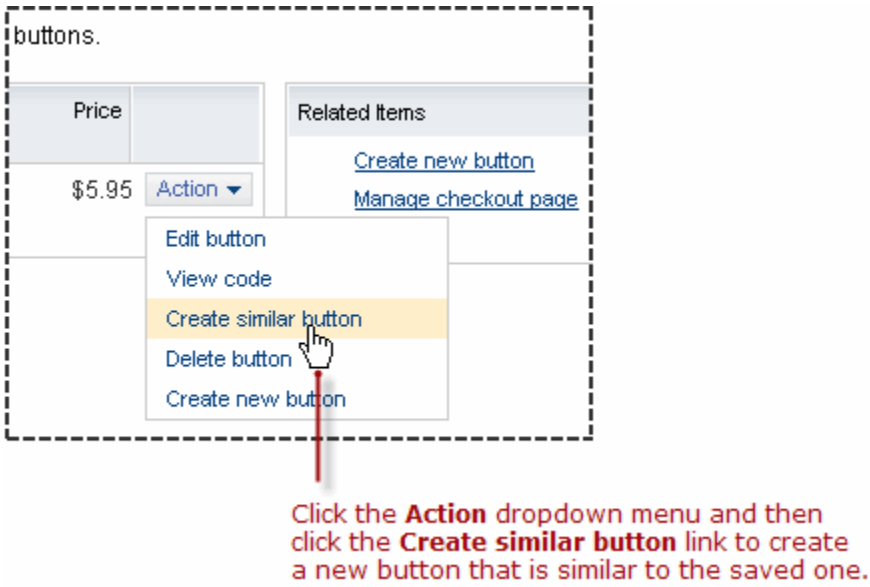
   The **My Account Overview** page opens.

2. Click the **Profile** subtab.

   The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **My Saved Buttons** link, and then do one of the following:

   – To create a button from scratch, in the Related Items box on the right, click the **Create New Button** link.
   – To create a button similar to one already in your list, at the end of the row for the button, click the **Action** dropdown menu, and then click the **Create similar button** link.



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

4. In the **Choose a button type** dropdown menu, select "Automatic Billing."
5. From the **Currency** dropdown menu, select the currency for automatic billing plans that buyers set up when they click your Automatic Billing button.

   If you customize the text of your button by changing the country elsewhere in the **Step 1**section, make sure here to select a currency to match.
6. Enter the payment details of your button.

   With Automatic Billing buttons, buyers agree to pay you automatically when you bill them, up to a limit that they choose. You set the parameters for the limits they choose.

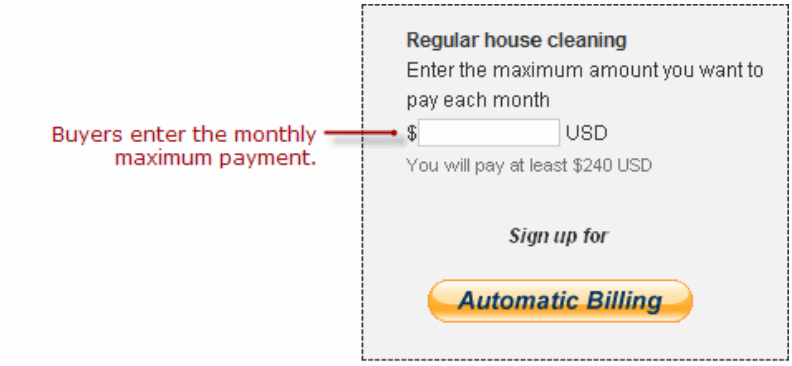
   Select one of the following check boxes:

   – **Let my customers choose their own maximum payment limits**

     In the **Minimum payment limit** field, enter the lowest maximum billing limit that you want customers to choose. Customers cannot check out with a lower maximum than the amount you enter here.

     (*Optional*) In the **Description** field, enter a description of the goods or services for which you will bill customers. The description appears above the text box where they choose the monthly maximum. For example, you might enter: Regular house cleaning.

     Prior to checkout, buyers enter monthly maximums in a text box above the button.

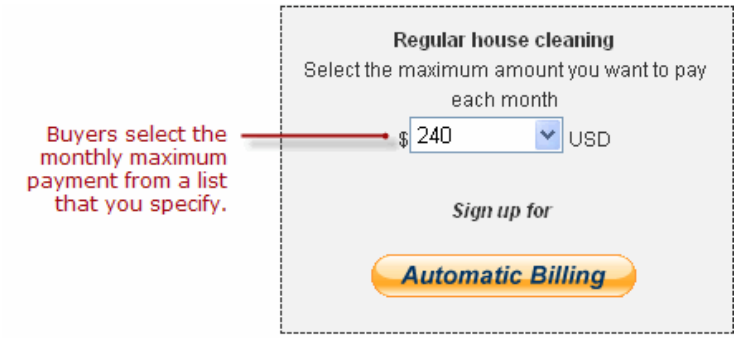


– **I'll set the payment limits**

  For **Option 1**, enter the lowest maximum payment amount you want buyers to choose. Add successively higher maximums for the remaining options.

  (*Optional*) In the **Description** field, enter a description of the goods or services for which you will bill customers. The description appears above the dropdown menu where they choose the monthly maximum. For example, you might enter: Regular house cleaning.

  Before checkout, buyers select the monthly maximum payment from a dropdown menu with the options that you set.



Click the **Done** button to preserve your choices.

7. Click the **Customize text or appearance** link and do one of the following (optional).

   – **PayPal button** – Select this radio button to use a button image that PayPal hosts on its servers. 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, make sure to select the currency elsewhere in the **Step 1** section to match.

   – **Use your own button** – Select this radio button to specify the URL of your own button image, which PayPal does not host on its servers. Use your own button image if the buttons that PayPal hosts do not match the look of your website.

     If host your image on a secure server, change the text box to begin with `https//`.

8. Choose between your secure merchant account ID and your primary email address.

– **Use my secure merchant account ID** – Select this radio button to link your button with your PayPal account by using your secure merchant ID.

  Only PayPal can match your merchant ID with you and your PayPal account. Your email address is never exposed in the HTML button code on your webpages.

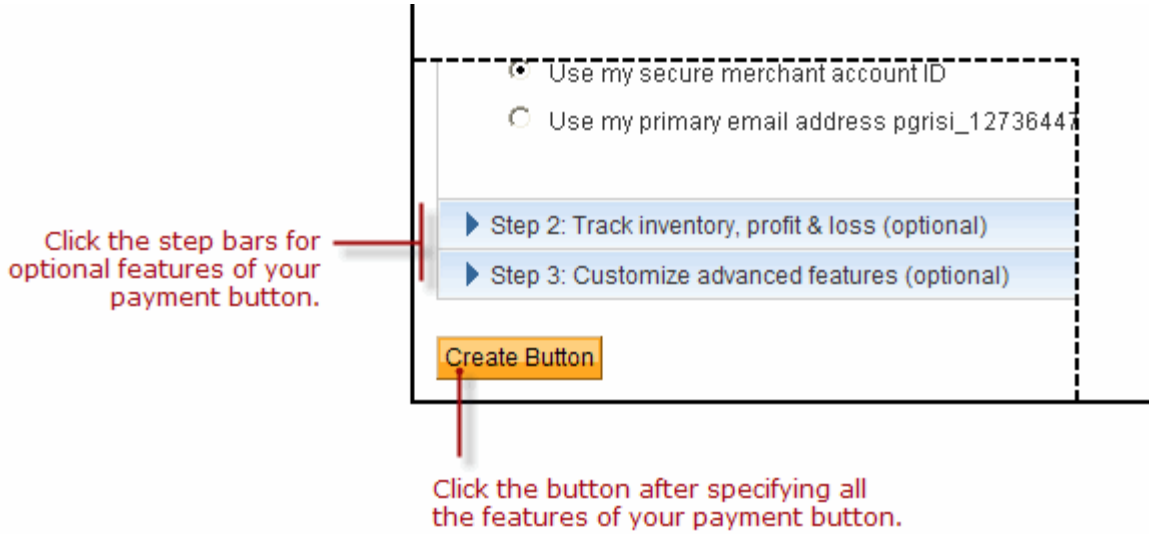
  NOTE: If you have a Premier account, your email address still might be exposed within the <head> tag of your payment pages.

– **Use my primary email address** – Select this radio button to link your button with your PayPal account by using your primary email address.

  Your email address is exposed in the HTML button code on your webpages. Do not select this option if you don't save your button in your PayPal account and you do not protect your payment button with encryption.

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

9. Do one of the following:



– If you specified all the features for your button, click the **Create Button** button.

  Follow the instructions for "Copying and Pasting the HTML Code for Your Automatic Billing Button" on page 216.

– If you *do not* want to save your button in your PayPal account, click the **Step 2** bar.

  Follow the instructions for "Step 2 – Tracking Inventory for Your Automatic Billing Button" on page 212.

– If you want to specify advanced features for your button, click the **Step 3** bar.

  Follow the instructions for "Step 3 – Adding Advanced Features to Your Automatic Billing Button" on page 214.

Step 2 – Tracking Inventory for Your Automatic Billing Button

Use the **Step 2** section of the button creation tool to track inventory and profit and loss for the items that your button sells.

By default, the **Step 2** section saves details about your button in your PayPal account. If you do not save your button in your account, PayPal cannot track inventory or profit and loss for your item.

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

If you track profit and loss, PayPal helps you understand the profitability of your items. Enter the cost of your item, and PayPal provides profit and loss reports based on the volume of sales. Make sure to include all you costs to sell the item, including costs to acquire it and handle it till sold.

For more information, see "Tracking Inventory and Profit and Loss for Automatic Billing Buttons" on page 207.

1. Do one of the following:

   – Clear the **Add you button to My saved buttons** checkbox to *not* save the important details of your button in your PayPal account.

     If you do not save your button, PayPal cannot track inventory or profit and loss for your item.

     The HTML code that PayPal generates and that you paste onto your webpage contains all payment details and information that identifies your PayPal account. You may need to take extra precautions to secure your buttons against fraudulent payments.

     For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."

   – Select the **Add your button to My saved buttons** checkbox to save the payment details of your button in your PayPal account.

     The HTML code that PayPal generates and that you paste onto your webpage contains no payment or identifying information.

     "Add your button to My saved buttons" is the default for this feature.

     For more information, see "Saving Automatic Billing Buttons in Your PayPal Account" on page 206.

2. Select the **Track inventory** checkbox to enter 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 that buyers select.

     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 set up during **Step 1** of the button creation tool.

  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.

3. Select the **Track profit and loss** checkbox to enter information that PayPal uses to track profit and loss for your item.

   You do not have to track inventory to track profit and loss. If you track inventory, you can track profit and loss only in the same way – either by item or by product option.

   If you only track profit and loss and do not track inventory, do one of the following:

   – **By Item** – Select this radio button if you want to track profit and loss regardless of product options selected by buyers.
   – **By Option** – Select this radio button if want to track profit and loss by product options that you set up during **Step 1** of the button creation tool. If you set up product options with prices, the radio button is selected automatically and cannot be changed.

   In the **Item ID** field, enter a unique ID for the item the button sells, if you did not enter it during **Step 1** of the button creation tool.

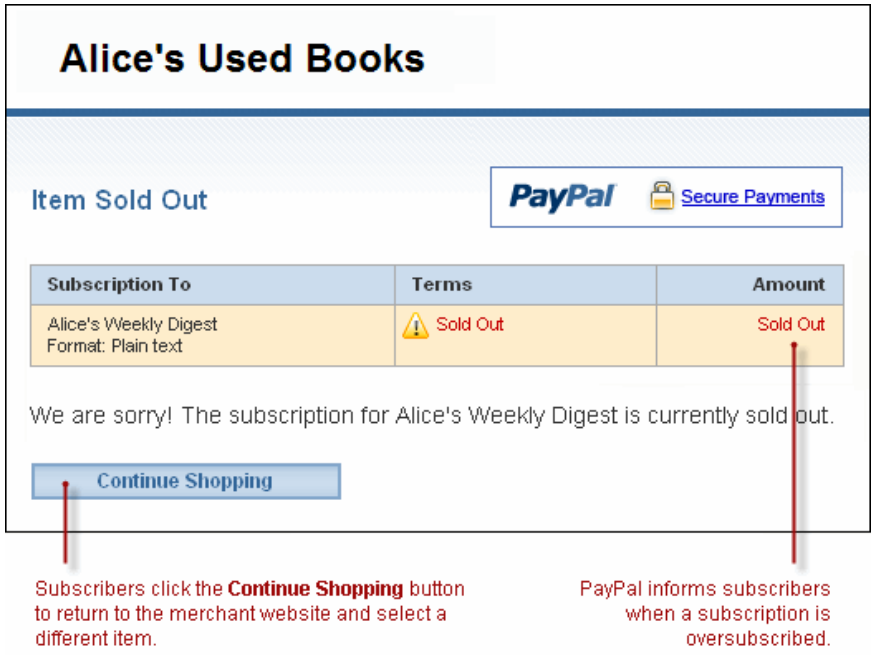
   In the **Price** field, enter the cost to you of your item or for each product option. Make sure to include all your costs to sell the item, including costs to acquire it and handle it till sold.

4. Under the **Do you want to let customers check out even if an item is sold out?** heading, do one of the following:

   – **Yes, let them checkout** – Select this radio button to let buyers check out 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 checking out.
   – **No, don't let them buy the item** – Select this radio button to prevent buyers from checking out 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 oversold items.

     "No" is the default choice for this feature.

     When the inventory falls to 0, PayPal lets buyers know that the item is completely over.



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

5. Do one of the following:

   – If you specified all the features for your button, click the **Create Button** button.

   Follow the instructions for "Copying and Pasting the Automatic Billing Code" on page 216.

   – If you want to specify advanced features for your button, click the **Step 3** bar.

   Follow the instructions for "Step 3 – Adding Advanced Features to Your Automatic Billing Button" on page 214.

   – If you want to adjust the basic features of your button, scroll to the top of the page and click the **Step 1** bar.

   Follow the instructions for "Step 1 – Specifying Basic Features of Your Automatic Billing Button" on page 208.

Step 3 – Adding Advanced Features to Your Automatic Billing Button

Use the **Step 3** section of the button creation tool to specify commonly used advanced features for your button. In addition, use the **Step 3** section to add advanced HTML variables to your button for other, less commonly used features.

1. Can your customer add special instructions in a message to you?

   – **No** – Select this radio button if you *do not* want to prompt buyers to add special instructions to you during checkout.

– **Yes** – Select this radio button to prompt buyers to add special instructions to you during checkout.

(Optional) In the **Name of message box** field, enter text to Display above the text box where buyers enter their special instructions. For example, you might enter, "Add special handling instructions."

"Yes" is the default choice for this feature.

2. Do you need your customer's shipping address?

– **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 for services that do not require on-site delivery.

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

"Yes" is the default choice for this feature.

3. Take customers to a specific webpage (URL) when they cancel their checkout?

You might have a special page on your website where buyers return when they cancel their checkout. If so, select the checkbox and enter the URL for that page.

4. Take customers to a specific webpage (URL) after they finish checkout?

You might have a special page on your website where buyers return after they check out successfully. If so, select the checkbox and enter the URL for that page.

NOTE: If you have a special webpage where buyers return after they finish checkout, consider implementing Payment Data Transfer (PDT). It lets you display information about the completed payment.

To learn more, see the Payment Data Transfer page on PayPal's developer website.

5. **Advanced variables**

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

Enter any advanced HTML variables by using the name/value-pair format *variableName=allowableValue*.

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

For example, you want PayPal to display during checkout custom payment pages that you set up in your Account Profile. When you include a `page_style` variable in HTML code that you write manually, you use the standard HTML format `<input type="hidden"`

name="**page_style**" value="**myPageStyle**">. In the text box instead, enter the variables using the shortened, name/value-pair format, `page_style=myPageStyle`.

For more information, see Chapter 1, "HTML Form Basics for Website Payments Standard."

6. Do one of the following:

   – If you specified all the features for your button, click the **Create Button** button.

     Follow the instructions for "Copying and Pasting the HTML Code for Your Automatic Billing Button" on page 216.

   – If you want to adjust the basic features of your button, scroll to the top of the page and click the **Step 1** bar.

     Follow the instructions for "Step 1 – Specifying Basic Features of Your Automatic Billing Button" on page 208, beginning with Step 5.

   – If you want PayPal to track inventory for the item your button sells or if you *do not* want to save your button in your PayPal account, scroll to the top of the page and then click the **Step 2** bar.

     Follow the instructions for "Step 2 – Tracking Inventory for Your Automatic Billing Button" on page 212.

Copying and Pasting the Automatic Billing Code

After you click the **Create Button** button, PayPal displays the **You are viewing your button code** page. The page contains tabs with button 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. In addition, your web editing tool or your service provider might not let you paste HTML code onto your webpages. If they do not, try pasting the URL code for email payment links onto your webpages, instead.

Copy and paste the code that PayPal generates onto your webpages and into your email, even if you save the button in your PayPal account.

Copying and Pasting the HTML Code for Your Automatic Billing Button

The **Website** tab on the **You are viewing your button code** page contains the generated HTML code for your payment button.

If you chose not to save your button in your PayPal account, PayPal protects the generated HTML code with encryption automatically. 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, use other methods

that PayPal recommends for securing 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 Payments Standard buttons.

For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."

1. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. In your web editing tool, open the webpage where you want to place your button.

   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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

Copying and Pasting the URL Code for Your Automatic Billing Email Payment Link

The **Email** tab on the **You are viewing your button code** page contains the generated URL code for your email payment link.

IMPORTANT: 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

For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."

1. Click the **Select Code** button on the **Email** tab to select all of the generated URL code.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. Open the email template or message that you want to send.

4. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

Avoiding Problems with Pasted Automatic Billing Code

After you paste the code onto your webpage or into your email, check 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. Make sure that 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 Automatic Billing Buttons

The following sample HTML code demonstrates various features of Automatic Billing buttons:

- "Sample HTML Code for a Basic Automatic Billing Button" on page 218
- "Sample HTML Code for Choosing Limits with Automatic Billing Buttons" on page 220

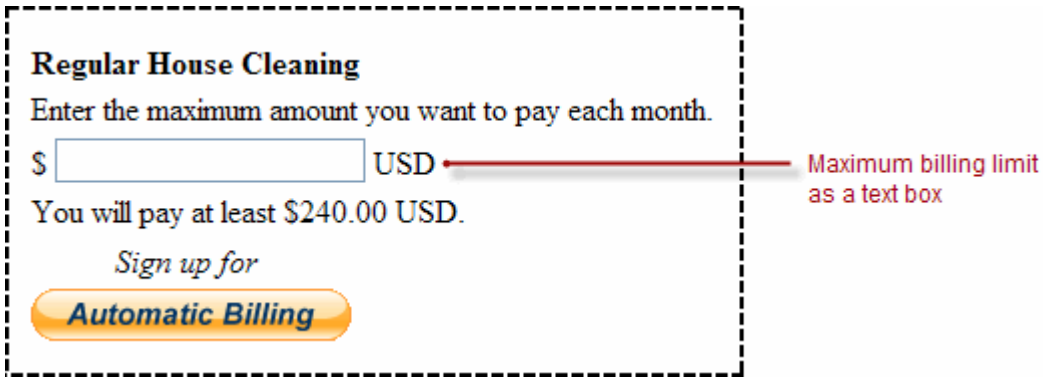
Sample HTML Code for a Basic Automatic Billing Button

The sample code below illustrates a basic Automatic Billing button, with these features:

- A text box above the button for buyers to enter a maximum billing limit
- A miniimum billing limit of $240 USD, set by using the `min_amount` HTML variable
- The item name and description "Regular House Cleaning" above the button
- Buyers must specify an address during checkout

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

    <!-- Identify your business so that you can bill for payments. -->
    <input type="hidden" name="business" value="your-secure-merchant-ID">

    <!-- Specify an Automatic Billing button. -->
    <input type="hidden" name="cmd" value="_xclick-auto-billing">

    <!-- Specify details about the automatic billing plan. -->
    <input type="hidden" name="currency_code" value="USD">
    <input type="hidden" name="item_name" value="Regular House Cleaning">
    <input type="hidden" name="max_text" value="Regular House Cleaning">
    <input type="hidden" name="set_customer_limit" value="max_limit_own">
    <input type="hidden" name="min_amount" value="240.00">

    <!-- Make sure you get the buyer's address during checkout. -- >
    <input type="hidden" name="no_shipping" value="2">

    <!-- Display the description and a text box to enter the maximum. -->
    <table>
      <tr><td><strong>Regular House Cleaning</strong></td></tr>
      <tr><td>Enter the maximum amount you want to
                 pay each month.</td></tr>
      <tr><td>$ <input type="text"
                 name="max_amount" value=""> USD</td></tr>

      <!-- Inform buyers of the monthly minimum payment -->
      <tr><td>You will pay at least $240.00 USD.</td></tr>
    </table>

    <!-- Display the Automatic Billing button -->
    <table>
      <tr><td align=center><i>Sign up for</i></td></tr>
      <tr><td><input type="image" border="0" name="submit"
           src="https://www.paypal.com/en_US/i/btn/btn_auto_billing_LG.gif"
          alt="PayPal - The safer, easier way to pay online!"></td></tr>
    </table>
    <img alt="" border="0" width="1" height="1"
        src="https://www.stage2sc4078.qa.paypal.com/en_US/i/scr/pixel.gif"

</form>
```

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



Sample HTML Code for Choosing Limits with Automatic Billing Buttons

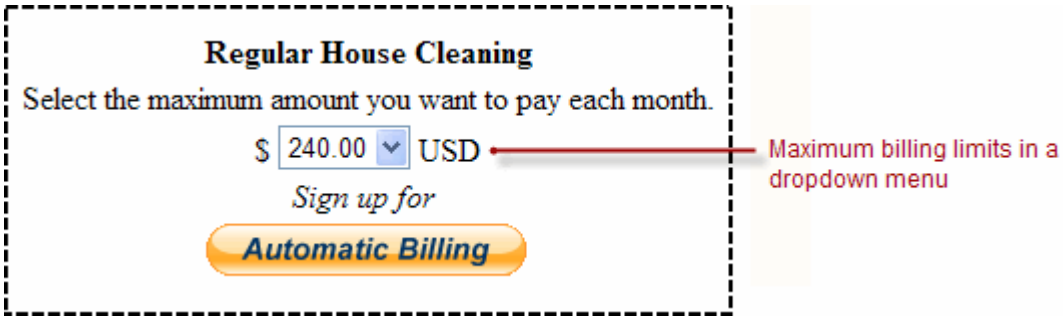
The sample URL code below illustrates an Automatic Billing button with these features:

- A dropdown menu for buyers to choose a maximum billing limit, from choices $240 USD, $300 USD, and $450 USD
- The item name and description “Regular House Cleaning” above the button
- Buyers must specify an address during checkout

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

    <!-- Identify your business so that you can bill for payments. -->
    <input type="hidden" name="business" value="your-secure-merchant-ID">

    <!-- Specify an Automatic Billing button. -->
    <input type="hidden" name="cmd" value="_xclick-auto-billing">

    <!-- Specify details about the automatic payment plan. -->
    <input type="hidden" name="currency_code" value="USD">
    <input type="hidden" name="item_name" value="Regular House Cleaning">
    <input type="hidden" name="set_customer_limit"
        value="max_limit_defined">

    <!-- Make sure you get the buyer's address during checkout. -- >
    <input type="hidden" name="no_shipping" value="2">

    <!-- Specify the price that PayPal uses for each option. -->
    <input type="hidden" name="option_select0" value="240">
    <input type="hidden" name="option_amount0" value="240">
    <input type="hidden" name="option_select1" value="300">
    <input type="hidden" name="option_amount1" value="300">
    <input type="hidden" name="option_select2" value="450">
    <input type="hidden" name="option_amount2" value="450">
    <input type="hidden" name="option_index" value="0">

    <!-- Display the description and a dropdown of options with prices. -->
    <table>
      <tr>
        <td align=center><input type="hidden" name="on0"
                value="Regular house cleaning">
                <strong>Regular House Cleaning</strong></td></tr>
      <tr>
        <td align=center>Select the maximum amount you want
                            to pay each month.</td></tr>
      <tr>
        <td align=center>$ <select name="os0">
                                <option value="240"> 240</option>
                                <option value="300"> 300</option>
                                <option value="450"> 450</option>
                           </select> USD</td></tr>

      <!-- Display the Automatic Billing button. -->
      <tr><td align=center><i>Sign up for</i></td></tr>
      <tr><td><input type="image" border="0" name="submit"
          src="https://www.paypal.com/en_US/i/btn/btn_auto_billing_LG.gif"
          alt="PayPal - The safer, easier way to pay online!"></td></tr>
    </table>
    <img alt="" border="0" width="1" height="1"
        src="https://www.stage2sc4078.qa.paypal.com/en_US/i/scr/pixel.gif"
```

```
</form>
```

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



5 Recurring Payments – Installment Plan Buttons

Use Installment Plan buttons to let buyers pay in full or sign up to pay in installments, without interest. You can offer installment plans that collect the first installment on checkout, with up to 3 additional installments. Or, you can set up installment plans that defer the first installment, with up to 4 installments sometime later. All payments must be collected within one year of checkout.

You can create Installment Plan buttons that you add to your website by using a tool on the PayPal website, or you can write the HTML code for Installment Plan buttons manually.

Read the following topics to learn more:

- "Getting Started with Installment Plan Buttons" on page 223
- "The Checkout Experience with Installment Plan Buttons" on page 225
- "Managing Installment Plans" on page 232
- "Creating Advanced Installment Plan Buttons on the PayPal Website" on page 234
- "Sample HTML Code for Installment Plan Buttons" on page 247

IMPORTANT: You must have a PayPal Business account to create and use Installment Plan buttons. In addition, you must be approved for Websites Payment Standard Enhanced Recurring Payments. For more information, contact your PayPal representative.

Getting Started with Installment Plan Buttons

The easiest way to add an Installment Plan button to your website is by using the button creation tool on the PayPal website. As soon as you add the button, buyers can begin signing up for installment plans with up to 4 installments, without interest.

IMPORTANT: You must have a PayPal Business account to create and use Installment Plan buttons. In addition, you must be approved for Websites Payment Standard

Enhanced Recurring Payments. For more information, contact your PayPal representative.

Example Only

The following instructions create a basic Installment Plan button that lets buyers pay in 4 installments, starting at checkout.

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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

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

5. In the **Choose a button type** dropdown menu, select “Installment Plan.”

6.

7. Enter the payment details of your button.

   With Installment Plan buttons, you can offer buyers one or more plan options with a single button. For any plan option, the first payment can be collected at checkout or deferred. Plan options can have up to 4 payments of equal or varying amounts.

   After buyers agree to a plan option during checkout, PayPal makes the payments automatically on the schedule you set. All payments must be made within one year of checkout. You can include tax and shipping in the total amount, but do not include interest.

   Select one of the following radio buttons to set up an installment plan for your button.

   – **Pay in full**

     In the **Amount** field, enter the full amount that PayPal collects at checkout for your item.The total payment on other plan options must be the same amount.

– **Offer equal installments at regular intervals**

  In the **Bill Every** dropdown menus, set the interval between payments. For example, you might select “1” and “month(s).”

  Under the **Start Payments** heading, select the **At Checkout** option to collect the first payment at checkout. Or, select the **After** option, then select how long to defer the first payment. For example, you might select “3” and “month(s).” In the **Amount** field enter the amount for the payments. In the **Cycles** dropdown menu, select the number of payments, up to 4.

– **Offer variable installments at irregular intervals**

  In the **Frequency of payments** dropdown menu, select “days,” “weeks,” or “months.” In row **1**, enter the amount PayPal collects at checkout. In rows **2-4**, enter amounts for the remaining payments and select how long after checkout PayPal collects them.

Click **Done** to preserve your choices. If you want to offer more plan options with your button, click **Create another Installment Plan**.

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

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

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

10. Do one of the following to copy the selected text to the clipboard:

   – For Windows and Mac, right-click on the code, and then select **Copy**.
   – For Windows, press Ctrl+C.
   – For Mac, press CMD+C.

11. In your web editing tool, open the webpage where you want to show the button.

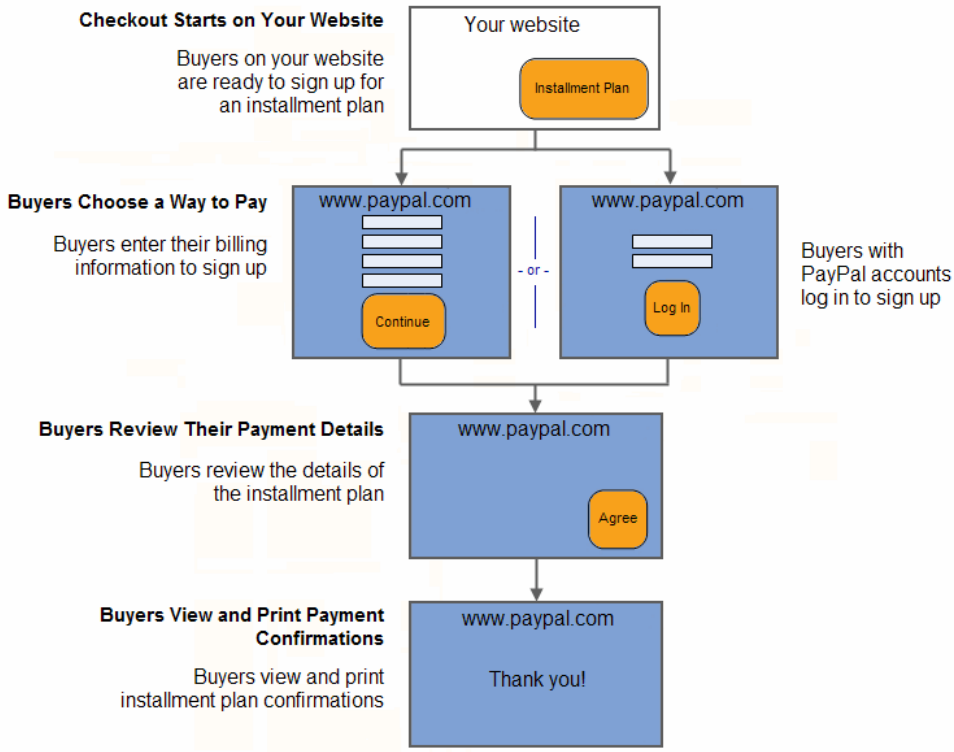
   IMPORTANT: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

12. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:

   – For Windows or Mac, right-click on the code, and then select **Paste**.
   – For Windows, press Ctrl+V.
   – For Mac, press CMD+V.

The Checkout Experience with Installment Plan Buttons

The checkout experiences starts on your website and ends after payments are made.



Read the following topics to learn more about the checkout experience:

- "Checkout Starts on Your Website" on page 226
- "Buyers Choose a Way to Pay" on page 227
- "Buyers Review Their Payment Details" on page 229
- "Buyers View and Print Payment Confirmations" on page 230
- "Enhancing the Checkout Experience with Installment Plan Buttons" on page 231

Checkout Starts on Your Website

The basic checkout experience with Installment Plan buttons begins on your website when a buyer is ready to sign up.

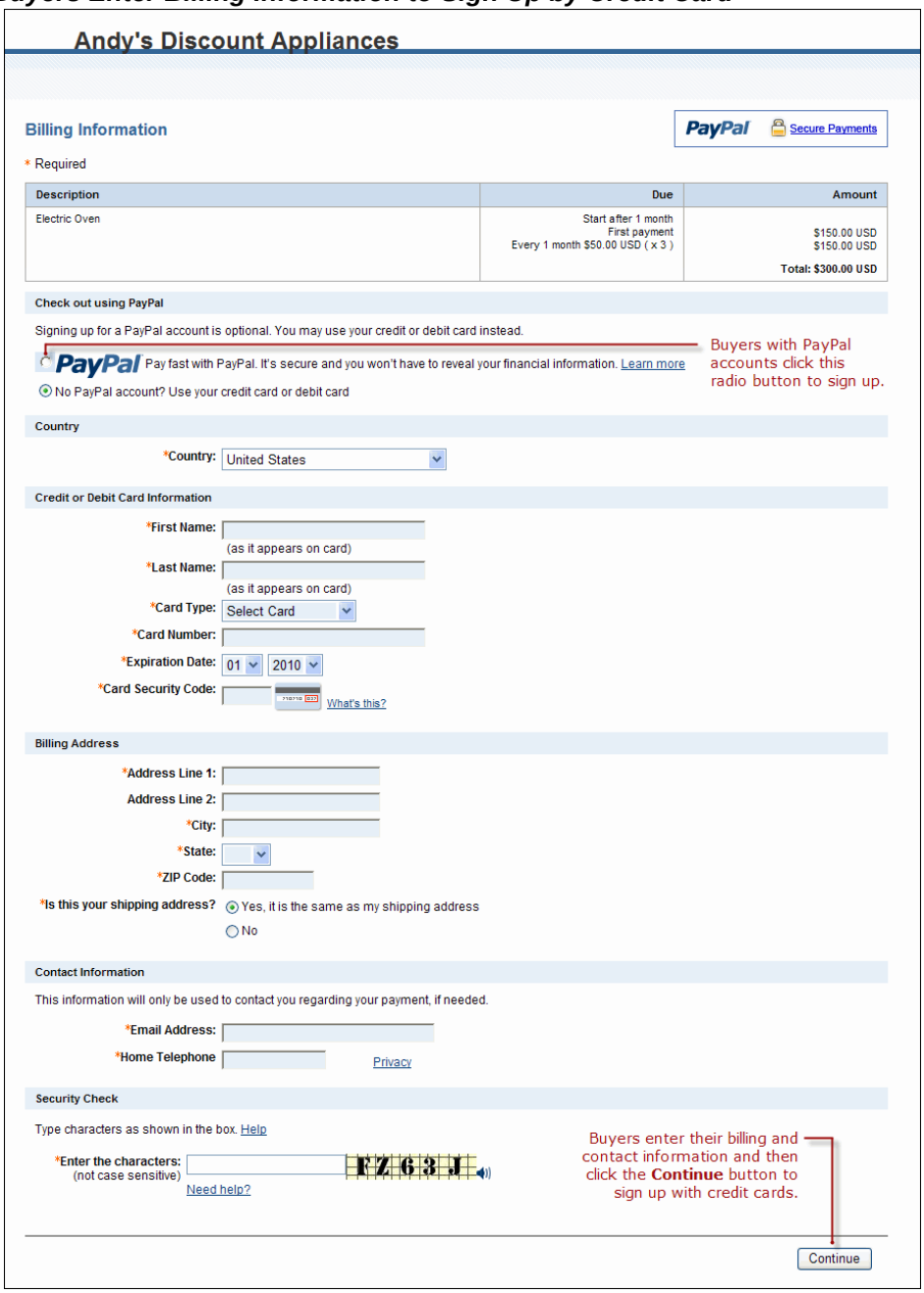
Buyers Begin PayPal Checkout on Your Website

In this example, Sarah begins on Andy's Discount Appliances website. She wants an electric oven, but she can't afford to pay in full. Sarah selects the "No Payments for 30 Days" radio button, and then she click the **Installment Plan** button to check out.

Buyers Choose a Way to Pay

PayPal displays a billing information/log-in page, which lets buyers enter their credit card information to sign up. Buyers with PayPal accounts log in to sign up.

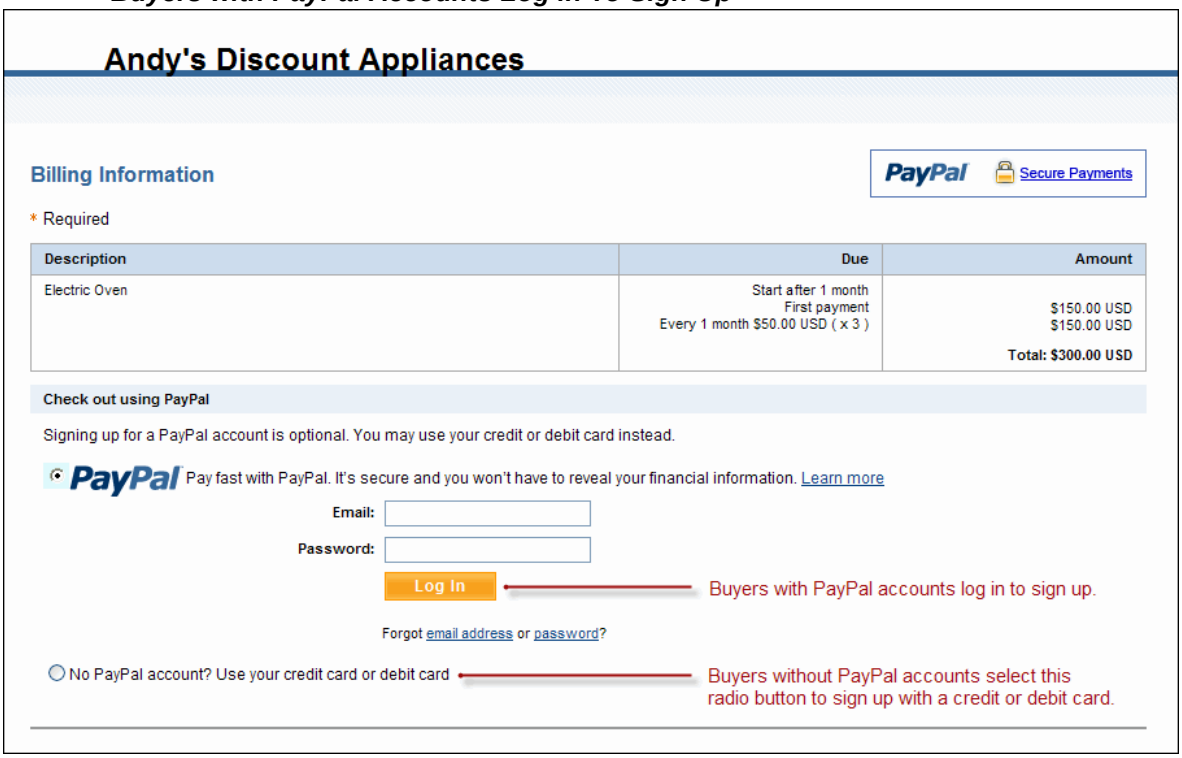
Buyers Enter Billing Information to Sign Up by Credit Card



In this case, Sarah does not have a PayPal account. She enters her billing information. She also enters her contact information – email address and home phone number– so that PayPal can send her a PayPal payment notification and can contact her if necessary to complete the transaction. Then, she clicks the **Continue** button.

Buyers 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.

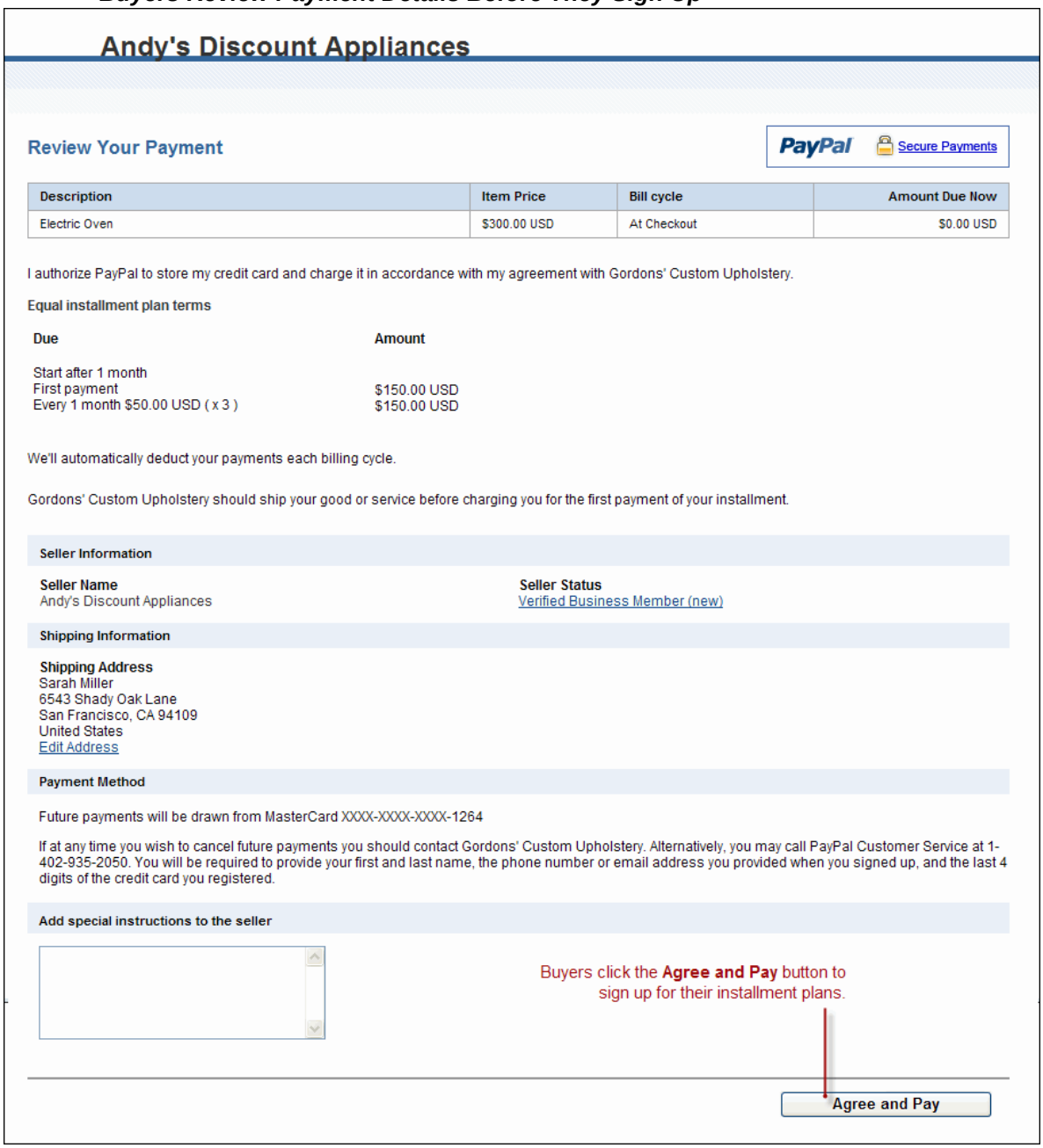
Buyers with PayPal Accounts Log in To Sign Up



Buyers Review Their Payment Details

PayPal displays a payment review page to let buyers check the details of their automatic billing plan before complete their agreements.

Buyers Review Payment Details Before They Sign Up

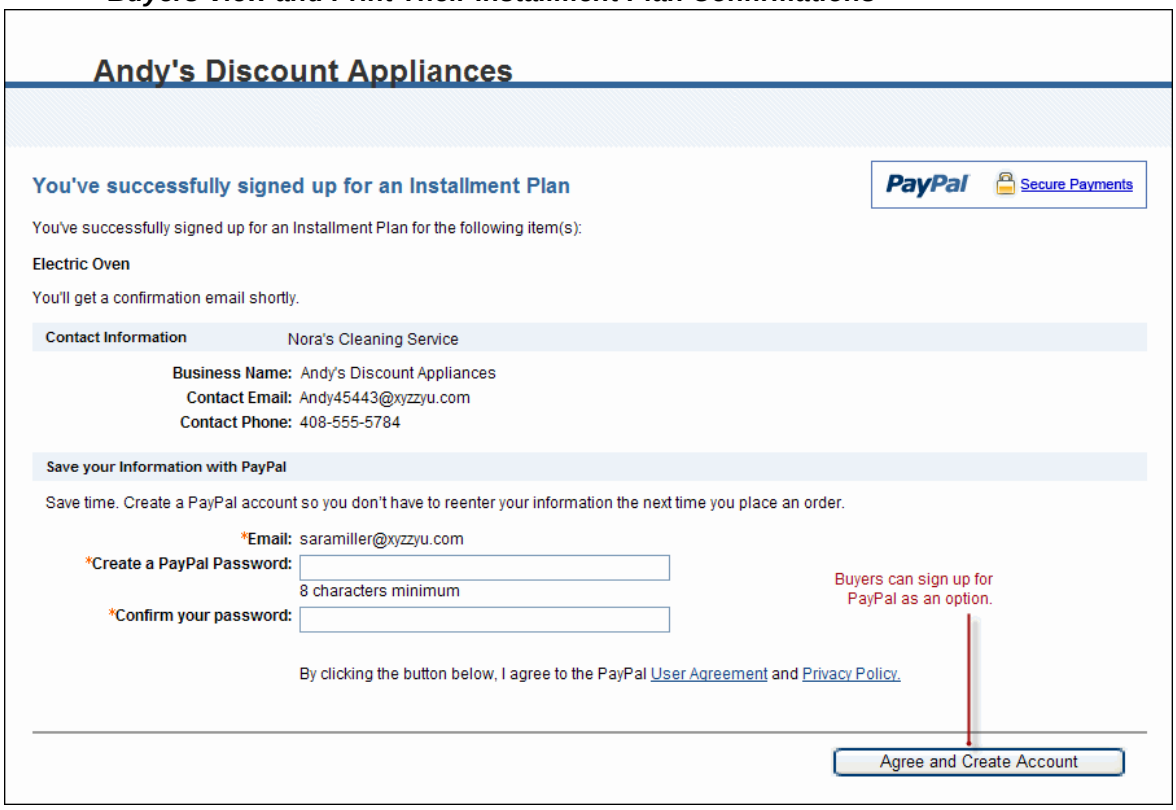


In this case, Sarah reviews the details of her installment plan. Then, she clicks the **Agree and Pay** button to complete his signup.

Buyers View and Print Payment Confirmations

PayPal displays a payment confirmation page to let buyers know that they signed up successfully.

Buyers View and Print Their Installment Plan Confirmations



In this case, Sarah prints the confirmation page for her records.

Enhancing the Checkout Experience with Installment Plan Buttons

Website Payments Standard lets you enhance the basic checkout experience in the following ways:

- "Co-Branding the Checkout Pages with Your Logo and Colors" on page 200
- "Returning Buyers to Your Website After They Check Out" on page 201
- "Filling Out the Checkout Pages With Billing Addresses" on page 201

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 set co-branding options to help blend the PayPal checkout pages with the rest of your website and maintain your brand throughout the checkout experience.

Enhance the checkout experience by setting up custom page payments in your account profile to specify your logo and colors. Then, PayPal uses your logo and colors to display the checkout pages. In addition, you can specify you logo and colors with advanced HTML variables in the code of your payment buttons.

For more information, see:

- "Co-Branding the PayPal Checkout Pages" on page 351
- "HTML Variables for Displaying PayPal Checkout Pages" on page 437

Returning Buyers to Your Website After They Check Out

The basic checkout experience ends on a PayPal webpage. Use one of the following techniques to enhance the basic checkout experience so that it ends on your website:

- **Return URL** – Let buyers return to a page on your website by clicking a link or button on the PayPal payment confirmation page.

  To learn more, "HTML Variables for Displaying PayPal Checkout Pages" on page 437.
- **Auto Return** – Have PayPal return buyers to a page on your website automatically.

  To learn more, see "Auto Return" on page 352.

Filling Out the Checkout Pages With Billing Addresses

The basic checkout experience has forms for filling out billing and shipping addresses. PayPal lets you pass in these addresses when you initiate checkout processes.

Enhance the checkout experience by filling out the billing and shipping addresses for the buyer, if you gather that information from buyers on your website. Use the shipping address and billing address HTML form variables to pass the information that you have. PayPal displays the forms during checkout with the fields filled out automatically. Buyers are more likely to complete their payments when there is less data for them to re-enter.

To learn more, see "Filling Out FORMs Automatically with HTML Variables" on page 413.

To learn which HTML variables to use, see "HTML Variables for Filling Out PayPal Checkout Pages Automatically" on page 440.

Managing Installment Plans

PayPal offers tools and features to help manage your installment plans.

- "Using the Recurring Payments Dashboard to Track Installment Plans" on page 232
- "Using Recent Activity to Track Installment Plan Payments" on page 233

Using the Recurring Payments Dashboard to Track Installment Plans

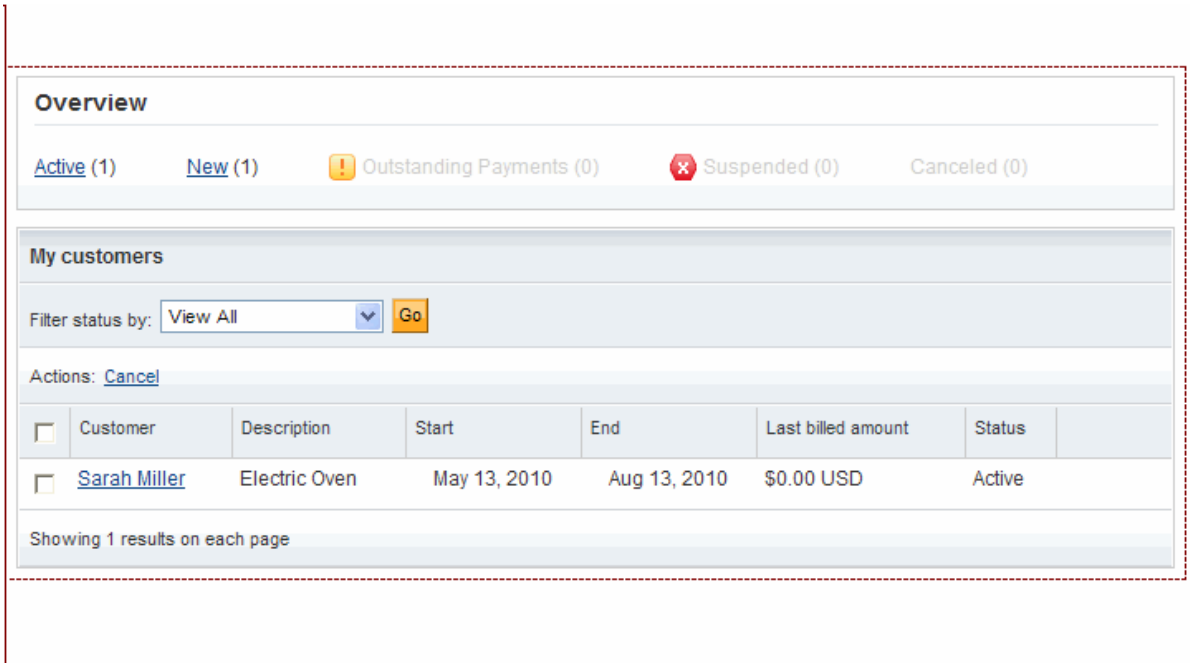
PayPal displays Installment Plans in the **Recurring payments dashboard**, soon after buyers complete checkout.

1. Log in to your PayPal account.
2. Navigate to **My Account** > **Profile**.

   The **Profile Summary** opens.

3. Under the Financial Information heading, click **Recurring payments dasboard**.

   The **Recurring payments dashboard** opens.



Result:

From the **Overview** section of the dashboard, do any of the following:

- See counts of **Active** and **New** plans, counts of plans with **Outstanding Payments**, and counts of plans that are **Suspended** or **Canceled**.
- See only plans with a specific status in the **My customers** list by clicking the corresponding status link. Or, choose a status from the **Filter status by** dropdown menu, and then click the **Go** button.
- Manage a specific plan by clicking the **Customer Name** link in the row for the plan.
- Cancel plans by selecting checkboxes in the rows of plans, and then clicking the **Cancel** link at the top of the list.

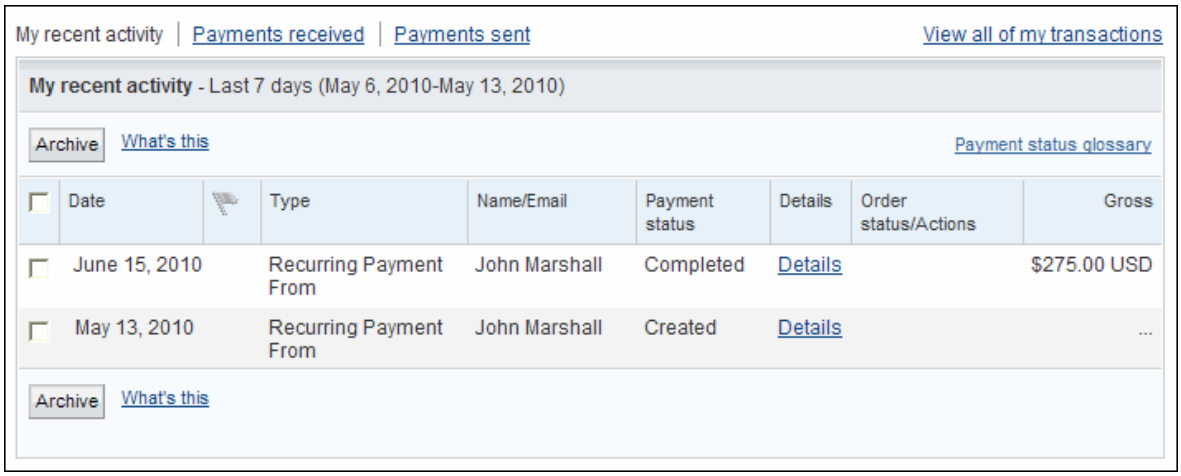
Using Recent Activity to Track Installment Plan Payments

PayPal displays Installment Plans in your recent activity, soon after buyers complete checkout. In addition, your recent activity shows payments that PayPal makes automatically under the terms of plans.

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.



Result:

From the **My recent activity** list, do any of the following:

- See new plans and new automatic payments that were made under the terms of plans.
- Manage a specific plan by clicking the **Details** link in the row for the plan.

Creating Advanced Installment Plan Buttons on the PayPal Website

Read the following topics to learn more:

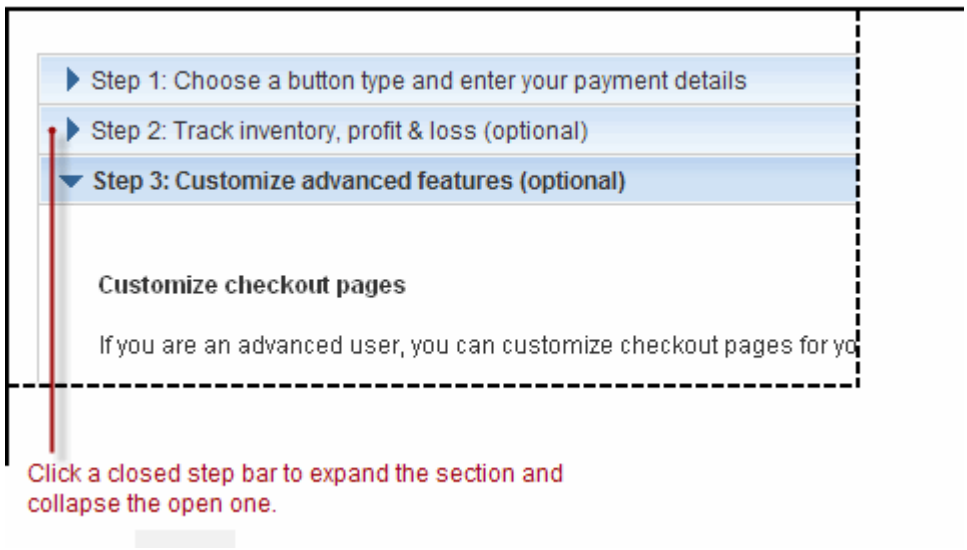
- "Basic Steps in the Button Creation Tool for Installment Plan Buttons" on page 235
- "Saving Installment Plan Buttons in Your PayPal Account" on page 235
- "Tracking Inventory and Profit and Loss for Installment Plan Buttons" on page 236
- "Adding HTML Variables to Installment Plan Buttons" on page 236
- "Generating Code for Installment Plan Buttons and Email Payment Links" on page 237
- "Protecting HTML Code for Installment Plan Buttons" on page 237
- "Step 1 – Specifying Basic Features of Your Installment Plan Button" on page 237
- "Step 2 – Tracking Inventory for Your Installment Plan Button" on page 241
- "Step 3 – Adding Advanced Features to Your Installment Plan Button" on page 244
- "Copying and Pasting the Installment Plan Code" on page 245
- "Avoiding Problems with Pasted Installment Plan Code" on page 247

Basic Steps in the Button Creation Tool for Installment Plan Buttons

The button creation tool on the PayPal website is a single webpage with three sections:

- **Step 1 – Choose button type and enter payment details** – This section lets you specify the basic details of your payment button.
-
- **Step 3 – Customize advanced features (optional)** – This section lets you work with advanced features of payment buttons. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard, 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 Installment Plan Buttons in Your PayPal Account

The button creation tool saves payment buttons in your PayPal account, by default. The tool saves your button and generates the code when you click the **Create Button** button.

Make sure you copy and paste the generated code onto your webpages, regardless whether you save your button at PayPal. The generated code is shorter for saved buttons. 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. The generated code that you add to your website contains no information that can be tampered with to produce fraudulent payments.
- You can edit the details and options of your payment buttons from a central location in your PayPal account. Otherwise, you must search the pages of your website to find your buttons so you can edit their details.

  NOTE: To change product options for saved payment buttons, copy the code that PayPal newly generates and paste it onto the pages of your website to replace the code that you pasted there previously.
- You can track inventory and profit and loss for the items that your buttons sell.

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

Tracking Inventory and Profit and Loss for Installment Plan Buttons

If you save payment buttons in your PayPal account, PayPal can track inventory and can track profit and loss for the items that your buttons sell. PayPal can track inventory and profit and loss for items themselves or separately by product options.

Use the **Step 2** section of the button creation tool to specify the information that lets PayPal track inventory and profit and loss.

Tracking Inventory

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

Tracking Profit and Loss

If you track profit and loss, PayPal helps you understand the profitability of your items. Enter the cost of your item, and PayPal provides profit and loss reports based on the volume of sales. Make sure to include all you costs to sell the item, including costs to acquire it and handle it till sold.

Adding HTML Variables to Installment Plan Buttons

Some advanced features of payment buttons can be specified only with HTML variables. If you understand HTML programming and the advanced HTML variables supported by your payment button, 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.

Generating Code for Installment Plan Buttons and Email Payment Links

When you create payment buttons with tools on the PayPal website, PayPal generates HTML code for them. 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 payment button functionality to your email messages. Your web editing tool or your service provider might not let you paste HTML code onto your webpages. If they do not, try pasting the URL code for email payment links onto your webpages, instead.

Protecting HTML Code for Installment Plan Buttons

When you create payment buttons on the PayPal website, PayPal lets you protect the HTML 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 1, "Securing Your Website Payments Standard Buttons."

Step 1 – Specifying Basic Features of Your Installment Plan Button

You must have a PayPal Business account to create and use Installment Plan buttons. In addition, you must be approved for Websites Payment Standard
Enhanced Recurring Payments. For more information, contact your PayPal representative.

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

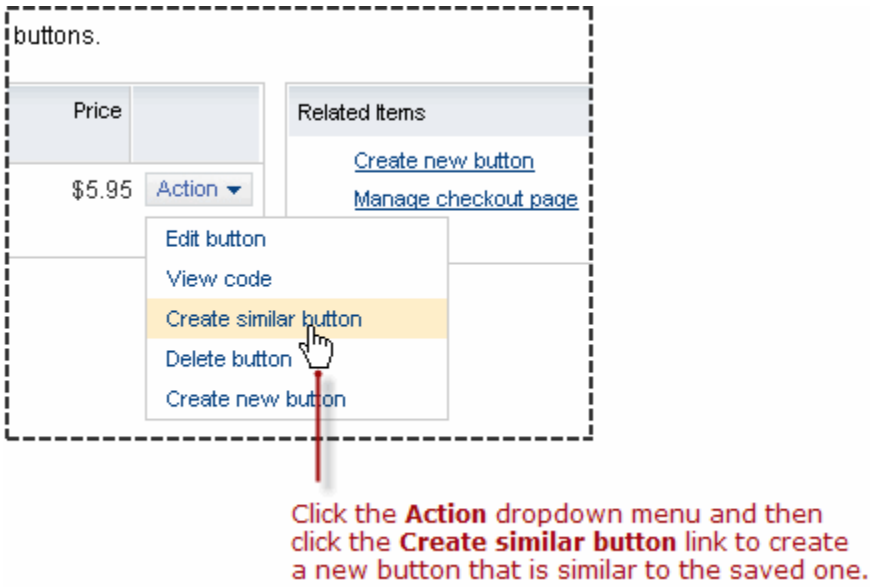
   The **My Account Overview** page opens.

2. Click the **Profile** subtab.

   The **Profile Summary** page opens.

3. Under the **Selling Preferences** heading, click the **My Saved Buttons** link, and then do one of the following:

   – To create a button from scratch, in the Related Items box on the right, click the **Create New Button** link.
   – To create a button similar to one already in your list, at the end of the row for the button, click the **Action** dropdown menu, and then click the **Create similar button** link.



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

4. In the **Choose a button type** dropdown menu, select "Installment Plan."
5. From the **Currency** dropdown menu, select the currency for installment plans that buyers set up when they click your Installment button.

   If you customize the text of your button by changing the country elsewhere in the **Step 1**section, make sure here to select a currency to match.
6. Enter the payment details of your button.

   With Installment Plan buttons, you can offer buyers one or more plan options with a single button. For any plan option, the first payment can be collected at checkout or deferred. Plan options can have up to 4 payments of equal or varying amounts.

   After buyers agree to a plan option during checkout, PayPal makes the payments automatically on the schedule you set. All payments must be made within one year of checkout. You can include tax and shipping in the total amount, but do not include interest.

   Select one of the following radio buttons to set up an installment plan for your button.

   – **Pay in full**

     Select this option to let buyers pay in full. Generally, select this option if you want to offer more than one plan option with your button.

     In the **Amount** field, enter the full amount that PayPal collects at checkout for your item.The total payment on other plan options must be the same amount.

     (*Optional*) In the **Description** field, enter a short description of the plan option. For example, you might enter: Pay in full. If you set up plan options with your button, buyers choose this plan by selecting a radio button with this descrption.

– **Offer equal installments at regular intervals**

  Select this option to offer buyers payments at regular intervals. PayPal can collect the first payment at checkout or at a later time. The first payment can have a different amount than the other payments.

  In the **Bill Every** dropdown menus, set the interval between payments. For example, you might select “1” and “month(s).”

  Under the **Start Payments** heading, select the **At Checkout** option to collect the first payment at checkout. Or, select the **After** option, then select how long to defer the first payment. For example, you might select “3” and “month(s).” In the **Amount** field enter the amount for the payments. In the **Cycles** dropdown menu, select the number of payments, up to 4.

  (*Optional*) In the **Description** field, enter a short description of the plan option. For example, you might enter: Pay in 4 equal installments. If you set up multiple plan options with your button, buyers choose this plan by selecting a radio button with this descrption.

– **Offer variable installments at irregular intervals**

  Select this option to offer buyers installments at irregular intervals, with different amounts for each installment. PayPal always collects the first payment at checkout. The remaining payments can have their own intervals and amounts.

  In the **Frequency of payments** dropdown menu, select “days,” “weeks,” or “months.” In row **1**, enter the amount PayPal collects at checkout. In rows **2-4**, enter amounts for the remaining payments and select how long after checkout PayPal collects them.

  (*Optional*) In the **Description** field, enter a short description of the plan option. For example, you might enter: Pay in 4 Installments. If you set up plan options with your button, buyers choose this plan by selecting a radio button with this descrption.

Click **Done** to preserve your choices. If you want to offer more plan options with your button, click **Create another Installment Plan**.

7. Click the **Customize text or appearance** link and do one of the following (optional).

– **PayPal button** – Select this radio button to use a button image that PayPal hosts on its servers. 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, make sure to select the currency elsewhere in the **Step 1** section to match.

– **Use your own button** – Select this radio button to specify the URL of your own button image, which PayPal does not host on its servers. Use your own button image if the buttons that PayPal hosts do not match the look of your website.

  If host your image on a secure server, change the text box to begin with `https//`.

8. Choose between your secure merchant account ID and your primary email address.

– **Use my secure merchant account ID** – Select this radio button to link your button with your PayPal account by using your secure merchant ID.

  Only PayPal can match your merchant ID with you and your PayPal account. Your email address is never exposed in the HTML button code on your webpages.

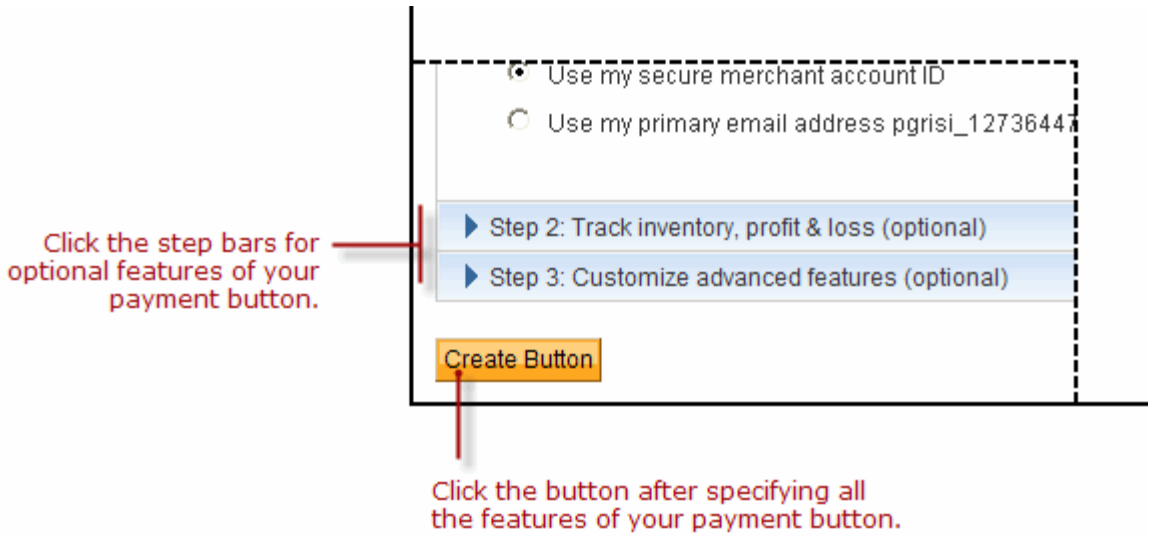
  NOTE: If you have a Premier account, your email address still might be exposed within the <head> tag of your payment pages.

– **Use my primary email address** – Select this radio button to link your button with your PayPal account by using your primary email address.

  Your email address is exposed in the HTML button code on your webpages. Do not select this option if you don't save your button in your PayPal account and you do not protect your payment button with encryption.

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

9. Do one of the following:



– If you specified all the features for your button, click the **Create Button** button.

  Follow the instructions for "Copying and Pasting the Installment Plan Code" on page 245.

– If you want PayPal to track inventory for the item your button sells or if you *do not* want to save your button in your PayPal account, click the **Step 2** bar.

  Follow the instructions for "Step 2 – Tracking Inventory for Your Installment Plan Button" on page 241.

– If you want to specify advanced features for your button, click the **Step 3** bar.

  Follow the instructions for "Step 3 – Adding Advanced Features to Your Installment Plan Button" on page 244.

Step 2 – Tracking Inventory for Your Installment Plan Button

Use the **Step 2** section of the button creation tool to track inventory and profit and loss for the items that your button sells.

By default, the **Step 2** section saves details about your button in your PayPal account. If you do not save your button in your account, PayPal cannot track inventory or profit and loss for your item.

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

If you track profit and loss, PayPal helps you understand the profitability of your items. Enter the cost of your item, and PayPal provides profit and loss reports based on the volume of sales. Make sure to include all you costs to sell the item, including costs to acquire it and handle it till sold.

For more information, see "Tracking Inventory and Profit and Loss for Installment Plan Buttons" on page 236.

1. Do one of the following:

   – Clear the **Add you button to My saved buttons** checkbox to *not* save the important details of your button in your PayPal account.

     If you do not save your button, PayPal cannot track inventory or profit and loss for your item.

     The HTML code that PayPal generates and that you paste onto your webpage contains all payment details and information that identifies your PayPal account. You may need to take extra precautions to secure your buttons against fraudulent payments.

     For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."

   – Select the **Add your button to My saved buttons** checkbox to save the payment details of your button in your PayPal account.

     The HTML code that PayPal generates and that you paste onto your webpage contains no payment or identifying information.

     "Add your button to My saved buttons" is the default for this feature.

     For more information, see "Saving Installment Plan Buttons in Your PayPal Account" on page 235,

2. Select the **Track inventory** checkbox to enter 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 that buyers select.

     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 set up during **Step 1** of the button creation tool.

  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.

3. Select the **Track profit and loss** checkbox to enter information that PayPal uses to track profit and loss for your item.

   You do not have to track inventory to track profit and loss. If you track inventory, you can track profit and loss only in the same way – either by item or by product option.

   If you only track profit and loss and do not track inventory, do one of the following:

   – **By Item** – Select this radio button if you want to track profit and loss regardless of product options selected by buyers.
   – **By Option** – Select this radio button if want to track profit and loss by product options that you set up during **Step 1** of the button creation tool. If you set up product options with prices, the radio button is selected automatically and cannot be changed.

   In the **Item ID** field, enter a unique ID for the item the button sells, if you did not enter it during **Step 1** of the button creation tool.

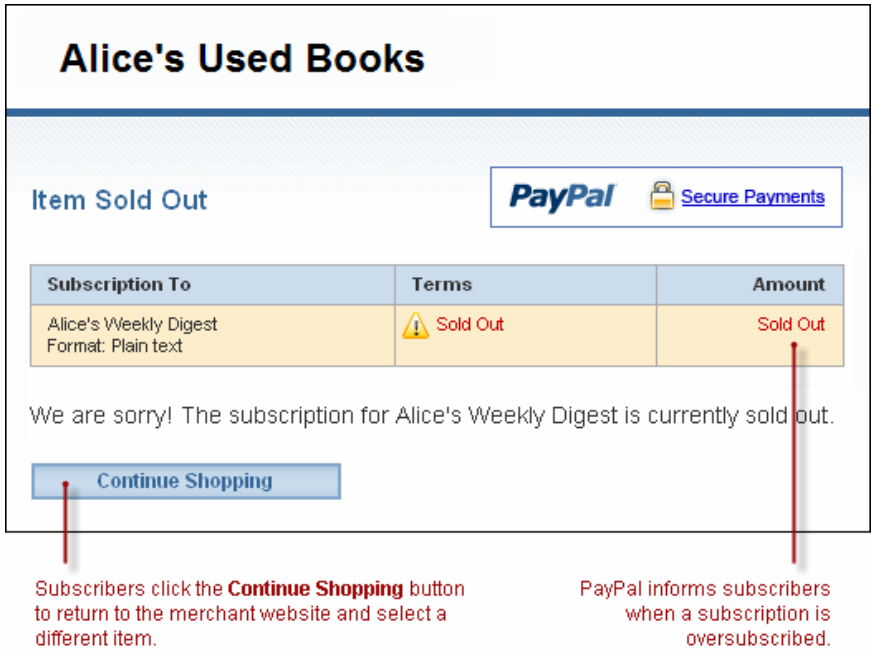
   In the **Price** field, enter the cost to you of your item or for each product option. Make sure to include all your costs to sell the item, including costs to acquire it and handle it till sold.

4. Under the **Do you want to let customers check out even if an item is sold out?** heading, do one of the following:

   – **Yes, let them checkout** – Select this radio button to let buyers check out 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 checking out.
   – **No, don't let them buy the item** – Select this radio button to prevent buyers from checking out 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 oversold items.

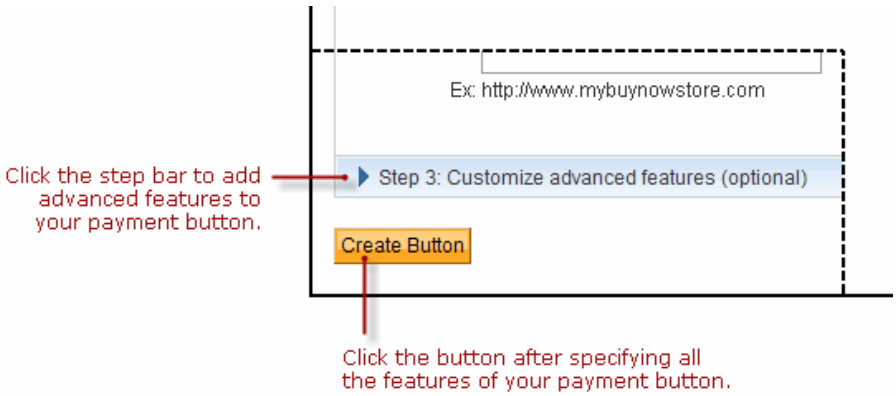
     "No" is the default choice for this feature.

     When the inventory falls to 0, PayPal lets buyers know that the item is completely over.



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

5. Do one of the following:



– If you specified all the features for your button, click the **Create Button** button.
  Follow the instructions for "Copying and Pasting the Installment Plan Code" on page 245.
– If you want to specify advanced features for your button, click the **Step 3** bar.
  Follow the instructions for "Step 3 – Adding Advanced Features to Your Installment Plan Button" on page 244.

– If you want to adjust the basic features of your button, scroll to the top of the page and click the **Step 1** bar.

  Follow the instructions for "Step 1 – Specifying Basic Features of Your Installment Plan Button" on page 237.

Step 3 – Adding Advanced Features to Your Installment Plan Button

Use the **Step 3** section of the button creation tool to specify commonly used advanced features for your button. In addition, use the **Step 3** section to add advanced HTML variables to your button for other, less commonly used features.

1. Can your customer add special instructions in a message to you?

– **No** – Select this radio button if you *do not* want to prompt buyers to add special instructions to you during checkout.
– **Yes** – Select this radio button to prompt buyers to add special instructions to you during checkout.

  (Optional) In the **Name of message box** field, enter text to Display above the text box where buyers enter their special instructions. For example, you might enter, "Add special handling instructions."

"Yes" is the default choice for this feature.

2. Do you need your customer's shipping address?

– **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 for services that do not require on-site delivery.
– **Yes** – Select this radio button to prompt buyers to select or enter shipping addresses during checkout.

"Yes" is the default choice for this feature.

3. Take customers to a specific webpage (URL) when they cancel their checkout?

You might have a special page on your website where buyers return when they cancel their checkout. If so, select the checkbox and enter the URL for that page.

4. Take customers to a specific webpage (URL) after they finish checkout?

You might have a special page on your website where buyers return after they check out successfully. If so, select the checkbox and enter the URL for that page.

NOTE: If you have a special webpage where buyers return after they finish checkout, consider implementing Payment Data Transfer (PDT). It lets you display information about the completed payment.

To learn more, see the Payment Data Transfer page on PayPal's developer website.

5. **Advanced variables**

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

   Enter any advanced HTML variables by using the name/value-pair format *variableName=allowableValue*.

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

   For example, you want PayPal to display during checkout custom payment pages that you set up in your Account Profile. When you include a `page_style` variable in HTML code that you write manually, you use the standard HTML format `<input type="hidden" name="page_style" value="myPageStyle">`. In the text box instead, enter the variables using the shortened, name/value-pair format, `page_style=myPageStyle`.

   For more information, see Chapter 1, "HTML Form Basics for Website Payments Standard."

6. Do one of the following:

   – If you specified all the features for your button, click the **Create Button** button.

     Follow the instructions for "Copying and Pasting the Installment Plan Code" on page 245.

   – If you want to adjust the basic features of your button, scroll to the top of the page and click the **Step 1** bar.

     Follow the instructions for Step 1 – Specifying Basic Features of Your Installment Plan Button .

   – If you want PayPal to track inventory for the item your button sells or if you *do not* want to save your button in your PayPal account, scroll to the top of the page and then click the **Step 2** bar.

     Follow the instructions for "Step 2 – Tracking Inventory for Your Installment Plan Button" on page 241.

Copying and Pasting the Installment Plan Code

After you click the **Create Button** button, PayPal displays the **You are viewing your button code** page. The page contains tabs with button 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. In addition, your web editing tool or your service provider might not let you paste HTML code onto your webpages. If they do not, try pasting the URL code for email payment links onto your webpages, instead.

Copy and paste the code that PayPal generates onto your webpages and into your email, even if you save the button in your PayPal account.

Copying and Pasting the HTML Code for Your Installment Plan Button

The **Website** tab on the **You are viewing your button code** page contains the generated HTML code for your payment button.

If you chose not to save your button in your PayPal account, PayPal protects the generated HTML code with encryption automatically. 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, use other methods that PayPal recommends for securing 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 Payments Standard buttons.

For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."

1. Click the **Select Code** button on the **Websites** tab to select all of the generated HTML code.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. In your web editing tool, open the webpage where you want to place your button.

   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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

Copying and Pasting the URL Code for Your Installment Plan Email Payment Link

The **Email** tab on the **You are viewing your button code** page contains the generated URL code for your email payment link.

IMPORTANT: 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

For more information, see Chapter 1, "Securing Your Website Payments Standard Buttons."

1. Click the **Select Code** button on the **Email** tab to select all of the generated URL code.
2. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.
3. Open the email template or message that you want to send.
4. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
   - For Windows or Mac, right-click on the code, and then select **Paste**.
   - For Windows, press Ctrl+V.
   - For Mac, press CMD+V.

Avoiding Problems with Pasted Installment Plan Code

After you paste the code onto your webpage or into your email, check 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. Make sure that 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 Installment Plan Buttons

The following sample HTML code demonstrates various features of Installment Plan buttons:

- "Sample HTML Code for a Basic Installment Plan Button" on page 247
- "Sample HTML Code for an Installment Button with 2 Plan Options" on page 250

Sample HTML Code for a Basic Installment Plan Button

The sample code below illustrates a basic Installment Plan button, with these features:

- 4 Payments of $75.00 USD each, beginning at checkout
- Payment periods of one month each
- The description “Pay in 4 installments” above the button
- Details of the plan above the button
- The total payment – $300.00 USD – above the button
- Buyers must specify an address during checkout

```
<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="your-secure-merchant-ID">

    <!-- Specify an Installment Plan button. -->
    <input type="hidden" name="cmd" value="_xclick-payment-plan">

    <!-- Specify details about the item being purchased under the plan. -->
    <input type="hidden" name="currency_code" value="USD">
    <input type="hidden" name="item_name" value="Electric Oven">
    <<input type="hidden" name="disp_tot" value="Y">

    <!-- Make sure you get the buyer's address during checkout. -- >
    <input type="hidden" name="no_shipping" value="2">

    <!-- Set up the plan with equal 4 payments, starting at checkout. -->
    <input type="hidden" name="option_select0" value="option_0">
    <input type="hidden" name="option_select0_name"
                         value="Pay in 4 installments">
    <input type="hidden" name="option_select0_type" value="E">
    <input type="hidden" name="option_select0_a0" value="75.00">
    <input type="hidden" name="option_select0_p0" value="1">
    <input type="hidden" name="option_select0_t0" value="M">
    <input type="hidden" name="option_select0_n0" value="4">
    <input type="hidden" name="option_index" value="0">

    <!-- Display the plan description above the button. -->
    <table>
      <tr>
        <td><input type="hidden" name="on0" value="plan"></td></tr>
      <tr>
        <td><input type="hidden" name="os0" value ="option_0"></td>
        <td><b>Electic Oven</b></td></tr>
      <tr>
        <td></td>
        <td>Number of payments: 4</td></tr>
      <tr>
        <td></td>
        <td>Start payments at checkout</td></tr>
      <tr>
        <td></td>
        <td>
          <!-- a 2 column table for due and amount -- >
          <table>
            <tr>
              <th align="left">Due*</th><th align="right">Amount</th></tr>
            <tr>
              <td colspan="2"><hr /></td></tr>
            <tr>
```

```
              <td>At checkout</td>
              <td align="right">$75.00 USD</td></tr>
            <tr>
              <td>Every 1 month (x 3)</td>
              <td align="right">$74.75 USD</td></tr>
            <tr>
              <td colspan="2"><hr /></td></tr>
            <tr>
              <td colspan="2"
                  align="right"><b>Total $300.00 USD</b></td></tr>
          </table></td></tr>
      <tr>
        <td colspan="3"><i>* We calculate payments from the
                            date of checkout.</i></td></tr>
    </table>

    <!-- Display the Installment Plan button. -->
    <table>
      <tr>
        <td align=center><i>Sign up for</i></td></tr>
      <tr>
        <td><input type="image" border="0" name="submit"
    src="https://www.paypal.com/en_US/i/btn/btn_installment_plan_LG.gif"
    alt="PayPal - The safer, easier way to pay online!"></td></tr>
    </table>
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif">

</form>
```

Sample HTML Code for an Installment Button with 2 Plan Options

The sample code below illustrates an Installment Plan button with these features:

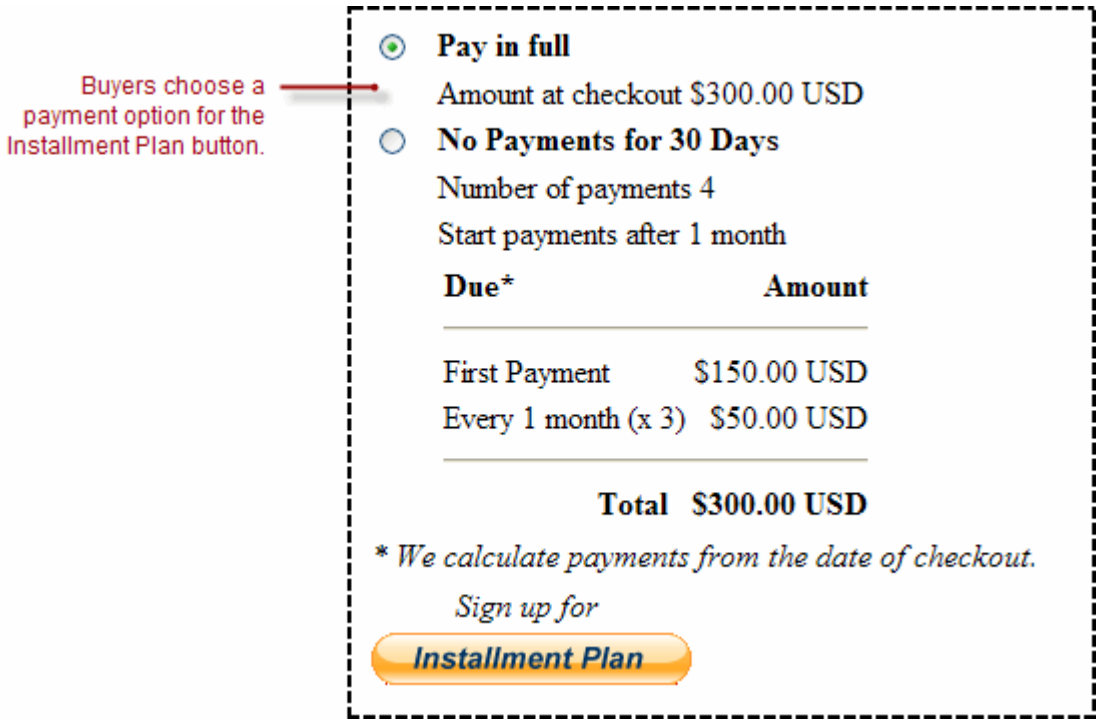
- Two plan options – “Pay in Full” and “No Payments for 30 Days”
- For plan option “Pay in Full,” the total payment at checkout, amount $300 USD
- For plan option “No Payments for 30 Days:Payment:”
  - First payment 1 month after checkout, amount $150 USD
  - Second payment 2 months after checkout, amount $50 USD
  - Third payment 3 months after checkout, amount $50 USD
  - Fourth payment 4 months after checkout, amount $50 USD
- The description “No Payments for 30 Days” above the button
- Details of the plan above the button
- The total payment – $300.00 USD – above the button
- Buyers must specify an address during checkout

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

   <!-- Identify your business so that you can bill for payments. -->
   <input type="hidden" name="business" value="your-secure-merchant-ID">

   <!-- Specify an Installment Plan button. -->
   <input type="hidden" name="cmd" value="_xclick-payment-plan">

   <!-- Specify details about the installment plan. -->
   <input type="hidden" name="currency_code" value="USD">
   <input type="hidden" name="item_name" value="Electric Oven">
   <input type="hidden" name="disp_tot" value="Y">

   <!-- Make sure you get the buyer's address during checkout. -- >
   <input type="hidden" name="no_shipping" value="2">

   <!-- Set up 2 plan options for buyers to choose. -->

   <input type="hidden" name="option_select0" value="option_0">
   <input type="hidden" name="option_select0_name"
       value="Pay In Full">
   <input type="hidden" name="option_select0_type" value="F">
   <input type="hidden" name="option_select0_a0" value="300.00">
   <input type="hidden" name="option_select0_p0" value="1">
   <input type="hidden" name="option_select0_t0" value="D">
   <input type="hidden" name="option_select0_n0" value="1">

   <input type="hidden" name="option_select1" value="option_1">
   <input type="hidden" name="option_select1_name"
       value="No Payment for 30 Days">
   <input type="hidden" name="option_select1_type" value="E">
   <input type="hidden" name="option_select1_a0" value="0.00">
   <input type="hidden" name="option_select1_p0" value="1">
   <input type="hidden" name="option_select1_t0" value="M">
   <input type="hidden" name="option_select1_n0" value="1">
   <input type="hidden" name="option_select1_a1" value="150.00">
   <input type="hidden" name="option_select1_p1" value="1">
   <input type="hidden" name="option_select1_t1" value="M">
   <input type="hidden" name="option_select1_n1" value="1">
   <input type="hidden" name="option_select1_a2" value="50.00">
   <input type="hidden" name="option_select1_p2" value="1">
   <input type="hidden" name="option_select1_t2" value="M">
   <input type="hidden" name="option_select1_n2" value="3">
   <input type="hidden" name="option_index" value="0">

   <!-- Display 2 plan options for buyers to choose. -->
   <table>
     <tr>
       <td><input type="hidden" name="on0" value="plans"></td></tr>
     <!-- Pay in Full plan option -->
```

```
  <tr>
    <td><input type="radio" name="os0" value ="option_0"
               checked="checked"></td>
    <td><strong>Pay In Full</strong></td></tr>
  <tr>
    <td></td>
    <td>Amount at checkout $300.00 USD</td></tr>
  <!-- No Payment for 30 Days plan option -->
   <tr>
     <td><input type="radio" name="os0" value ="option_1"></td>
     <td><strong>No Payments for 30 Days</strong></td></tr>
   <tr>
  <tr>
    <td></td>
    <td>Number of payments: 4</td></tr>
  <tr>
    <td></td>
    <td>Start payments after 1 month</td></tr>
  <tr>
   <td></td>
   <td>
     <table>
       <tr>
         <th align="left">Due*</th>
         <th align="right">Amount</th></tr>
        <tr>
          <td colspan="2"><hr /></td></tr>
       <tr>
         <td>First Payment</td>
         <td align="right">$150.00 USD</td></tr>
       <tr>
         <td>Every 1 month (x 3)</td>
         <td align="right">$50.00 USD</td></tr>
        <tr>
          <td colspan="2"><hr /></td></tr>
                    <tr>
          <td colspan="2"
              align="right"><b>Total   
                            $300.00 USD</b></td></tr>
      </table></td></tr>
  <tr>
    <td colspan="3"><i>* We calculate payments from the
                           date of checkout.</i></td></tr>
</table>

<!-- Display the Installment Plan button -->
<table>
  <tr><td align=center><i>Sign up for</i></td></tr>
  <tr><td><input type="image" border="0" name="submit"
   src="https://www.paypal.com/en_US/i/btn/btn_installment_plan_LG.gif"
       alt="PayPal - The safer, easier way to pay online!"></td></tr>
```

```
    </table>
    <img alt="" border="0" width="1" height="1"
        src="https://www.stage2sc4078.qa.paypal.com/en_US/i/scr/pixel.gif"

</form>
```

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



6 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 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 255
- "The Checkout Experience With the PayPal Shopping Cart" on page 263
- "Managing PayPal Shopping Cart Transactions" on page 273
- "Advanced Features of Add to Cart Buttons" on page 275
- "Creating Advanced PayPal Shopping Cart Buttons on the PayPal Website" on page 277
- "Sample HTML Code for Add to Cart Buttons" on page 293
- "Sample HTML Code for a View Cart Button" on page 310
- "Creating PayPal Shopping Cart Buttons with JavaScript Disabled" on page 313

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.

Example Only

Do the following to add the PayPal Shopping Cart to your website:

- "Getting Started With Add To Cart Buttons" on page 256
- "Getting Started With View Cart Buttons" on page 259

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 256
- "Creating Add to Cart Buttons Before You Create Your PayPal Account" on page 257

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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

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

5. In the **Choose a button type** dropdown menu, select "Shopping cart."

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 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.

- "Creating a Basic Add to Cart Button Without a PayPal Account" on page 257
- "Limitations of Add to Cart Buttons Created Without a PayPal Account" on page 258
- "Unclaimed Payments From Buttons Created Without a PayPal Account" on page 258

Creating a Basic Add to Cart Button Without a PayPal Account. **1.**Go to the PayPal website at https://www.paypal.com.

2. Click the **Business** tab.
3. Click **Accept Credit Cards on a Website**.
4. Under the **Website Payments Standard** heading, click the **Select** button.

   A page that describes Website Payments Standard opens.
5. Click the **Try it now** button.

   The **Create PayPal payment button** page opens.
6. In the **Choose a button type** dropdown menu, select "Shopping cart."
7. 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.

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

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

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

10. Do one of the following to copy the selected text to the clipboard:

   – For Windows and Mac, right-click on the code, and then select **Copy**.
   – For Windows, press Ctrl+C.
   – For Mac, press CMD+C.

11. In your web editing tool, open the webpage where you want to show the button.

   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.

12. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:

   – For Windows or Mac, right-click on the code, and then select **Paste**.
   – For Windows, press Ctrl+V.
   – For Mac, press CMD+V.

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.

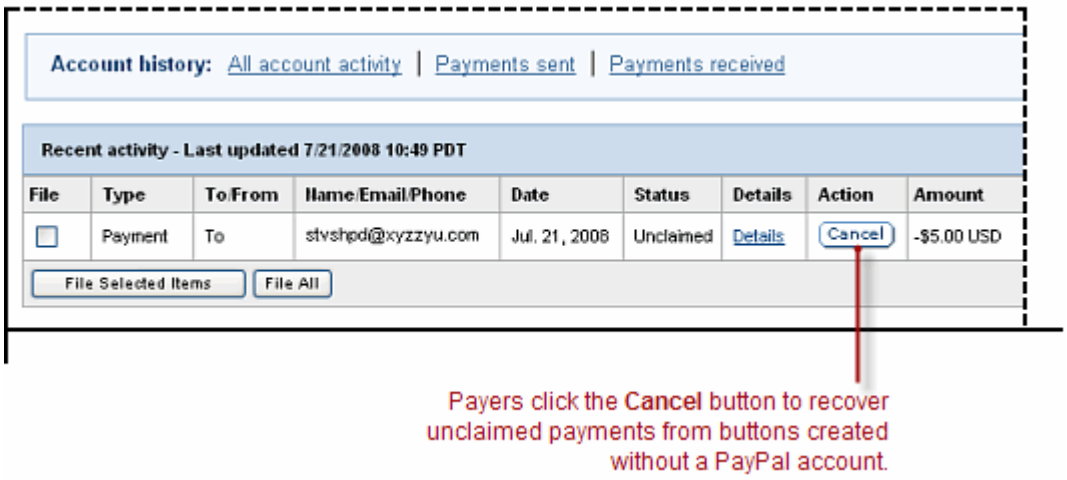
- You cannot claim the payments that people authorize during checkout. PayPal collects and holds the payments as unclaimed until you sign up for your PayPal account.
- Buyers must have a PayPal account to pay you.
- PayPal limits the features that you can specify with the button creation tool, such as: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

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.

Unclaimed Payments From Buttons Created Without a PayPal Account



Getting Started With View Cart Buttons

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 259
- "Creating View Cart Buttons Before You Create Your PayPal Account" on page 261

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:

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.

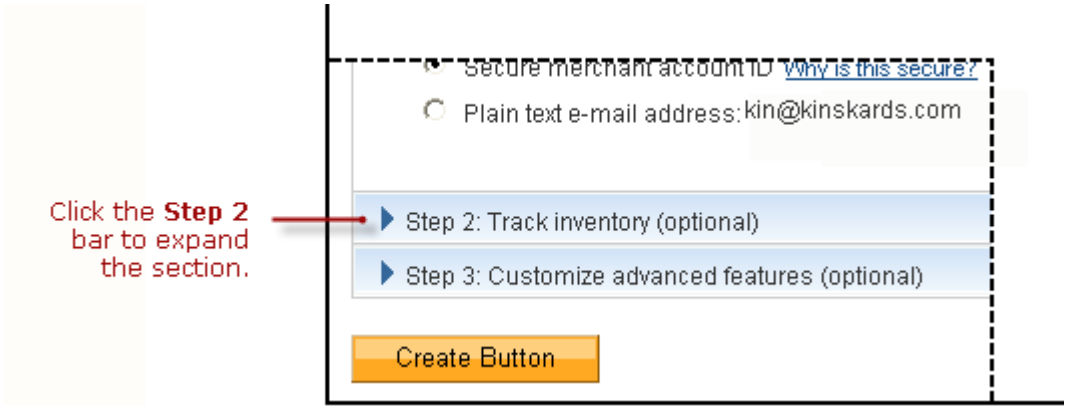
   The **Create PayPal payment button** page opens.

4. In the Accept payments for dropdown menu, select "Shopping cart."

5. Enter the payment details of your item.

   – **Item name –** Enter any name.
   – **Price –** Enter any price.

6. Scroll to the bottom of the page, and click the **Step 2** bar.



   The **Step 2 – Track inventory, profit and loss (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 are viewing your button code** page opens.

9. Click the **Create a View Cart 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 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.

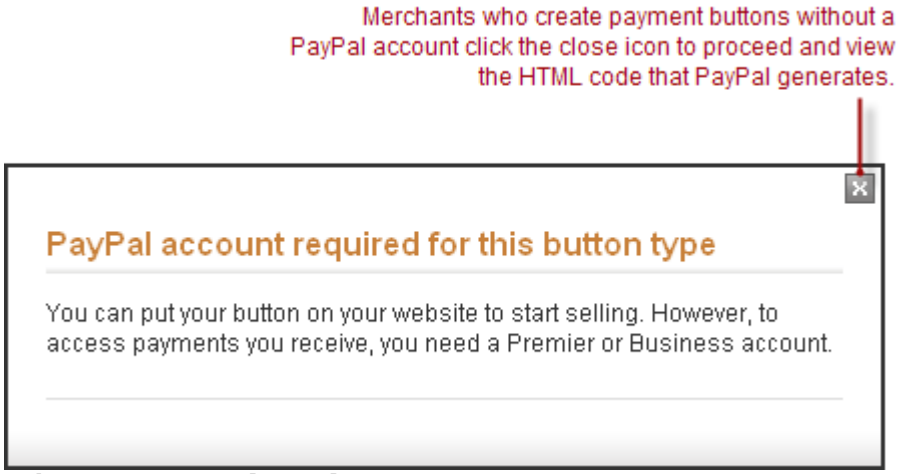
   The **PayPal Website Payments Standard: Overview** page opens.
5. Under the **Sell multiple items** heading, click the **Create payment button** link.

   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.

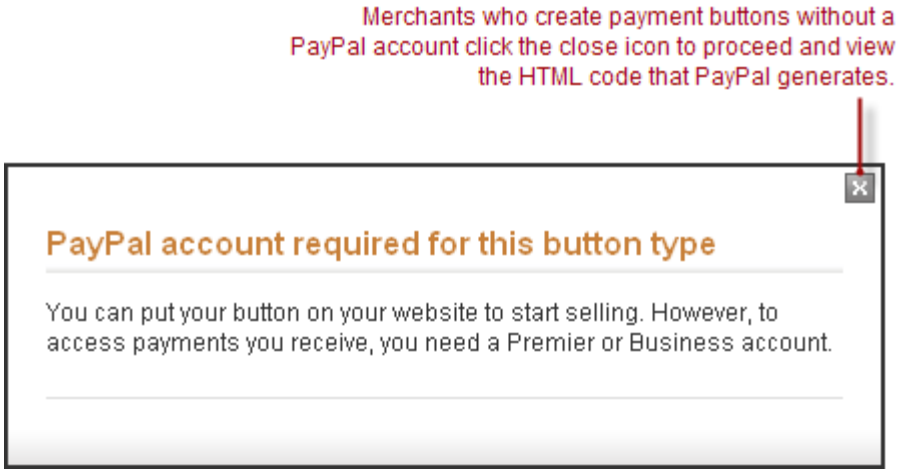
11. Click the **Create a View Cart button** link.

    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.

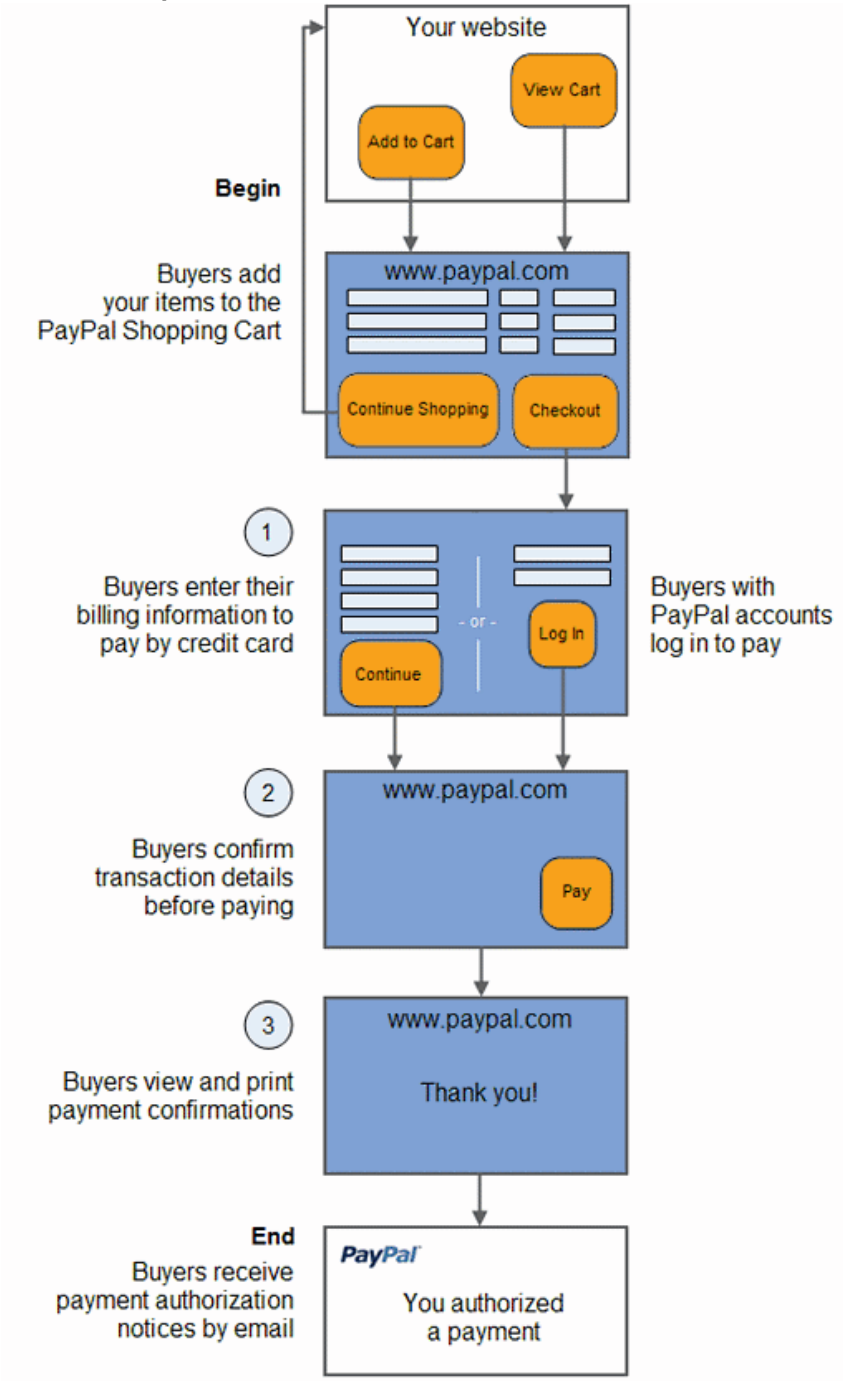
  – or –

- 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.

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 265
- "1 – Buyers Enter Their Billing Information or They Log In To PayPal" on page 266

- "2 – Buyers Confirm Their Transaction Details Before Paying" on page 268
- "3 – Buyers View and Print Their PayPal Payment Confirmations" on page 268
- "End – Buyers Receive Payment Authorization Notices by Email" on page 270
- "Enhancing the Checkout Experience With Add to Cart Buttons" on page 272

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.

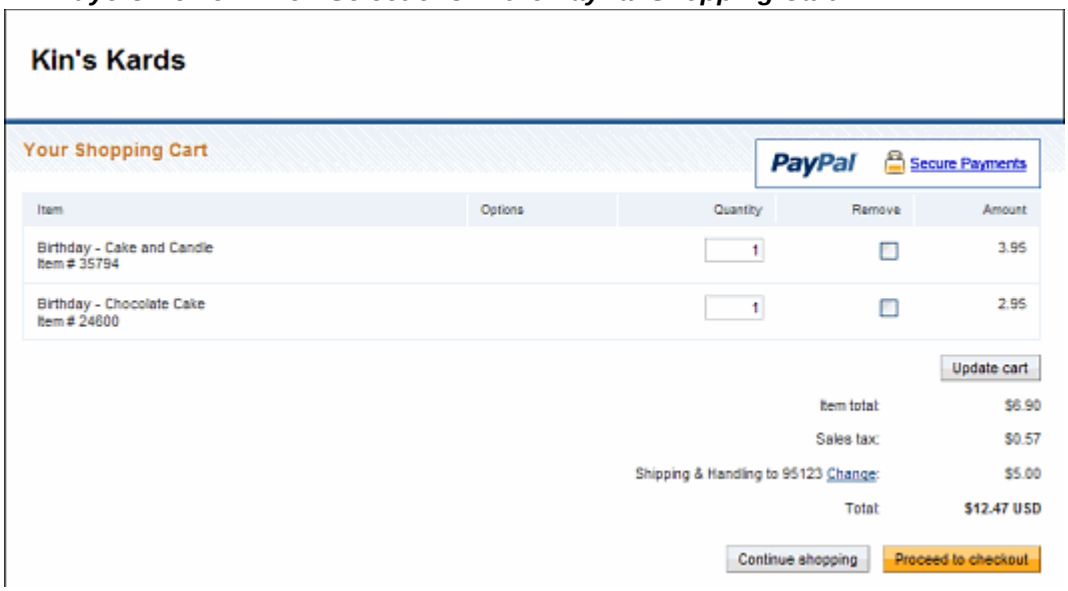
Buyers Add Your Items to the PayPal Shopping Cart

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. If you have set up shipping rates in your account profile, a shipping calculator displays at the bottom of the cart. When the buyers enter their zip codes, the shipping amount is calculated and is added to the total. If your

acount has sales tax associated with that zip code, the tax amount is also calculated and added to the total. If the buyer changes the zip code, the shipping and tax amounts are recalculated.

Buyers Review Their Selections in the PayPal Shopping Cart

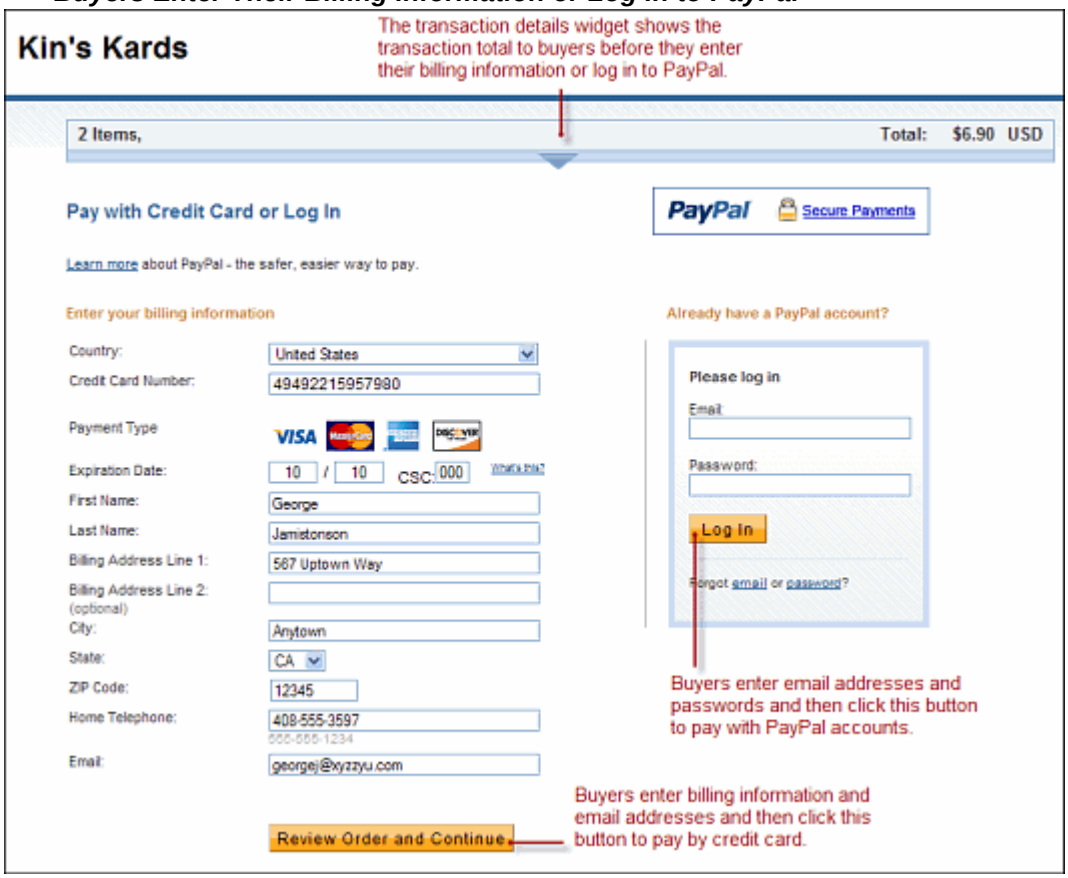


In this case, George is satisfied with his selections and the transaction amount. He clicks the **Proceed to Checkout** button.

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.

Buyers Enter Their Billing Information or Log In to PayPal



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.

  If your website gathers information about your buyer, you can define HTML code to prepopulate (prefill) the corresponding billing information fields. In this case, the buyers see a collapsed version of the billing information section. For example, if you prefilled the billing address, the address information displays on the page without the entry fields. Each prefilled section of information is followed by a **change** link to let the buyers modify the information, if necessary.

  For more information about prepopulation, see "Filling Out FORMs Automatically with HTML Variables" on page 413.

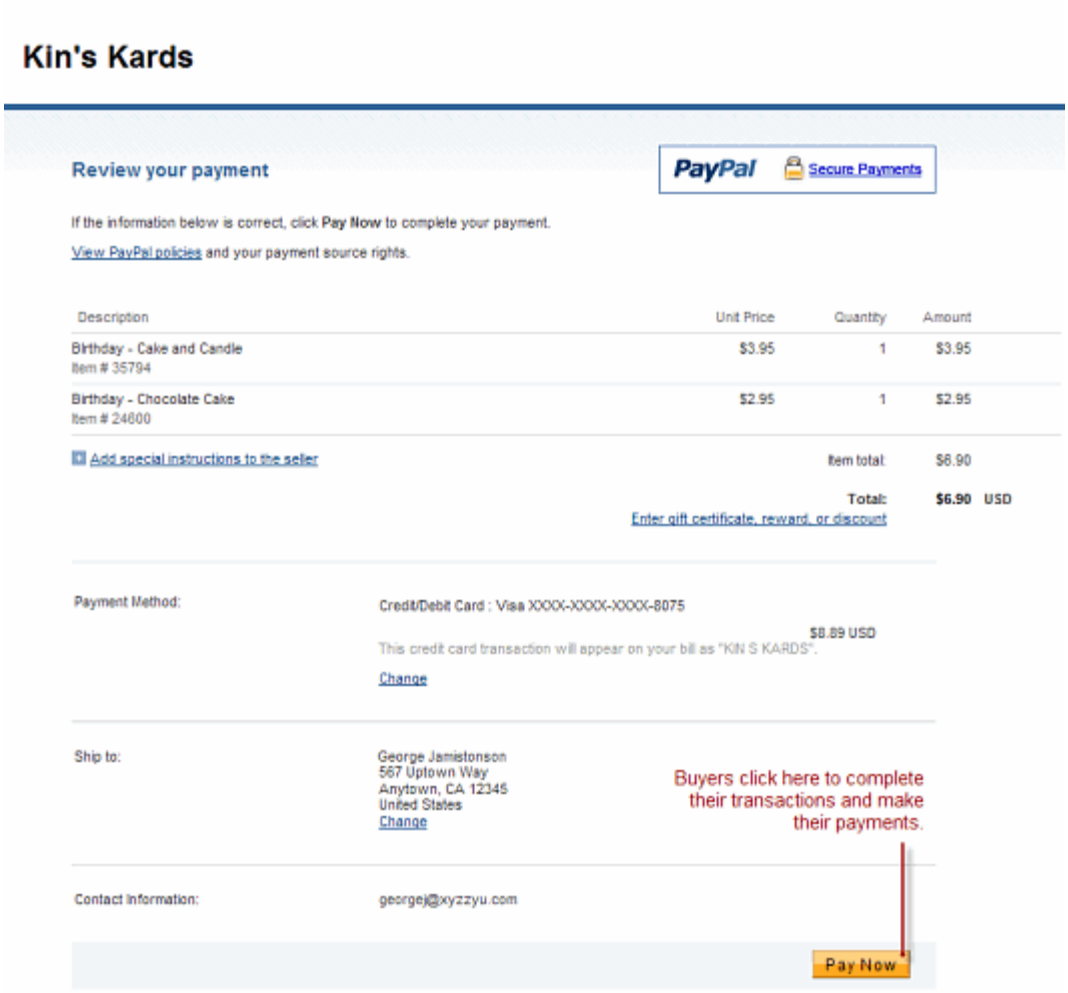
- **To pay with a PayPal account** – Buyers enter their PayPal credentials and click the **Log in** button.

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.

Buyers Confirm Their Payment Details Before Paying

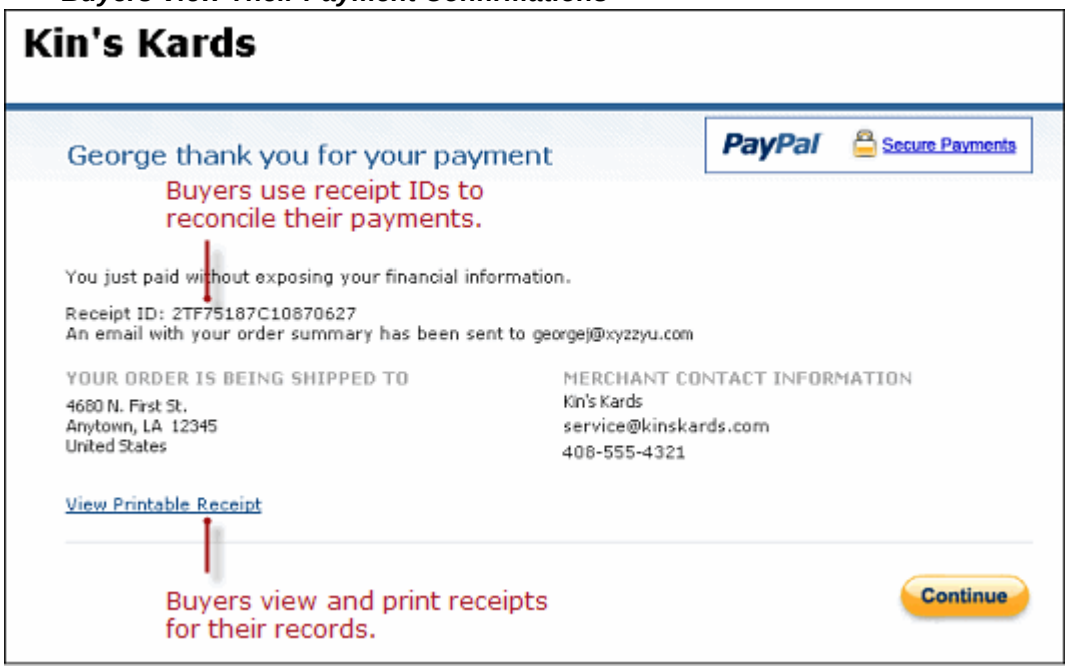


In this case, George reviews the transaction details and clicks the **Pay $6.90 Now** button to complete the transaction and make his payment.

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.

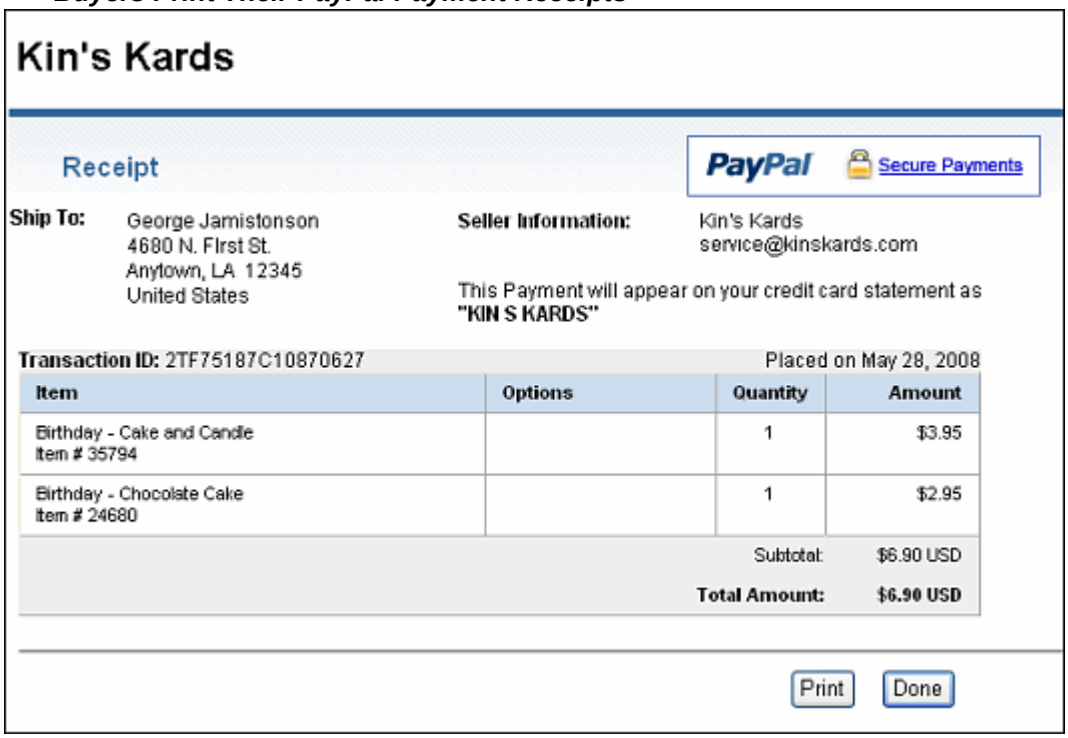
Buyers View Their Payment Confirmations



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.

Buyers Print Their PayPal Payment Receipts

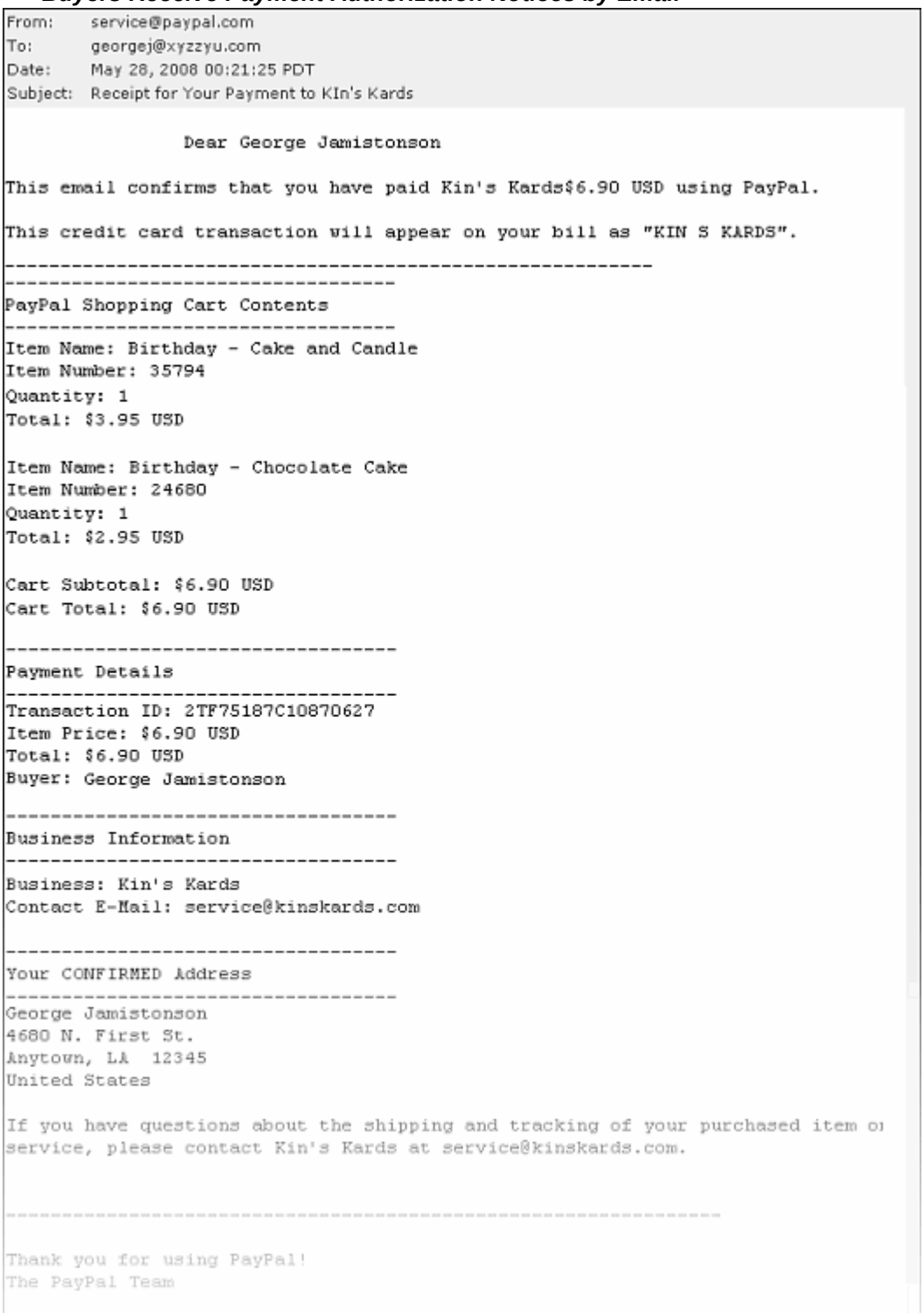


In this case, George prints the PayPal payment receipt for his records.

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.

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 o
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 367
- “Automatic Calculation of Shipping Charges (U.S. Merchants Only)” on page 372
- “Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)” on page 387

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 351
- “HTML Variables for Displaying PayPal Checkout Pages” on page 437

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 about prepopulation, see “Filling Out FORMs Automatically with HTML Variables” on page 413.

To learn more about the HTML variables to use, see “HTML Variables for Filling Out PayPal Checkout Pages Automatically” on page 440

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 319 or "HTML Variables for Displaying PayPal Checkout Pages" on page 437.

- **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 352.

- **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 Payment Data Transfer page on Developer Central.

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" on page 273
- "Using Recent Activity to Track PayPal Shopping Cart Transactions" on page 274
- "Using Transaction History to Track PayPal Shopping Cart Transactions" on page 274
- "Using Downloadable History Logs to Track PayPal Shopping Cart Transactions" on page 275
- "Using Instant Payment Notification to Track PayPal Shopping Cart Transactions" on page 275

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.

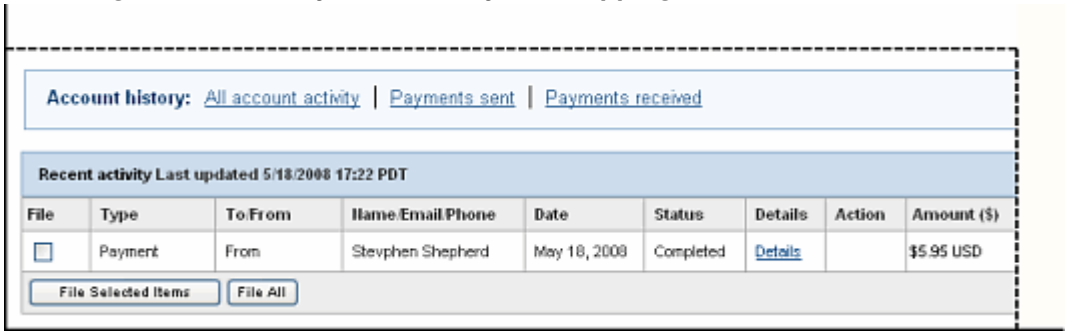
PayPal can send email notices to an alternate email address, such as to someone in your organization who handles order processing or accounting. Add the additional email address to your account profile. Then, use that email address as the one to receive payments when you use the button creation tool 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 319, 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.

Using Recent Activity to Track PayPal Shopping Cart Transactions



To view your recent history:

1. Log in to you 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 Merchant Setup and Administration 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 Merchant Setup and Administration 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 417 and the Merchant Setup and Administration 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 275
- "Offering Discounts With Add to Cart Buttons" on page 276

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 280.

- Specify the product options in the HTML button code that you write manually.

  See "Sample Code for an Add to Cart Button With Product Options" on page 294.

Offering Discounts With Add to Cart Buttons

PayPal allows you to offer a discount for an item. You can offer item discounts either as an amount or a percentage.

- Set a discount amount that applies to single or multiple quantities of the item. You can set a discount for the first item and a different discount for the additional quantity, and you can limit the total quantity to which the discount applies.
- Set a discount percentage that applies to single or multiple quantities of the item. You can set a discount for the first item and a different discount for the additional quantity, and you can limit the total quantity to which the discount applies.

When you set a discount amount or percentage, you can limit the number of items to which the discount applies. Any applicable tax calculations occur after the discount is taken.

The discount amount displays on all pages, email messages, and reports that show payment information.

Specifying item discounts

Do one of the following to create Add to Cart buttons that specify discounts:

- Specify the discount amounts or percentages when you create your Add to Cart buttons by using the creation tool on the PayPal website.

  See Step 5 of "Step 3 – Adding Advanced Features to Your Add to Cart Button" on page 287.

- 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 Add to Cart Buttons with Discounts" on page 305.

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:

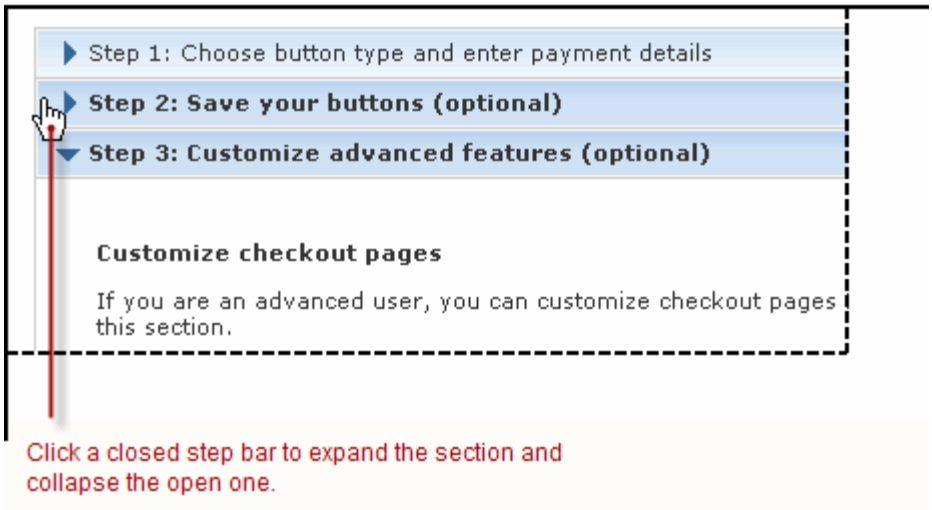
- "The Basic Steps for Using the Tool With Add to Cart Buttons" on page 277
- "Saving Add to Cart Buttons in Your PayPal Account" on page 278
- "Tracking Inventory and Tracking Profit and Loss" on page 279
- "Adding Advanced Features to Add to Cart Buttons With HTML Variables" on page 279
- "Pricing Items in Multiple Currencies" on page 279
- "Working with View Cart Buttons" on page 280
- "Generating Code for Payment Buttons and Email Payment Links" on page 280
- "Protecting HTML Code for Payment Buttons" on page 280
- "Step 1 – Specifying Basic Features of Your Add to Cart Button" on page 280
- "Step 2 – Tracking Inventory With Your Add to Cart Button" on page 284
- "Step 3 – Adding Advanced Features to Your Add to Cart Button" on page 287
- "Copying and Pasting the Add to Cart Code" on page 289
- "Using the Button Creation Tool for a View Cart Button" on page 291

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, profit and loss (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 and to track your profit and loss 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, and you can track profit and loss.

Use the Step 2 section of the button creation tool to control whether your button is saved in your PayPal account.

Tracking Inventory and Tracking Profit and Loss

PayPal can track inventory and can track profit and loss for items that you sell with Add to Cart buttons if you save them in your PayPal account. You can track inventory and profit and loss 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.

If you track profit and loss, PayPal helps you understand the profitability of your items. You enter the cost of your item, including the price that you pay to acquire the item, as well as other activity costs that you incur, such as warehousing, quality control, and administrative overhead. PayPal then provides profit and loss reports based on the volume of sales.

Use the **Step 2** section of the button creation tool to specify the information that PayPal uses to track inventory and to track profit and loss. 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 287.

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. View Cart buttons on your website let buyers view their shopping carts and the items in them. From there they can proceed to checkout.

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.

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.

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 your 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 8, “Securing Your Website Payments Standard Buttons.”

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.

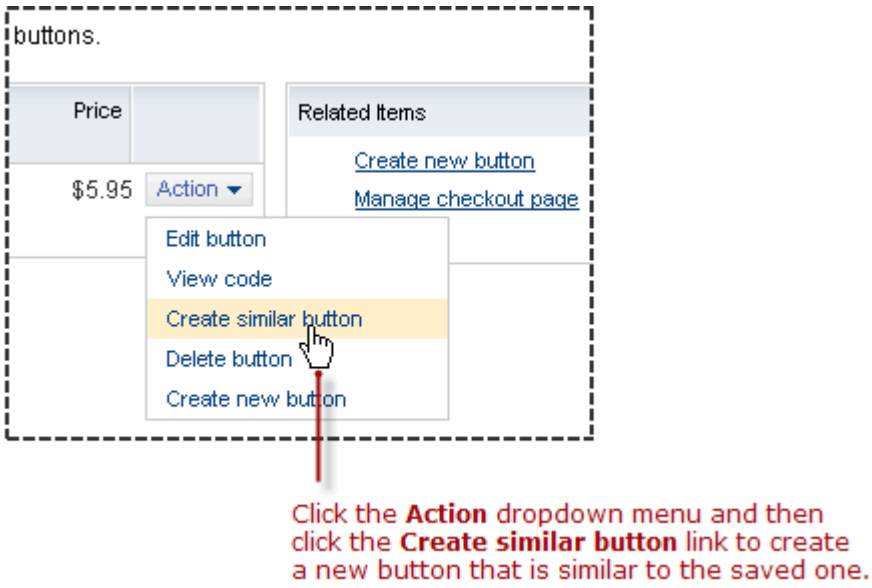
2. Click the **Profile** subtab.

   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. Under the **Selling Preferences** heading, click the **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

5. In the **Related Items** box on the right, click the **Create new button** link.

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

6. In the **Choose a button type** dropdown menu, select “Shopping cart.”

7. 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 284.
   – **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.

8. 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 a field for the name of another text box. You can add a maximum of two 2 boxes.

For more information, see“Offering Product Options With Add to Cart Buttons” on page 275 .

9. 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//`.

10. 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 372 or "Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)" on page 387.

– **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.

11. 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.

12. 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 289.

– 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 284.

– 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 287.

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 and Tracking Profit and Loss" on page 279.

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 and to track profit and loss.

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 280. If you set up product options with prices, the radio button is selected automatically.

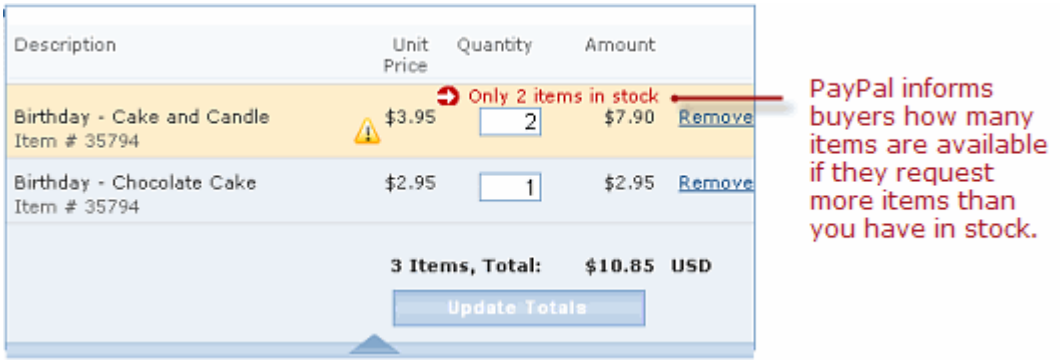
     For each option listed, enter a unique item ID, the quantity that you currently have in stock, and an alert level. PayPal sends you an alert by email when your inventory on hand for any option falls to or below its alert level.

   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.

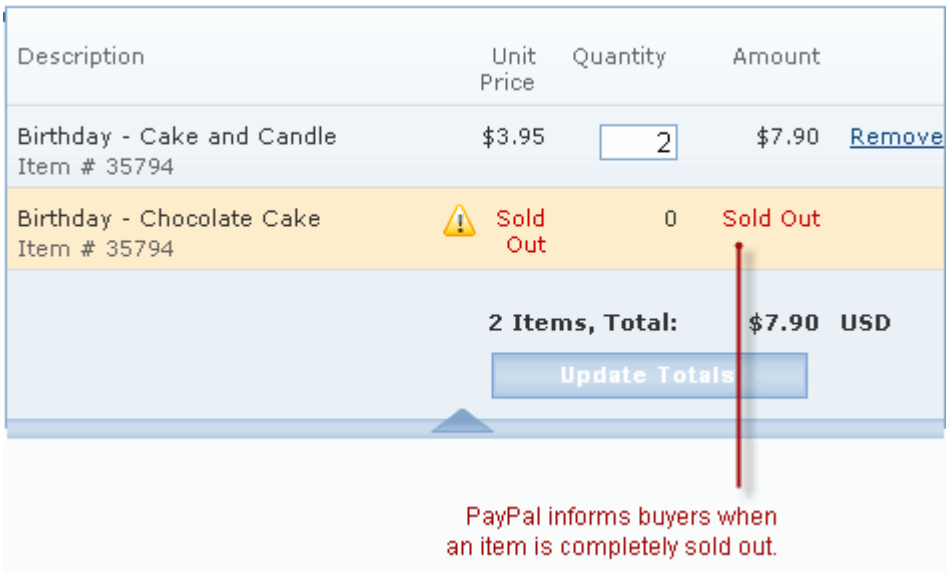
   – **No** – Select this radio button to prevent buyers from checking out and authorizing their payments when inventory tracking shows that your item would become oversold. In the text box, enter the URL of a page on your website where you want PayPal to send buyers of out of stock items.

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



   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.



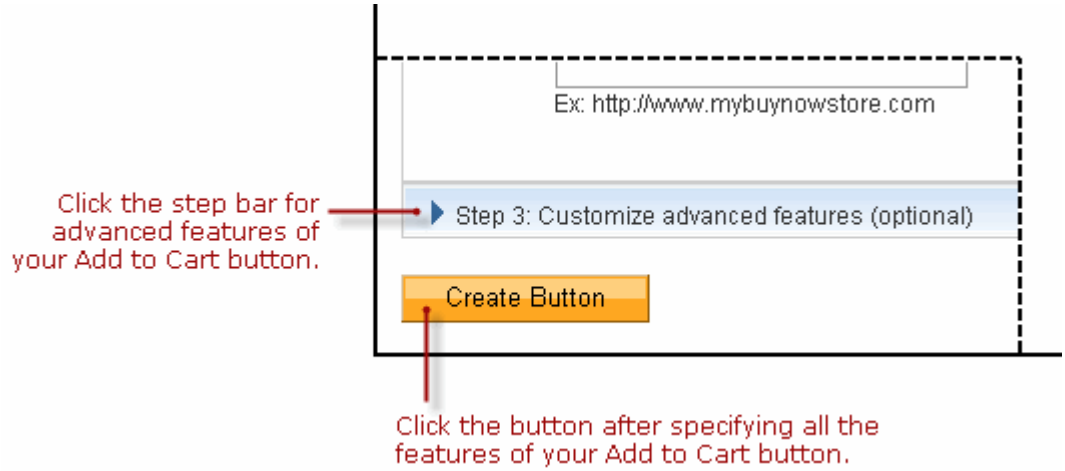
PayPal drops sold-out items from the transaction if buyers proceed with checkout. ”No” is the default choice for this feature.

3. Select the **Track profit and loss** checkbox to enable entering information that PayPal uses to track profit and loss for your item. You do not have to track inventory to track profit and loss. If you track inventory, you can track profit and loss only in the same way – either by item or by option.

   If you only track profit and loss and do not track inventory, do one of the following:
   - **By Item** – Select this radio button if you want to track profit and loss regardless of product options selected by buyers.
   - **By Option** – Select this radio button if want to track profit and loss by product options that you specified during “Step 1 – Specifying Basic Features of Your Add to Cart Button” on page 280. If you set up product options with prices, the radio button is selected automatically and cannot be changed.

   Enter the cost to you of your item or for each product option. Include the price that you pay to acquire the item, as well as other activity costs that you incur, such as warehousing, quality control, and administrative overhead.

4. 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 289.

– 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 287.

– Scroll to the top of the page and click the **Step 1** bar if you want to adjust the basic features of your button.

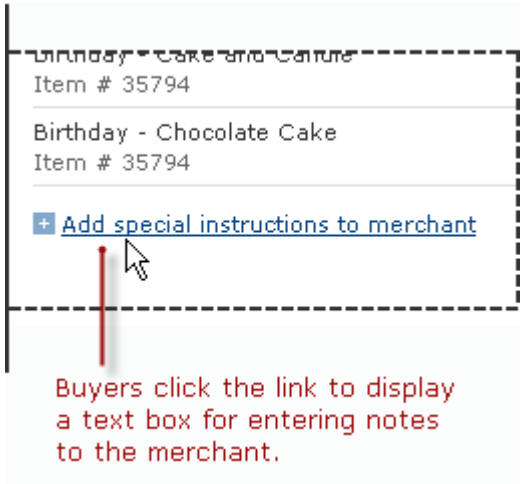
  Follow the instructions for "Step 1 – Specifying Basic Features of Your Add to Cart Button" on page 280, beginning with Step 6.

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. To learn more, see the Payment Data Transfer page on Developer Central.

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 13, "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 289.

   – 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 280, 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 284.

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.

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 284 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 the 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 8, "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 8, "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

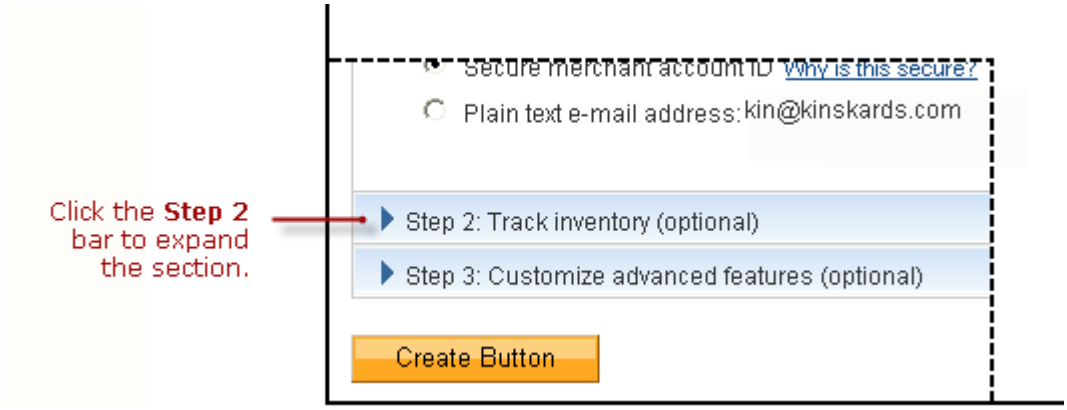
1. Log in to your PayPal Premier or Business account at https://www.paypal.com.

   The **My Account Overview** page opens.
2. Click the **Profile** subtab.

   The **Profile Summary** page opens.
3. Under the **Selling Preferences** heading, click the **My Saved Buttons** link.

   The **My Saved Buttons** page opens.
4. In the **Related Items** box on the right, click the **Create new button** link.

   The **Create PayPal payment button** page opens.
5. In the Choose a button type dropdown menu, select "Shopping cart."
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, profit and loss (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**.

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 293
- "Sample HTML Code for Add to Cart Buttons With Product Options" on page 294
- "Sample HTML Code for Add to Cart Buttons that Open the Shopping Cart in the Merchant Window" on page 299
- "Sample HTML Code for Add to Cart Buttons that Continue Shopping on the Current Merchant Webpage" on page 302
- "Sample HTML Code for Add to Cart Buttons with Discounts" on page 305

To protect against malicious users tampering with the HTML code for your Add to Cart buttons and submitting fraudulent payments, see Chapter 8, "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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</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 294
- “Sample Code for an Add to Cart Button With Product Options With Prices” on page 295
- “Sample Code for an Add to Cart Button With Product Options as a Text Box” on page 298

For more information, see “Offering Product Options With Add to Cart Buttons” on page 275.

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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</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:

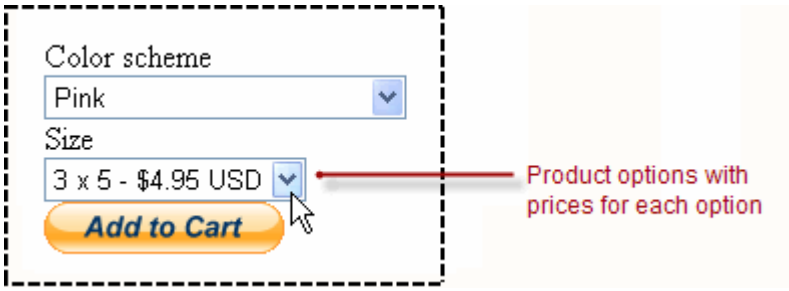
- **`currency_code`** – sets the currency for option prices
- **`item_index`** – identifies which dropdown menu of product option has prices
- **`option_select*`** and **`option_amount*`** – repeats the prices for each option

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
                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">
    <img alt="" border="0" width="1" height="1"
```

```
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

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



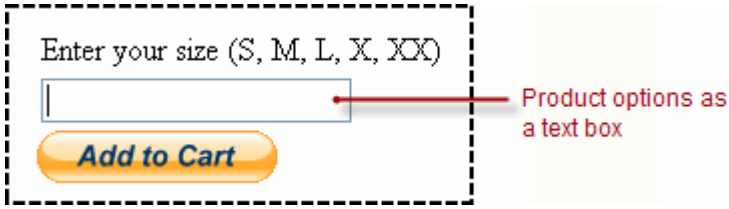
Paste the code onto your webpage below an image or a text description of the item.

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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

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

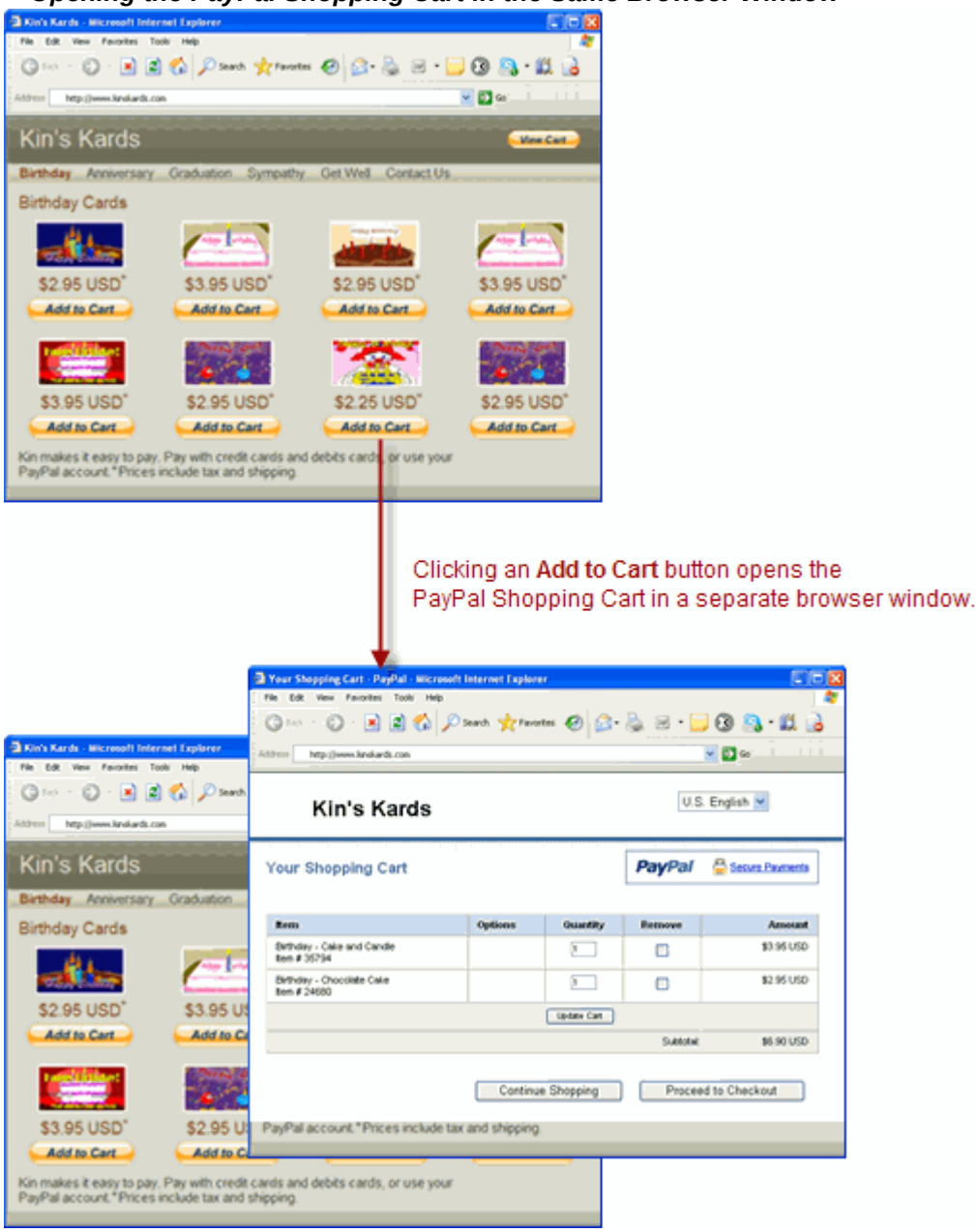


Paste the code onto your webpage below an image or a text description of the item.

Sample HTML Code for Add to Cart Buttons that Open the Shopping Cart in the Merchant Window

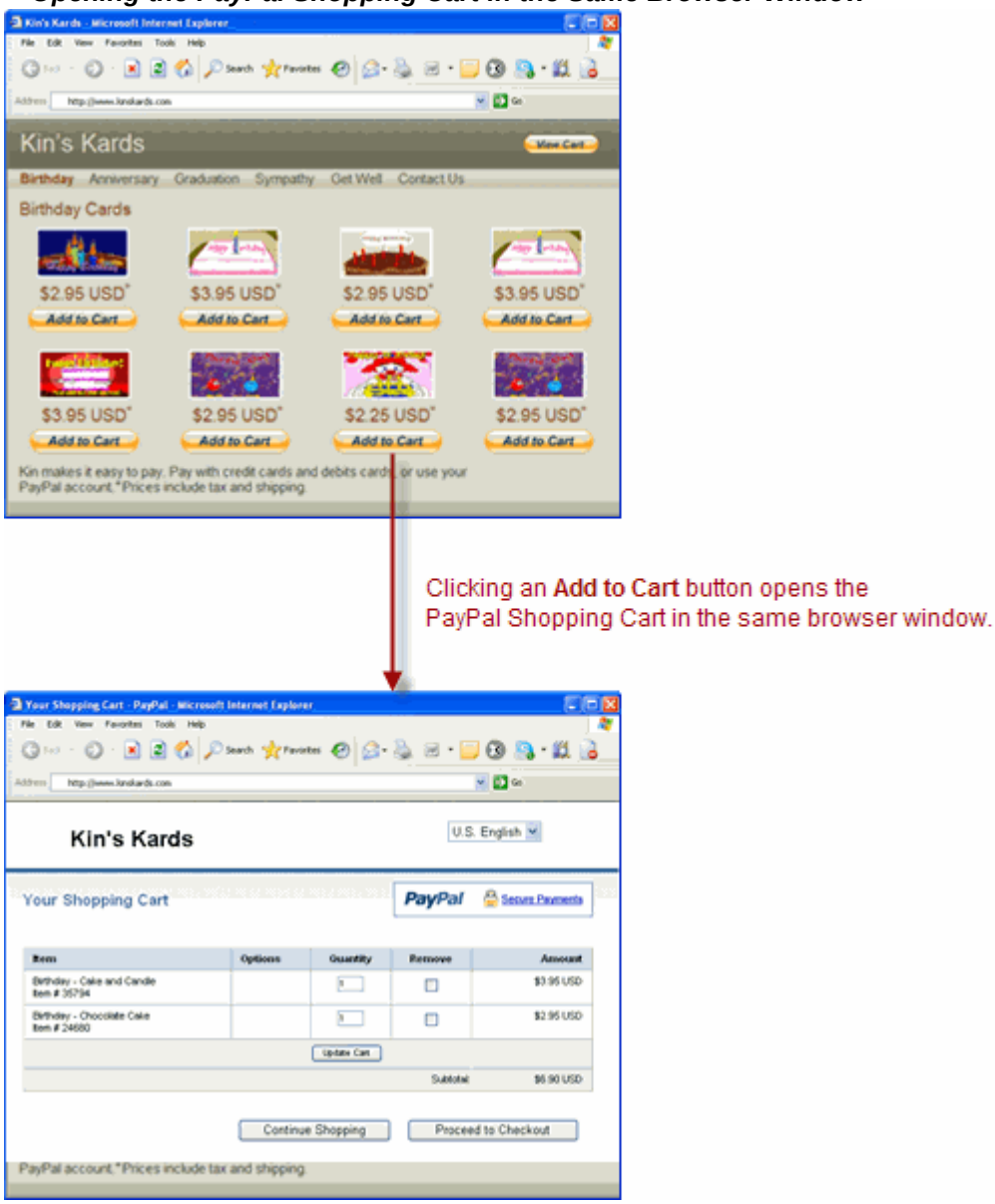
By default, when buyers click Add to Cart buttons, the PayPal Shopping Cart opens in a separate browser window.

Opening the PayPal Shopping Cart in the Same 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.

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.

Values for "Target" That Open the PayPal Shopping Cart

Target expression	Where the PayPal Shopping Cart Opens
`target="paypal"`	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.
`target="_self"`	The PayPal Shopping cart opens in the browser window or browser tab that displays the merchant website.

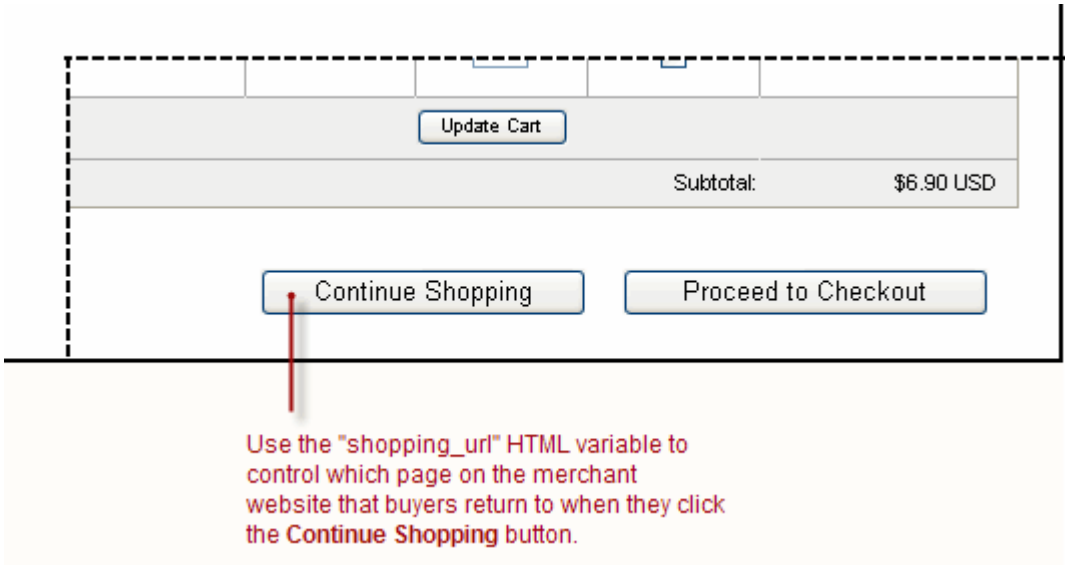
The sample HTML code below for an Add to Cart button illustrates how to open the PayPal Shopping Cart in the browser window that displays the merchant website.

```
<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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

See also "Sample HTML Code for a View Cart Button That Opens the Shopping Cart in the Merchant Window" on page 311.

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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

See also “Sample HTML Code for View Cart Buttons that Continue Shopping on the Current Merchant Webpage” on page 312.

Sample HTML Code for Add to Cart Buttons with Discounts

The sample HTML code in this section demonstrates how to specify discounts:

- "Sample Code for Add to Cart Buttons with a Flat Discount Amount" on page 306
- "Sample Code for Add to Cart Buttons with Multiple Discount Amounts" on page 306
- "Sample Code for Add to Cart Buttons with a Discount Percentage" on page 307
- "Sample Code for Add to Cart Buttons with Multiple Discount Percentages" on page 308
- "Sample Code for Add to Cart Buttons with a Buy One Get One Free Discount" on page 309

Sample Code for Add to Cart Buttons with a Flat Discount Amount

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 $5.95 USD.
- A $2.00 discount applies to the item.
- 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">

    <!-- Specify the discount amount that applies to the item. -->
    <input type="hidden" name="discount_amount" value="2.00">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Sample Code for Add to Cart Buttons with Multiple Discount Amounts

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 $5.95 USD.
- A $0.15 discount applies on the first item; $0.20 on the next 4 items.
- 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">

    <!-- Specify the discount amounts that apply to the item. -->
    <input type="hidden" name="discount_amount" value="0.15">
    <input type="hidden" name="discount_amount2" value="0.20">
    <input type="hidden" name="discount_num" value="4">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Sample Code for Add to Cart Buttons with a Discount Percentage

The sample HTML code below illustrates a basic Add to Cart button that applies a 10% discount. This discount applies only to the first item regardless of the quantity purchased.

```
<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">

    <!-- Specify the discount amount that applies to the item. -->
    <input type="hidden" name="discount_rate" value="10">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Sample Code for Add to Cart Buttons with Multiple Discount Percentages

The sample HTML code below illustrates a basic Add to Cart button that charges the normal price for the first item and applies a 10% discount for the next 9 items.

```
<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">

    <!-- Specify the discount amounts that apply to the item. -->
    <input type="hidden" name="discount_rate" value="0">
    <input type="hidden" name="discount_rate2" value="10">
    <input type="hidden" name="discount_num" value="9">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Sample Code for Add to Cart Buttons with a Buy One Get One Free Discount

The following HTML code uses the discount percentage variables to offer a “Buy one, get one free” discount. To receive the discount, the buyer must purchase two of the item; the second one is free (100% discount).

If the buyer purchases only one of the item, it is the full price. If the buyer purchases more than two, the second one is free and any additional items are full price.

```
<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">

    <!-- Specify the discount amounts that apply to the item. -->
    <input type="hidden" name="discount_rate" value="0">
    <input type="hidden" name="discount_rate2" value="100">
    <input type="hidden" name="discount_num" value="1">

    <!-- 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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

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 310
- "Sample HTML Code for a View Cart Button That Opens the Shopping Cart in the Merchant Window" on page 311
- "Sample HTML Code for View Cart Buttons that Continue Shopping on the Current Merchant Webpage" on page 312

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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</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.

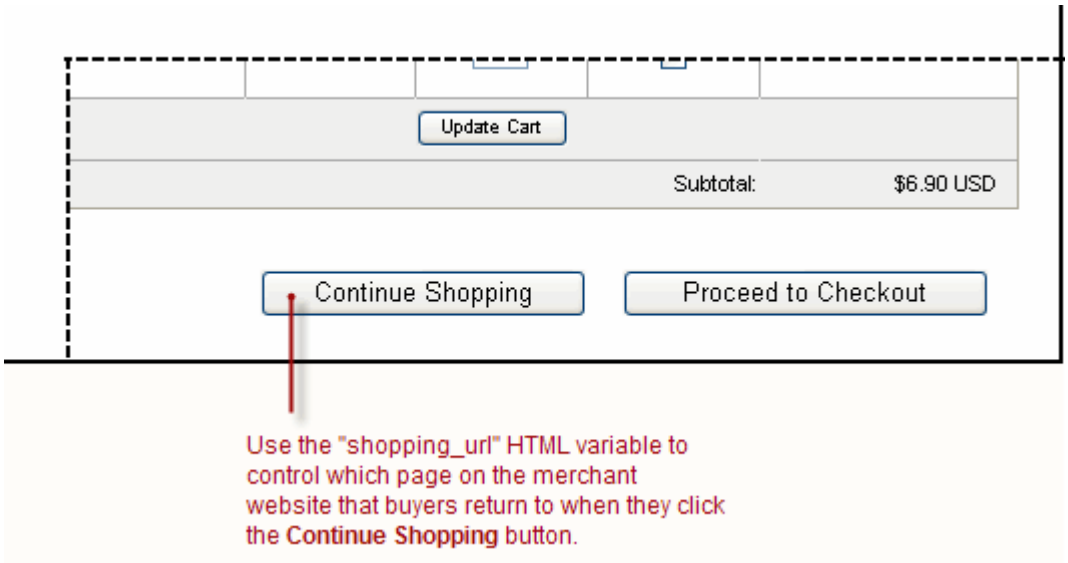
The sample HTML code below for a View Cart button illustrates how to open the PayPal Shopping Cart in the same browser window as the merchant website.

```
<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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

For more information, see “Sample HTML Code for Add to Cart Buttons that Open the Shopping Cart in the Merchant Window” on page 299.

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.



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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

For more information, see “Sample HTML Code for Add to Cart Buttons that Continue Shopping on the Current Merchant Webpage” on page 302.

Creating PayPal Shopping Cart Buttons with JavaScript Disabled

The button creation tool on the PayPal website requires JavaScript. If JavaScript is disabled in your browser, PayPal offers you an alternative tool that does not require JavaScript.

- “Getting Started with Add to Cart Buttons With JavaScript Disabled” on page 314
- “Getting Started with View Cart Buttons With JavaScript Disabled” on page 315
- “Creating Advanced Shopping Cart Buttons With JavaScript Disabled” on page 316
- “Limitations When Creating Shopping Cart Buttons With JavaScript Disabled” on page 324
- “Enabling JavaScript in Your Browser” on page 324

Getting Started with Add to Cart Buttons 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 **My Saved Buttons** link.

   The **My Saved Buttons** 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. Do one of the following to copy the selected text to the clipboard:

   – For Windows and Mac, right-click on the code, and then select **Copy**.
   – For Windows, press Ctrl+C.
   – For Mac, press CMD+C.

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

   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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
    - For Windows or Mac, right-click on the code, and then select **Paste**.
    - For Windows, press Ctrl+V.
    - For Mac, press CMD+V.

Getting Started with View Cart Buttons 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 **My Saved Buttons** link.

   The **My Saved Buttons** 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. Do one of the following to copy the selected text to the clipboard:
   - For Windows and Mac, right-click on the code, and then select **Copy**.
   - For Windows, press Ctrl+C.
   - For Mac, press CMD+C.

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

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. Do one of the following to paste the text from the clipboard onto your webpage, where you want the button to appear:
    - For Windows or Mac, right-click on the code, and then select **Paste**.
    - For Windows, press Ctrl+V.
    - For Mac, press CMD+V.

Creating Advanced Shopping Cart Buttons With JavaScript Disabled

The button creation tool for Add to Cart buttons and View Cart buttons on the PayPal website 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 8, "Securing Your Website Payments Standard Buttons." 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 316
- "Page 1 – Specifying the Basic Features of the Add to Cart Button" on page 317
- "Page 2 – Adding More Details to the PayPal Shopping Cart Button" on page 319
- "Copying and Pasting PayPal Shopping Cart Code With JavaScript Disabled" on page 323

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.
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 279 .
   - **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 372 or "Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)" on page 387.

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 367.

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 319.

– 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 323.

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.

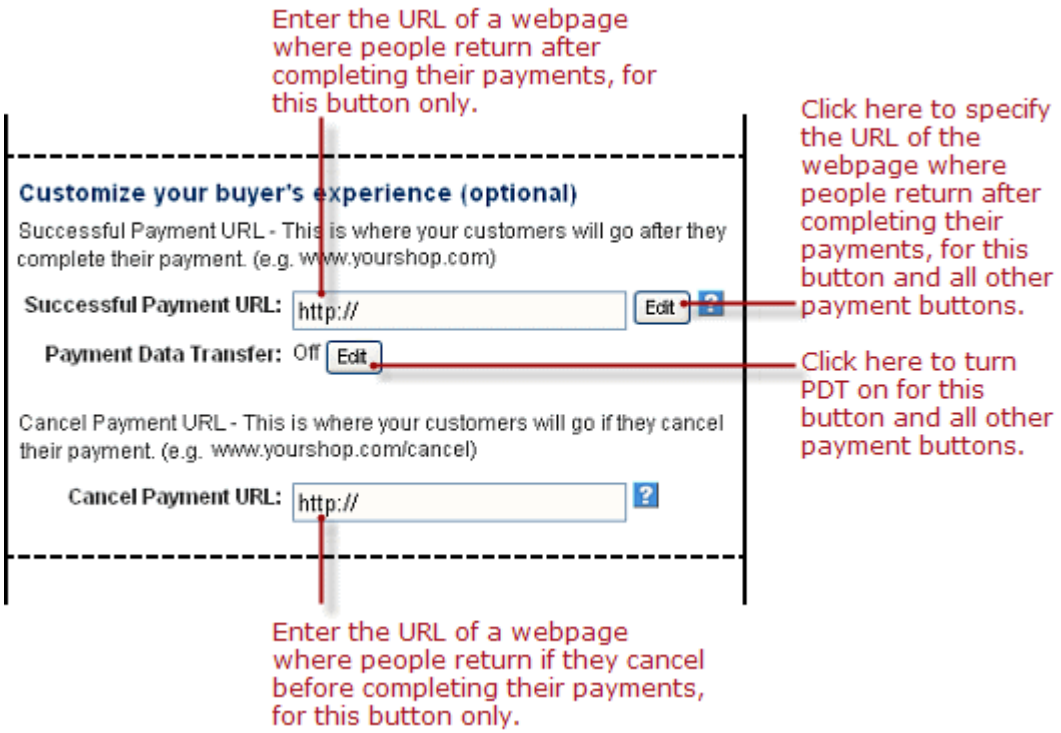
– **Custom Payment Page Style** (optional) – If you already added Custom Payment Page Styles in your account profile, they are listed here. Choose the page style you would like to appear when buyers check out and pay from the PayPal Shopping Cart.

  To learn more about creating page styles, see "Co-Branding the PayPal Checkout Pages" on page 351.

– **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 352.

– **Payment Data Transfer** – Click the Edit button to turn Payment Data Transfer on or off for all your payment buttons.

  To learn more, see the Payment Data Transfer page on Developer Central.

– **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 –

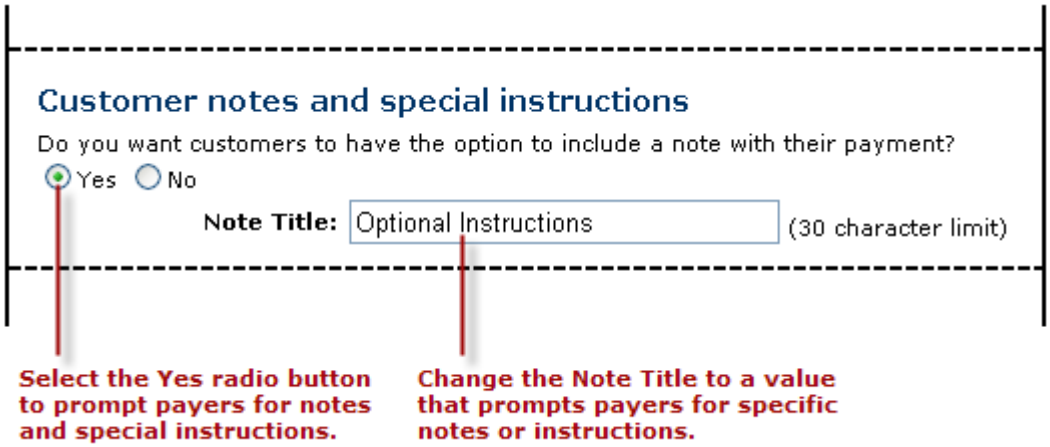
   Yes, require shipping – Select this radio button if you want to require buyers to enter their shipping addresses.

   – 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.



   – 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.

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 317, 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 323.

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. **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.

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 317, beginning with Step 5. The pages of the button creation tool retain the options that you specified previously.

Limitations When Creating Shopping Cart Buttons With JavaScript Disabled

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

- Saving your buttons in your PayPal account
-
- Product options with separate pricing for Add to Cart buttons
- 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, enable JavaScript in your browser.

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 324
- "Enabling JavaScript in FireFox" on page 325

Enabling JavaScript in Internet Explorer

To enable JavaScript in Internet Explorer:

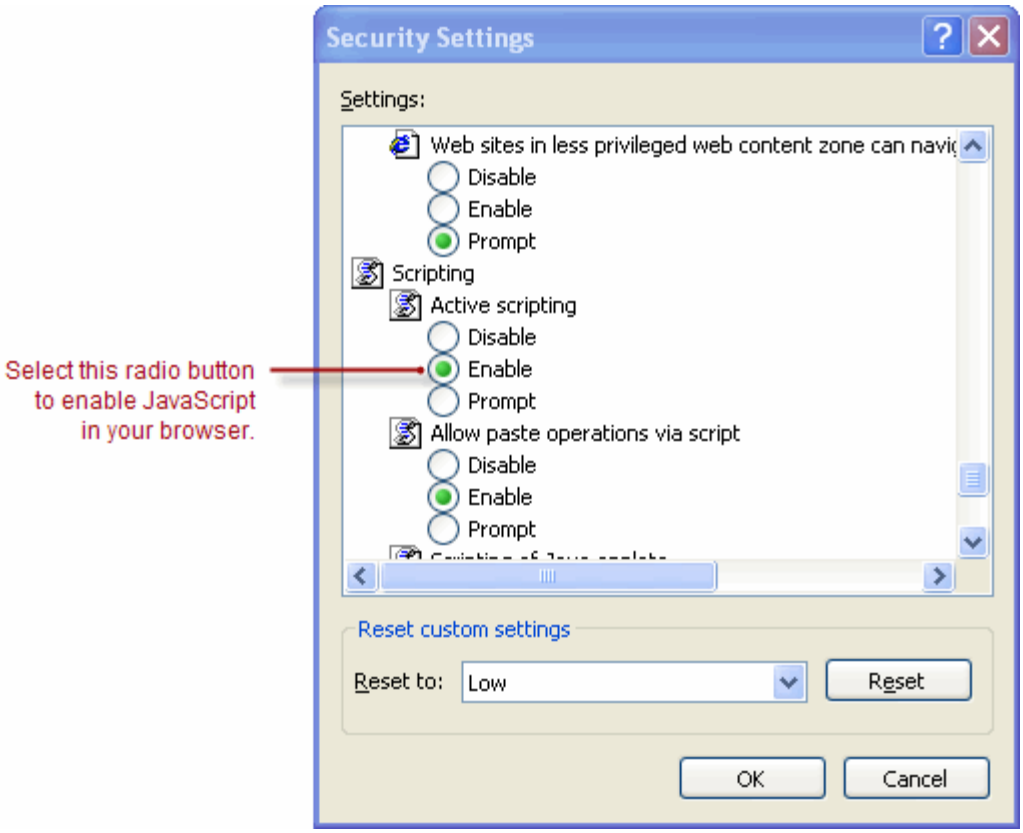
1. Select **Tools** > **Internet Options…** from the menu bar.

   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.

7 Third-Party Shopping Carts – The Cart Upload Command

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 6, "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 327
- "Integrating PayPal with Third Party Shopping Carts" on page 333

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 358.

- 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 372 or "Automatic Calculation of Shipping Charges (non-U.S. Merchants Only)" on page 387.

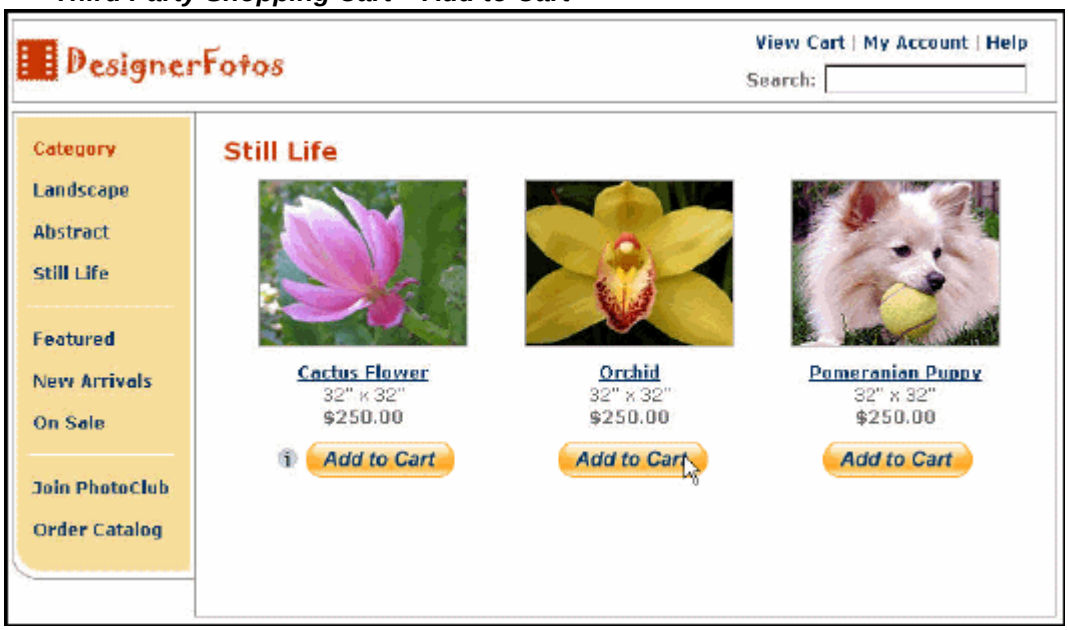
- Auto Return is turned off. Buyers must click a **Return to Merchant** button to redirect their browsers to the merchant website after completing their payments with PayPal.

  For more information, see "Auto Return" on page 352.

What The Buyer Sees With Third Party Shopping Carts

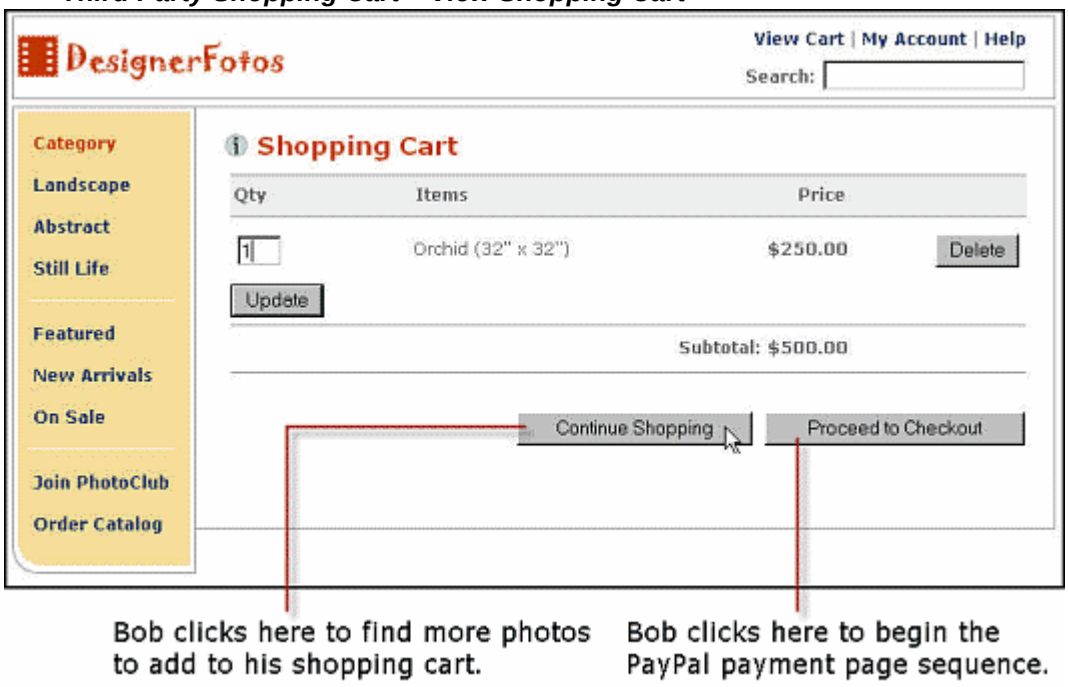
Bob is shopping for photos on the DesignerFotos website. He selects several photos for purchase by clicking the **Add to Cart** button underneath each one.

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.

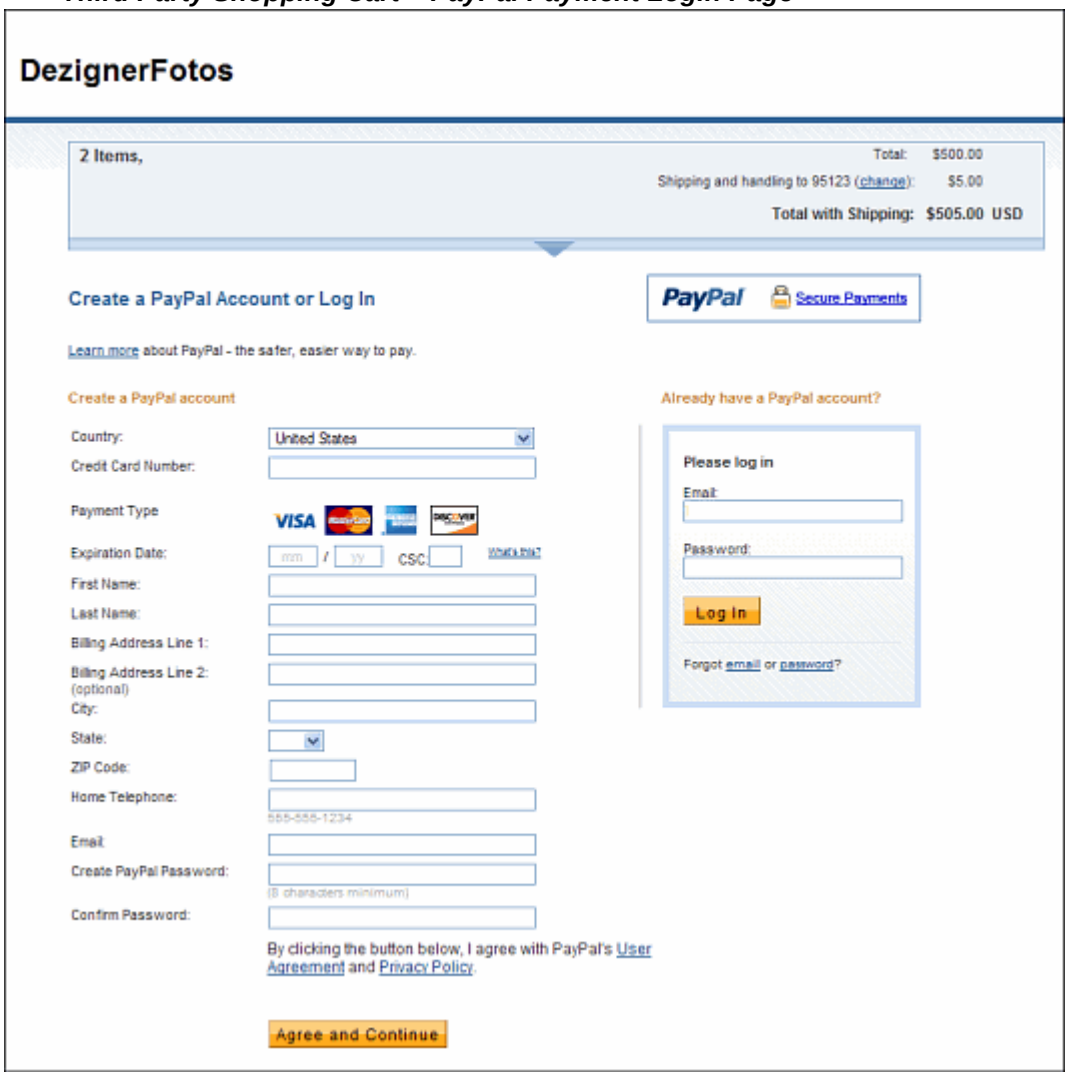
Third Party Shopping Cart – View Shopping Cart



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.

Third Party Shopping Cart – PayPal Payment Login Page

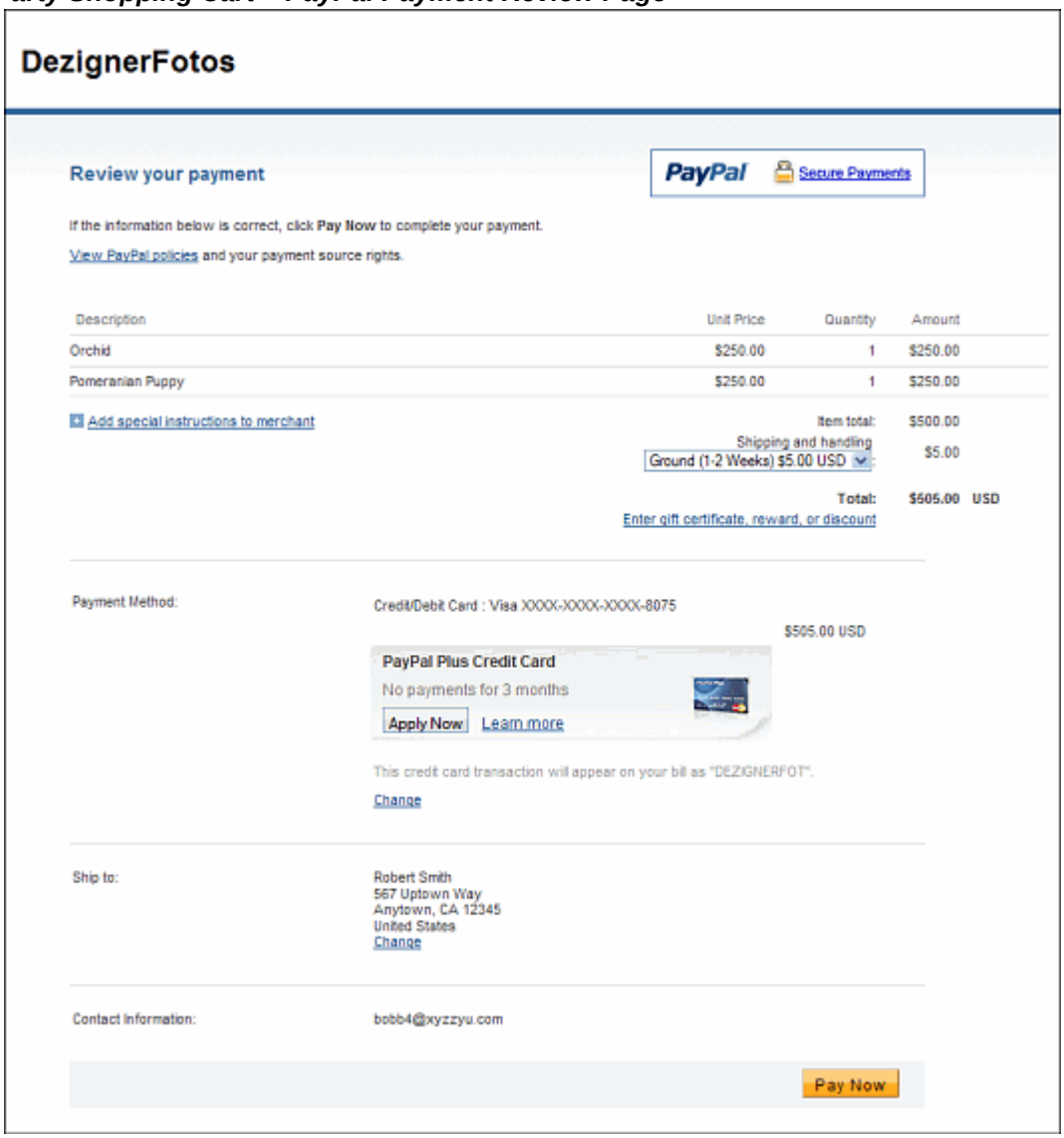


NOTE: If your website gathers information about your buyer, you can define HTML code to prepopulate (prefill) the corresponding billing information fields. The buyers will see a collapsed version of the billing information section. For example, if you prefilled the billing address, the address information displays on the page without the entry fields. Each prefilled section of information is followed by a **change** link to let the buyers modify the information, if necessary.

For more information about prepopulation, see "Filling Out FORMs Automatically with HTML Variables" on page 413.

Bob does not have a PayPal account, so he enters his payment and billing information on the payment login page and clicks the **Agree and Continue** button. Bob is taken to a review page that shows the details of his payment.

Third Party Shopping Cart – PayPal Payment Review Page



DezignerFotos 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 Now** button to complete the payment.

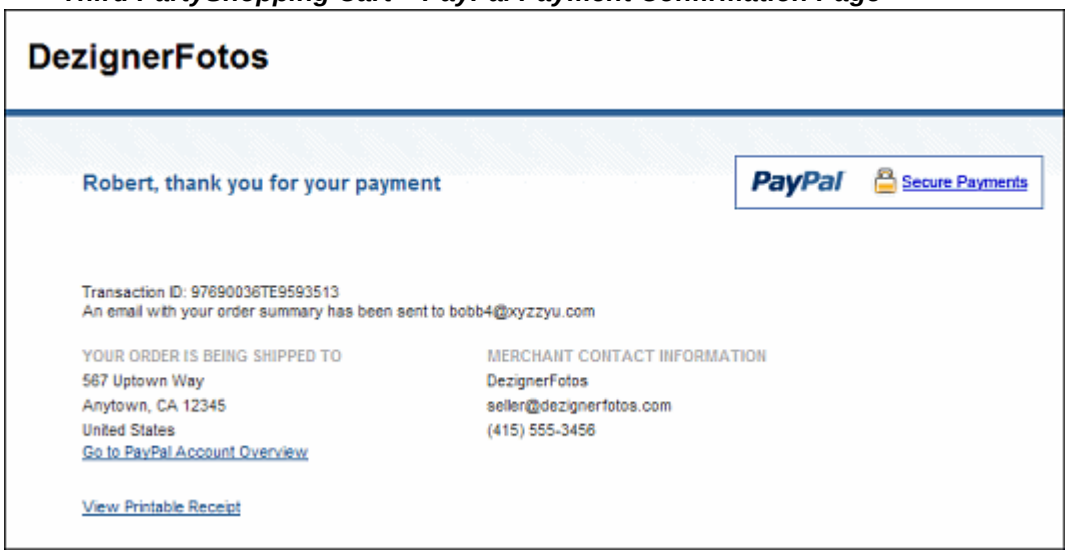
In response, the browser takes Bob to a payment confirmation page. DesignerFotos has Auto Return turned off in the account profile, so the page displays a button to return to the DesignerFotos website.

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.

Third PartyShopping Cart – PayPal Payment Confirmation Page



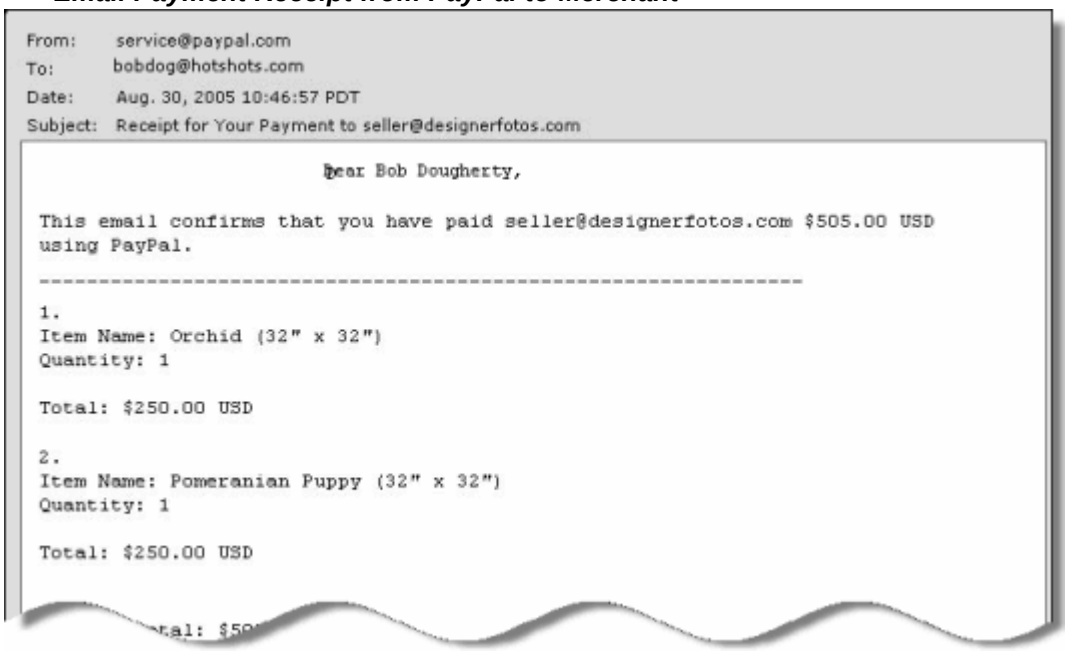
PayPal sends Bob an email notice of his payment to DesignerFotos.

Email Payment Receipt from PayPal to Buyer

What Merchants See

PayPal sends DesignerFotos an email notice of Bob's payment.

Email Payment Receipt from PayPal to Merchant



From: service@paypal.com
To: bobdog@hotshots.com
Date: Aug. 30, 2005 10:46:57 PDT
Subject: Receipt for Your Payment to seller@designerfotos.com

Dear Bob Dougherty,

This email confirms that you have paid seller@designerfotos.com $505.00 USD using PayPal.

1.
Item Name: Orchid (32" x 32")
Quantity: 1

Total: $250.00 USD

2.
Item Name: Pomeranian Puppy (32" x 32")
Quantity: 1

Total: $250.00 USD

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."

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 "HTML Variables for Shopping Carts" on page 428." 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.

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`.

Setting Discounts for the Cart

Use the discount variables to specify discount amount or percentages.

- Use `discount_amount_cart` to charge a single discount amount for the entire cart.
- Use `discount_amount_`*x* to set a discount amount associated with item *x*.
- Use `discount_rate_cart` to charge a single discount percentage for the entire cart.
- Use `discount_rate_`*x* to set a discount percentage associated with item *x*.

The discount amount displays on all pages, email messages, and reports that show payment information.

Default Tax and Discount Processing

Item-specific discounts apply before tax is calculated on items in the third-party cart. Discounts and tax are applied to each item based on the discounts and tax rate specified. However, your buyer only sees a total discount amount for the cart and one entry for any applicable sales tax.

Setting Consolidated Discount Amounts

Consolidated discounts apply to the entire cart. Tax is calculated on the total of all items after the consolidated discount value is applied. Your buyer sees a total discount amount for the cart and one entry for any applicable sales tax.

When you use consolidated discount amounts, you should specify a consolidated tax value in `tax_cart`. If you do not specify a tax value and your profile specifies a tax rate, your profile tax rate is applied after the consolidated discount value is applied.

Consolidated discount amounts are ignored if your third-party cart contains any item with an individual tax amount or rate specified using `tax_`*x* or `tax_rate_`*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 the "HTML for Passing Individual Item Detail to PayPal" on page 335 example except the individual items amounts and item names are aggregated into a single amount and a single item.

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 you 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 8, "Securing Your Website Payments Standard Buttons."

8 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 340
Save payments button that you create on the PayPal website in your PayPal account.	"Saving Payment Buttons in Your PayPal Account" on page 342
Manually check the item amounts in each payment through the transaction history in your PayPal account before shipping. **NOTE:** You are required to reconcile your payments, especially if you have unprotected or non-encrypted buttons.	"Reconciling Payments Manually Through Transaction History" on page 343
Automatically check the item amounts in each payment through Instant Payment Notification before shipping. **NOTE:** You are required to reconcile your payments, especially if you have unprotected or non-encrypted buttons.	"Reconciling Payments Through Instant Payment Notification" on page 344
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 344
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 349

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 340
- "Using the Button Creation Tool to Create a Protected Payment Button" on page 340
- "Creating a Protected Payment Button with JavaScript Disabled" on page 341

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 any kind of payment button:

- Buy Now buttons
- Add to Cart buttons
- Buy Gift Certificate
- Subscribe buttons
- Automatic Billing buttons
- Installment Plan buttons
- Donate 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 343, and "Reconciling Payments Through Instant Payment Notification" on page 344.

Using the Button Creation Tool to Create a Protected Payment Button

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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

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

5. In the **Choose a button type** menu, select the kind of button you want to create and protect:

6. Enter details about your button.

7. Click the **Step 2** bar to expand that section of the button creation tool.

8. 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 parites to submit fraudulent payments.

9. 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.

10. Click the text box to select the generated, protected, HTML code, and then paste it onto the pages of your website.

After Completing This Task:

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 349.

Creating a Protected Payment Button 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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

   A message box opens.

5. Under the **Create button without JavaScript enabled** heading, click an appropriate link:

   – **Buy Now**

- **Add to Cart**
- **Donate**
- **Subscribe**
- **Gift Certificate**

NOTE: You cannot create Automatic Billing or Installment Plan buttons with JavaScript disabledl in your browser.

6. Enter details about your button, and then choose a button image.
7. In the **Security Settings** section, select the **Yes** radio button to protect your button with encryption. This is the default setting.
8. Do one of the following:
   - Click the **Create Button Now** button to generate the encrypted HTML code.
   - Click the **Add More Options** button to enter optional details about your button, and then click the **Create Button Now** button.

   NOTE: Some settings on the **Add More Options** page require that you change **Security Settings** to **No**. In such cases, you must use an alternative strategy to secure your buttons.See "Reconciling Payments Manually Through Transaction History" on page 343, and "Reconciling Payments Through Instant Payment Notification" on page 344.
9. Click the **HTML code for Websites** text box to select all of the generated, protected, HTML code, then paste it onto the pages of your website.

After Completing This Task:

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 349.

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 any kind of payment button in your PayPal Premiere or Business account:

- Buy Now buttons
- Add to Cart buttons
- Buy Gift Certificate
- Subscribe buttons
- Automatic Billing buttons

- Installment Plan buttons
- Donate 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 343, and "Reconciling Payments Through Instant Payment Notification" on page 344.

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 **My Saved Buttons** link.

   The **My Saved Buttons** page opens.

4. In the **Related Items** box on the right, click the **Create new button** link.

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

5. In the **Choose a button type** menu, select the kind of button you want to create and protect:

6. 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.

7. 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 copy and paste onto your webpages.

After Completing This Task:

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 349.

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 Merchant Setup and Administration 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 Instant Payment Notification 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 344
- “Public Key Encryption Used by Encrypted Website Payments” on page 345
- “Setting Up Certificates Before Using Encrypted Website Payments” on page 346
- “Using Encrypted Website Payments to Protect Your Payment Buttons” on page 348

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.

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 are 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 it's 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 (https://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 **Selling 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.

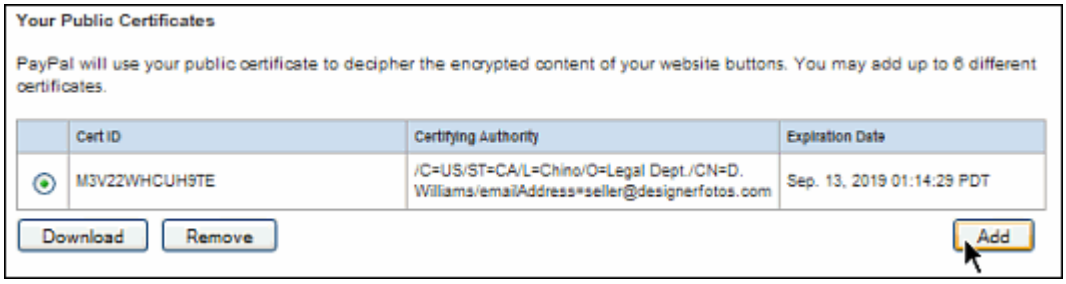
   The **Add Certificate** page appears.

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.



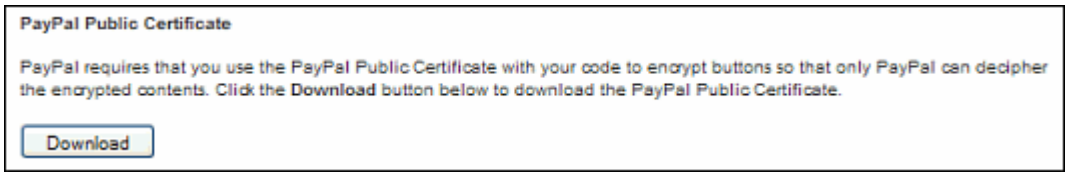
7. Store the certificate ID that PayPal assigned to your public certificate in a secure place.

   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.



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 the Command Line Syntax for PayPal Encrypted Website Payments Software table.

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:

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
`[Sandbox]`	The optional word `Sandbox` that lets you test payment buttons in the PayPal Sandbox that you protected with Encrypted Website Payments

3. Copy the encrypted code to your website.

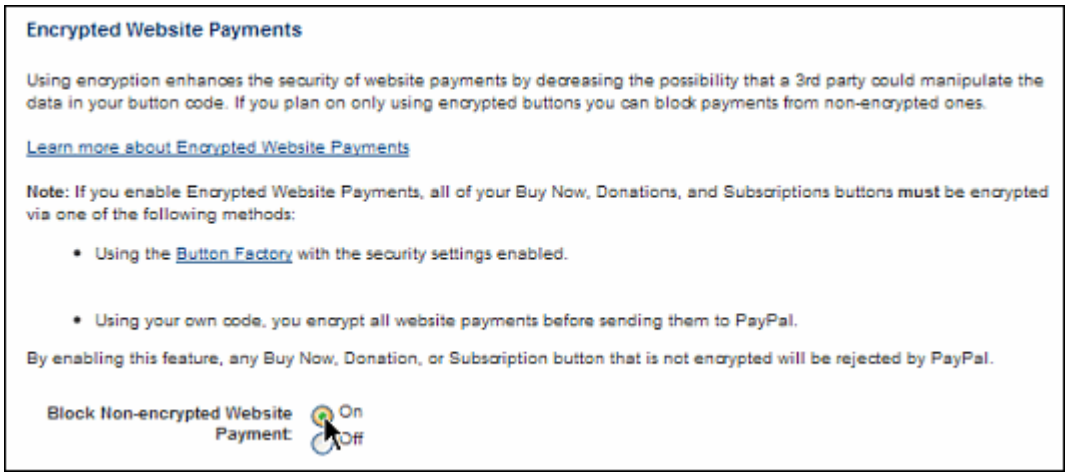
Blocking Unprotected and Non-encrypted Website Payments

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.

9 Using Your PayPal Account Profile

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. Your PayPal account profile contains the account informationm, financial information, and selling preferences for your organization.

Many of the selling preferences that you can set in your account profile have equivalent HTML variables to let you control the behavior of individual transactions. After you enable settings in your account profile, you can include HTML variables with a transaction to take advantage of those settings.

Read the following topics to learn about special profile tasks that interact with developer-written code:

- Co-Branding the PayPal Checkout Pages
- Tailoring the Checkout Experience
- Automatic Calculation of Sales Tax
- Automatic Calculation of Shipping Charges (U.S. Merchants Only)
- Language Encoding Your Data

NOTE: For information about administrative tasks that you can perform from your PayPal account, such as adding users, setting up custom page styles, and managing multiple currency balances, see the Merchant Setup and Administration Guide.

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. You can add or edit custom payment pages in your PayPal account profile or use HTML variables to set the custom pages for individual transactions.

For step-by-step instructions on using your account profile to add or edit custom payment pages, see the Merchant Setup and Administration Guide.

For more information about the HTML variables, see “HTML Variables for Displaying PayPal Checkout Pages” on page 437.

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:

Order of Page Style Variables

	Custom Option	Description
1	Customizing of Payment Page Variables on Individual Buttons	See "HTML Variables for Displaying PayPal Checkout Pages" on page 437.
2	Page Style Variable on Individual Buttons	With the `page_style` 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

Read the following topics to learn how to tailor the checkout experience for people who pay you with Website Payments Standard:

- "Auto Return" on page 352
- "Getting Contact Telephone Numbers" on page 356
- "PayPal Account Optional" on page 358

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.

Auto Return shortens the checkout flow and immediately brings your buyers back to your website upon payment completion. To set up Auto Return, you need to turn it on and enter the return URL that will be used to redirect your buyers back to your site.

NOTE: If you have turned on Auto Return and have chosen to turn on PayPal Account Optional for new users, a new user will not be automatically directed back to your website, but will be given the option to return.

The Return URL will be applied to all of your Auto Return payments unless otherwise specified within the button or link for that Website Payment. You may specify a different Return URL by changing it in your profile settings; otherwise, you may add or edit the HTML (variable: return) associated with a button or link. In this case, the Return URL that is associated with the button or link will override what was specified in the profile settings.

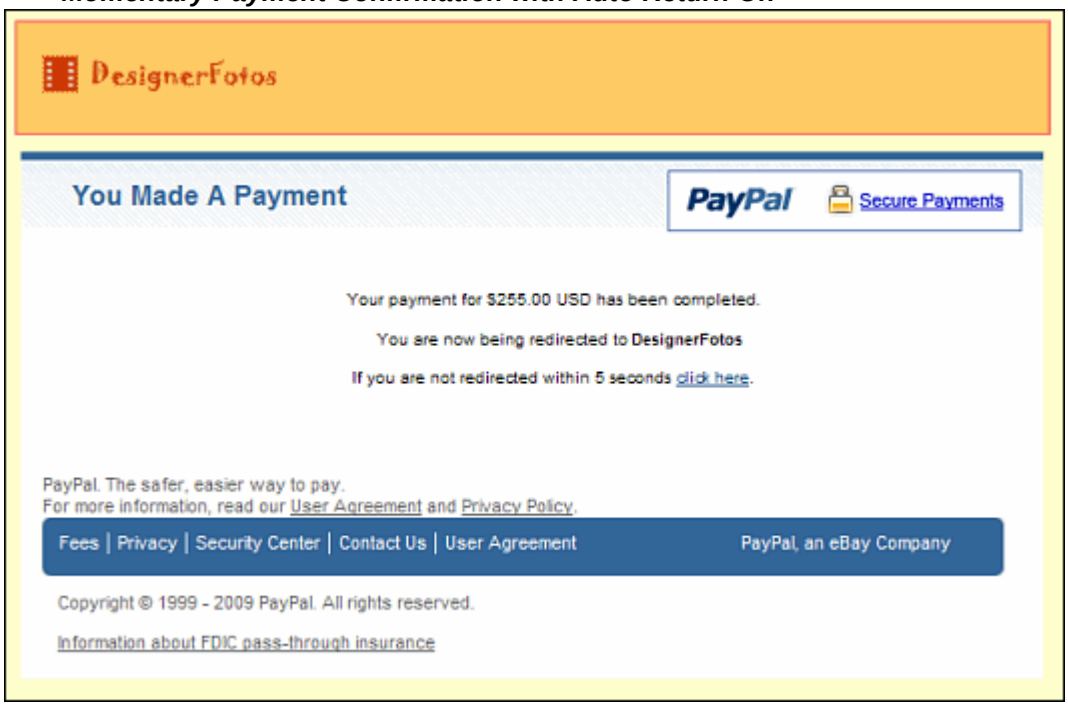
As specified in the PayPal User Agreement, you must provide verbiage on the page displayed by the Return URL that

- Helps the buyer understand that the payment has been made and that the transaction has been completed.
- Explains that payment transaction details will be emailed to the buyer.

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.

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.

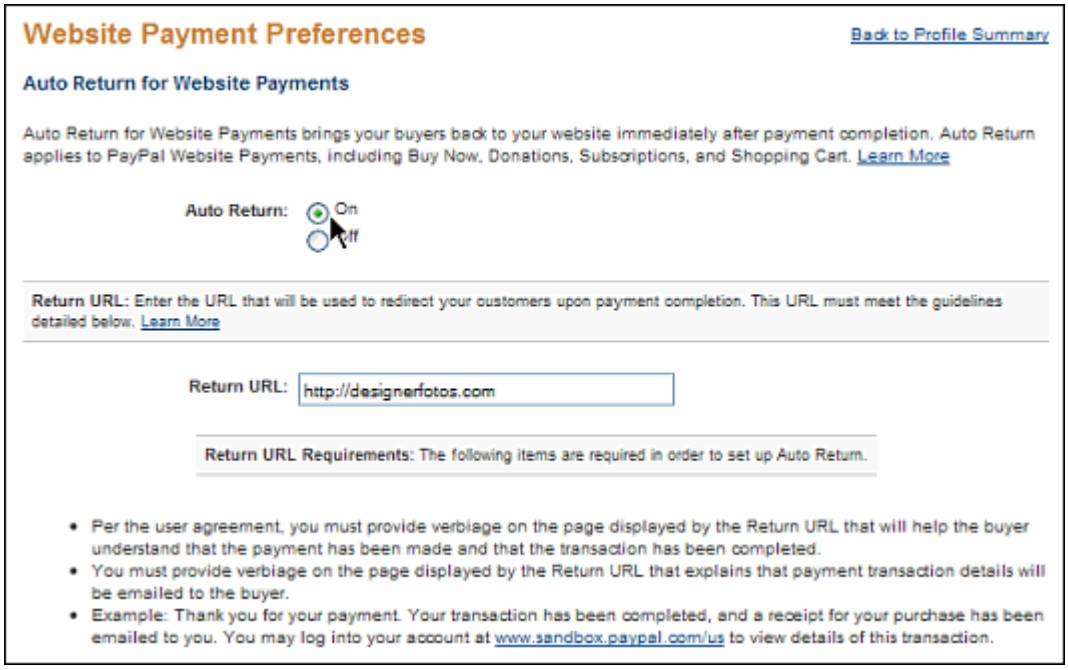
   The **My Account Overview** page appears.

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.



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: PayPal checks the Return URL that you enter. If the URL is not properly formatted or cannot be validated, PayPal will not activate Auto Return.
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. To learn more, see the Payment Data Transfer page on Developer Central.

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

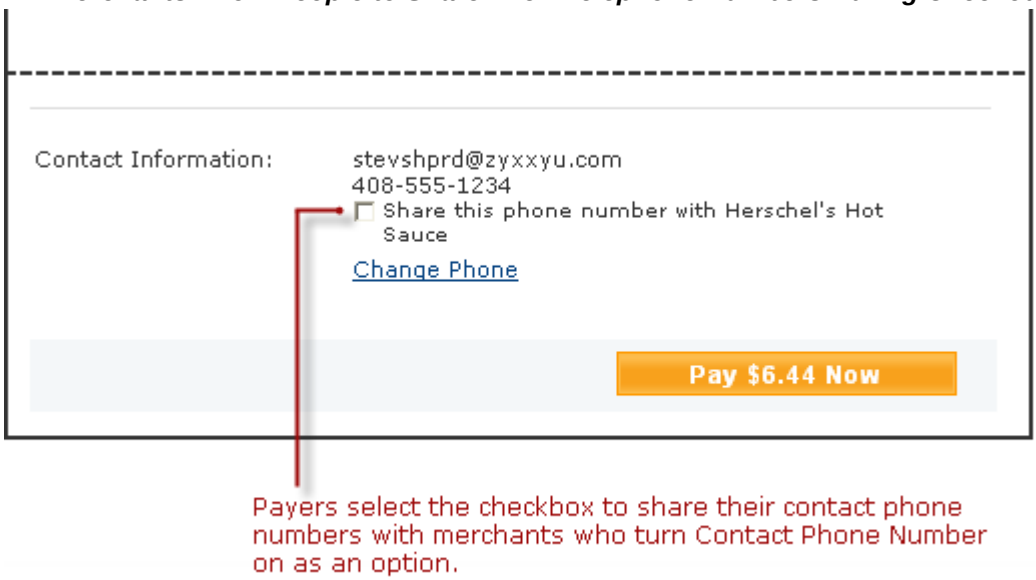
PayPal always collects contact telephone numbers from payers for each transaction that they complete with PayPal. PayPal collects telephone numbers to help confirm the identity of the payer and to contact the payer if necessary to complete the transaction.

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:

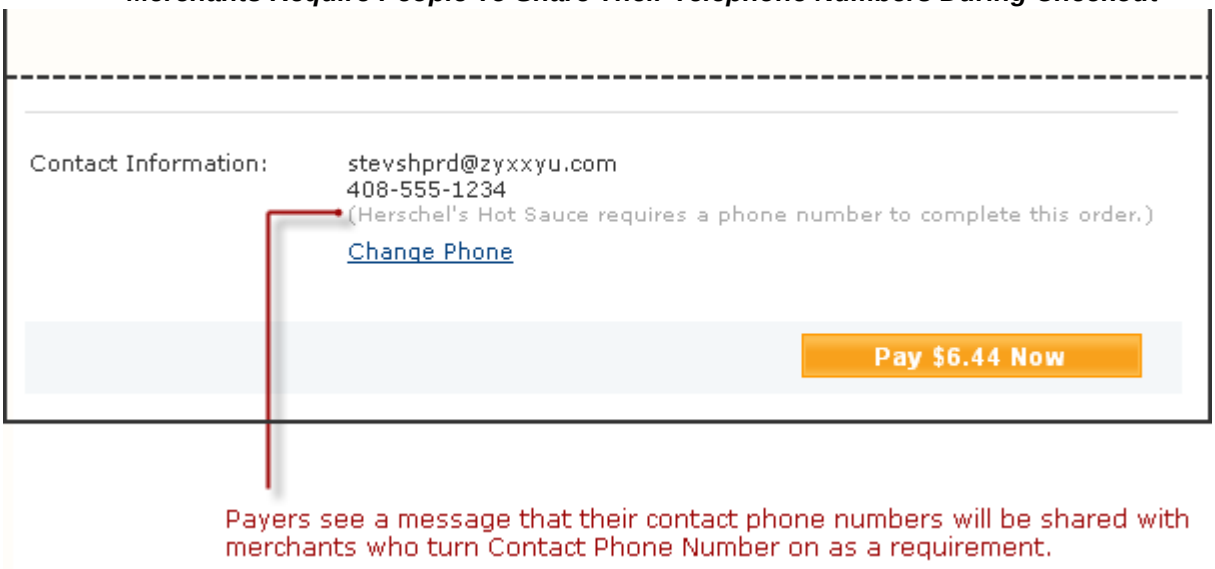
- **On (Optional Field)** – During checkout PayPal gives people the option of sharing their contact telephones numbers with you.

Merchants Allow People to Share Their Telephone Numbers During Checkout



- **On (Required Field)** – During checkout PayPal informs people that their contact telephone numbers will be shared with you because you require it.

Merchants Require People To Share Their Telephone Numbers During Checkout



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 where 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.

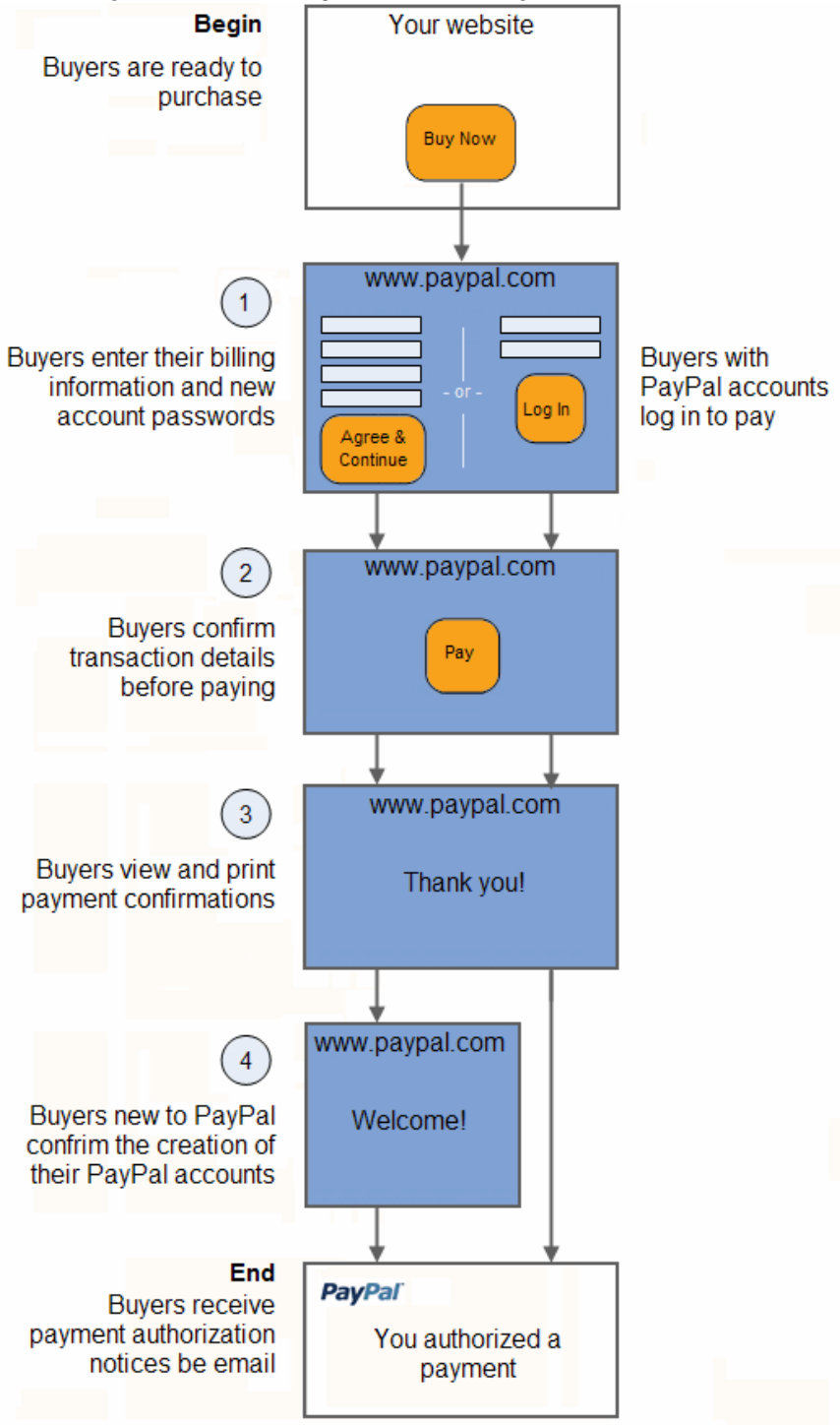
With PayPal Account Optional turned off, people without PayPal accounts must sign up of a PayPal account. They can pay by credit card, but they must agree to sign up for a PayPal account before completing their transactions and making their payments.

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.

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 360

- "1 – Buyers Enter Their Billing Information or They Log In to PayPal" on page 360
- "2 – Buyers Confirm Their Transaction Details Before Paying" on page 361
- "3 – Buyers View and Print Their PayPal Payment Confirmations" on page 362
- "4 – Buyers New to PayPal Confirm the Creation of their PayPal Accounts" on page 364
- "End – Buyers Receive Payment Authorization Notices by Email" on page 365

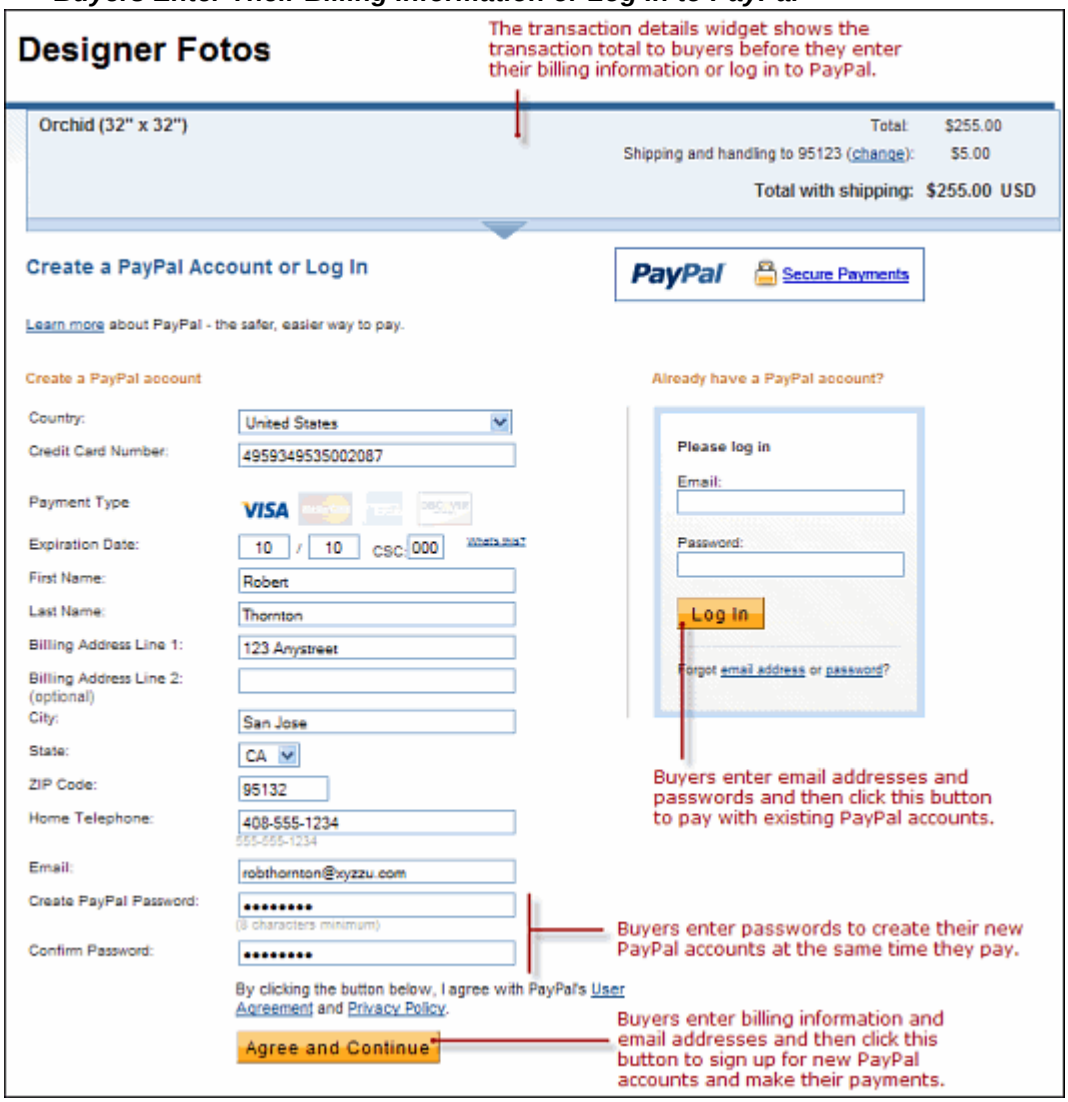
Begin – Buyers are Ready to Purchase on Your Website. The checkout experience with PayPal Account Optional turned off begins when someone on your website is ready to purchase.

Buyers Begin on Your Website When They are Ready to Make a Purchase

In this example, Bob begins on the DesignerFotos 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.

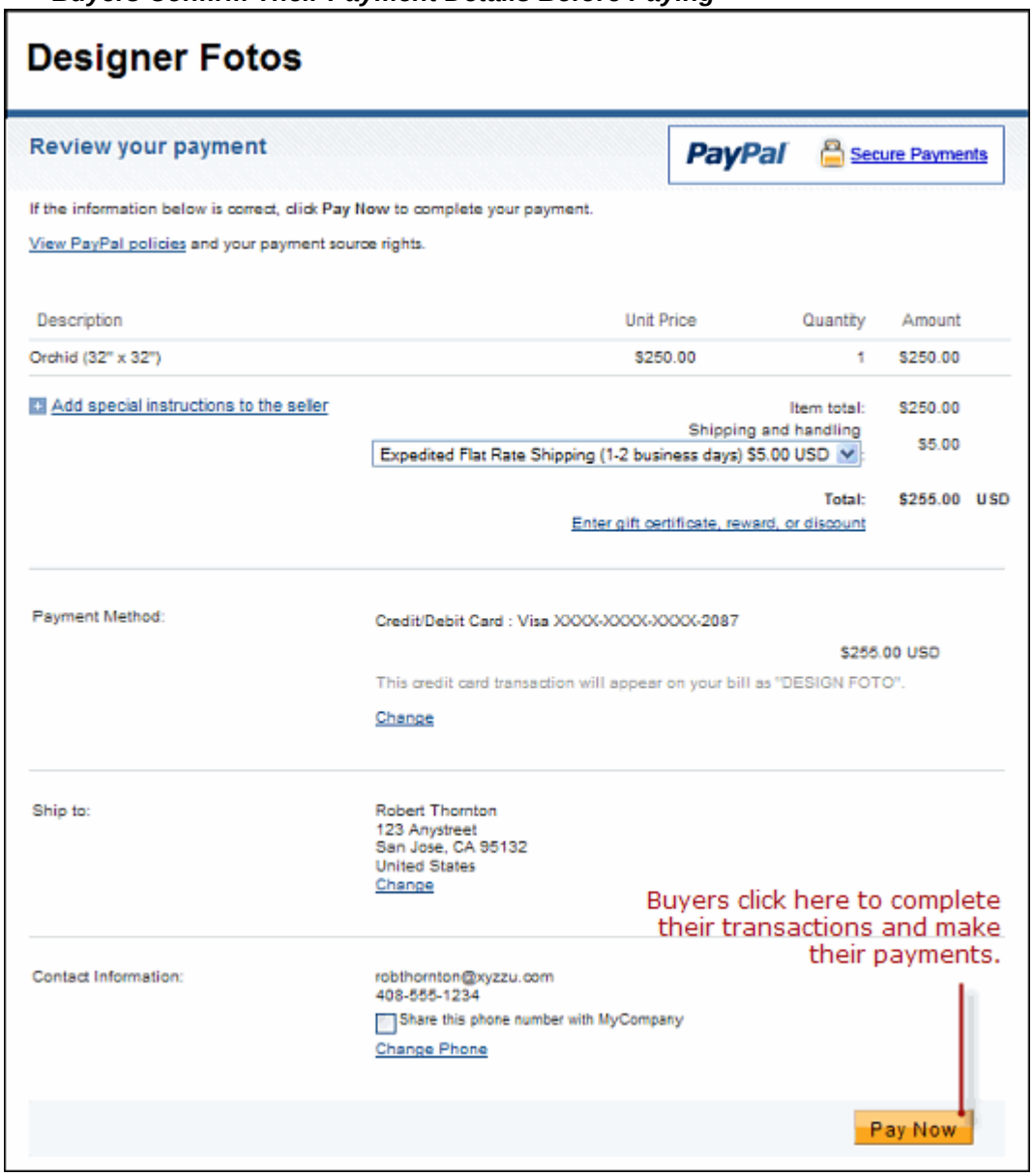
Buyers Enter Their Billing Information or Log In to PayPal



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.

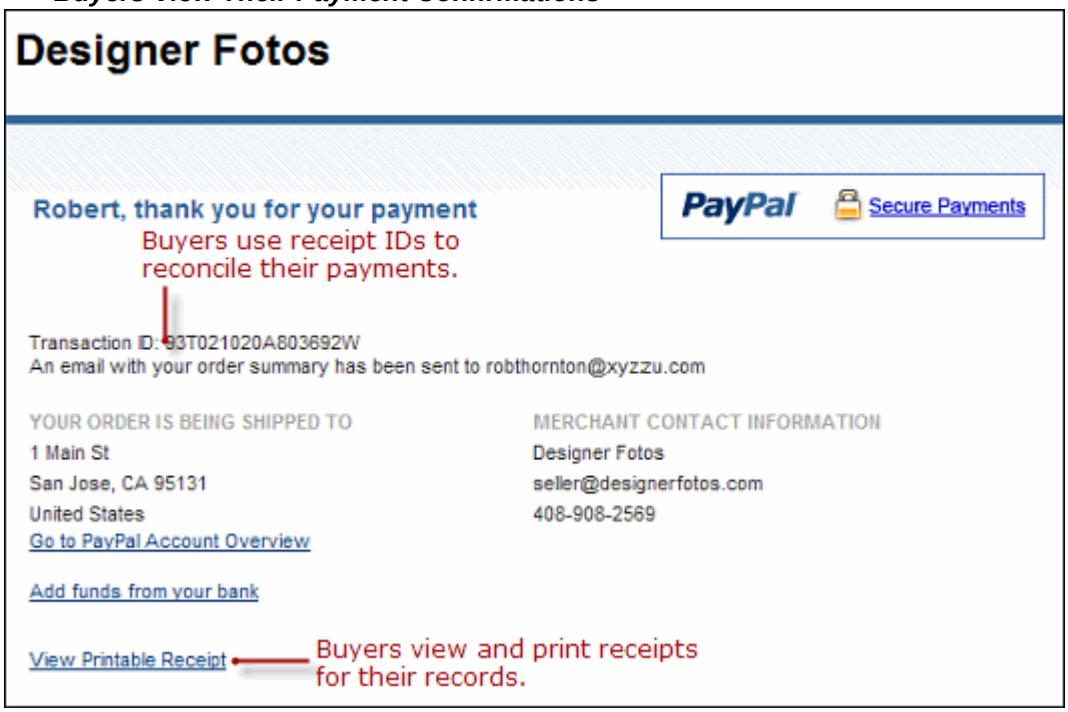
Buyers Confirm Their Payment Details Before Paying



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.

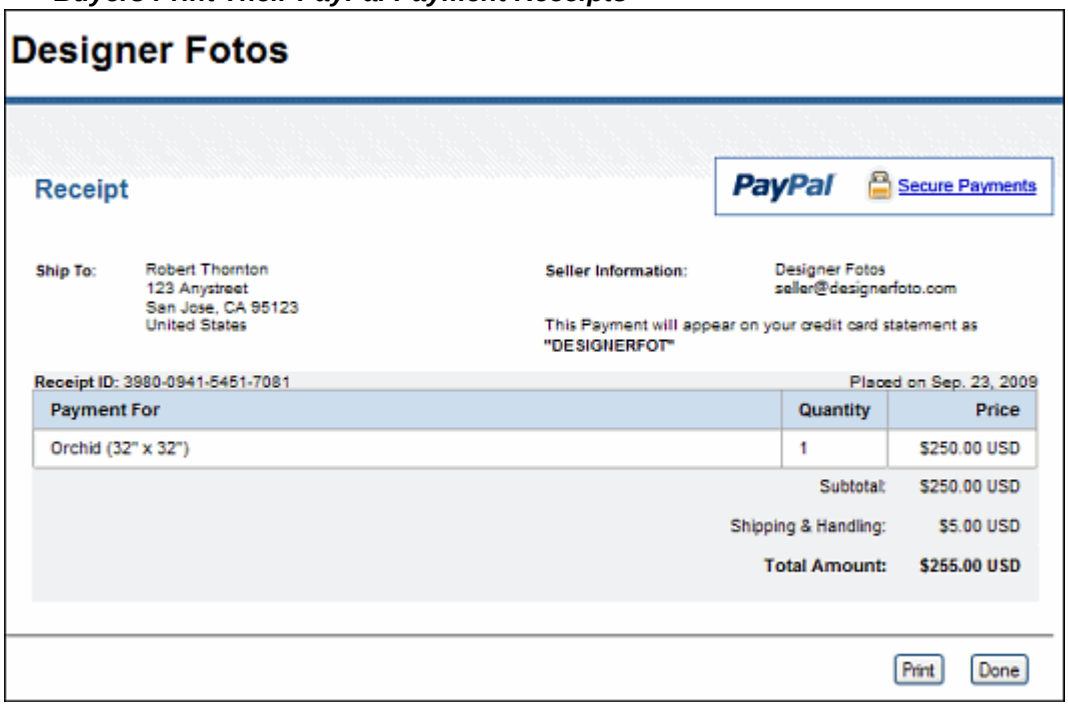
Buyers View Their Payment Confirmations



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.

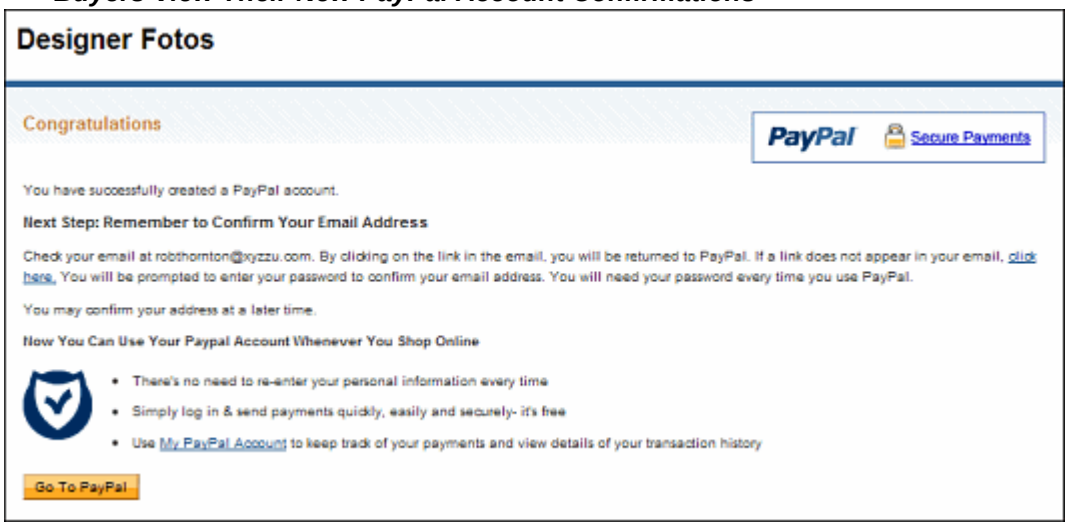
Buyers Print Their PayPal Payment Receipts



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

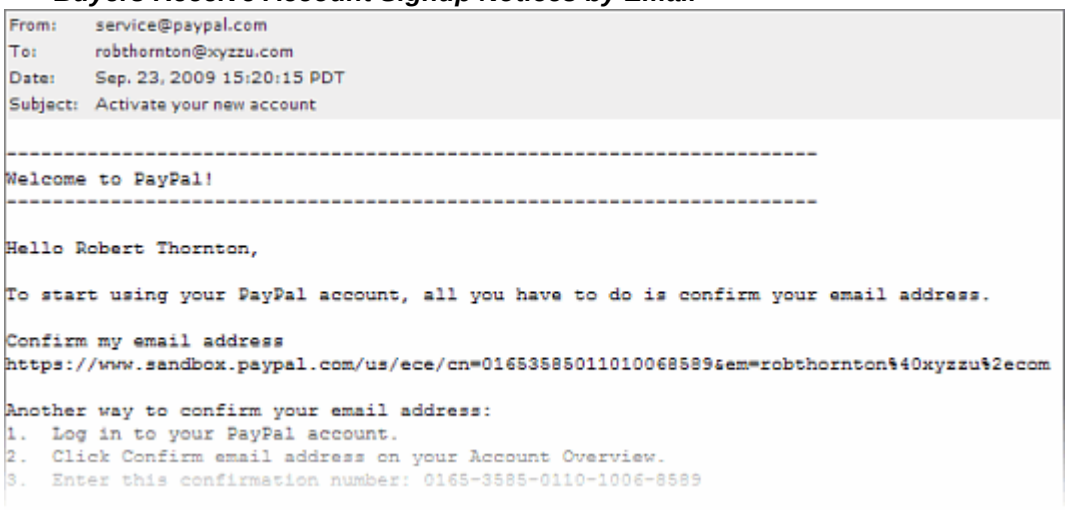
4 – Buyers New to PayPal Confirm the Creation of their PayPal Accounts. Paypal displays an account confirmation page to buyers who signed up for PayPal accounts in order to pay. The confirmation page lets buyers know that they have successfully created their PayPal accounts.

Buyers View Their New PayPal Account Confirmations



PayPal also sends buyers an account signup notice by email to confirm their new PayPal accounts.

Buyers Receive Account Signup Notices by Email



From: service@paypal.com
To: robthornton@xyzzu.com
Date: Sep. 23, 2009 15:20:15 PDT
Subject: Activate your new account

Welcome to PayPal!

Hello Robert Thornton,

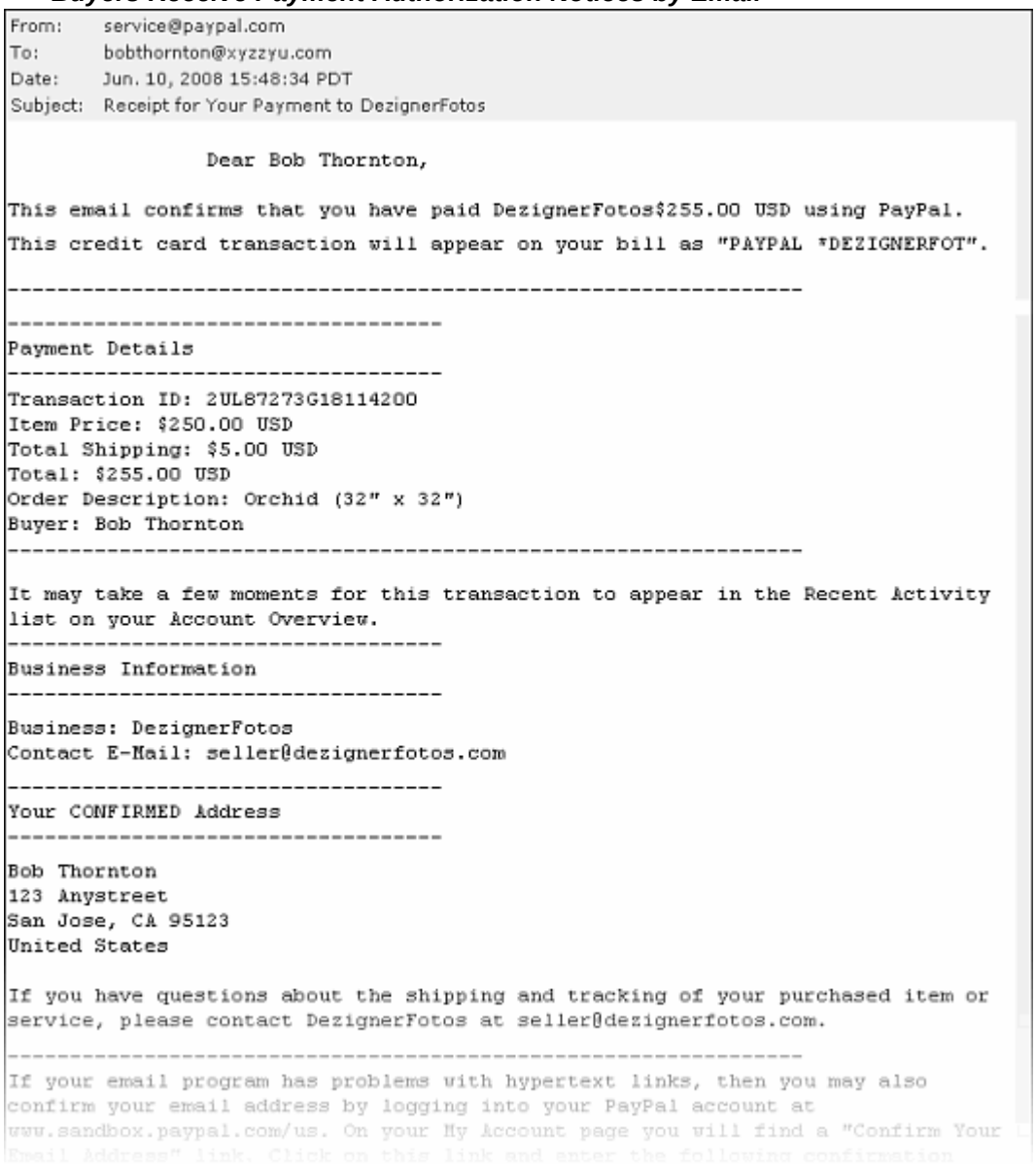
To start using your PayPal account, all you have to do is confirm your email address.

Confirm my email address
https://www.sandbox.paypal.com/us/ece/cn=0165358501101006858 9&em=robthornton%40xyzzu%2ecom

Another way to confirm your email address:
1. Log in to your PayPal account.
2. Click Confirm email address on your Account Overview.
3. Enter this confirmation number: 0165-3585-0110-1006-8589

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.

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

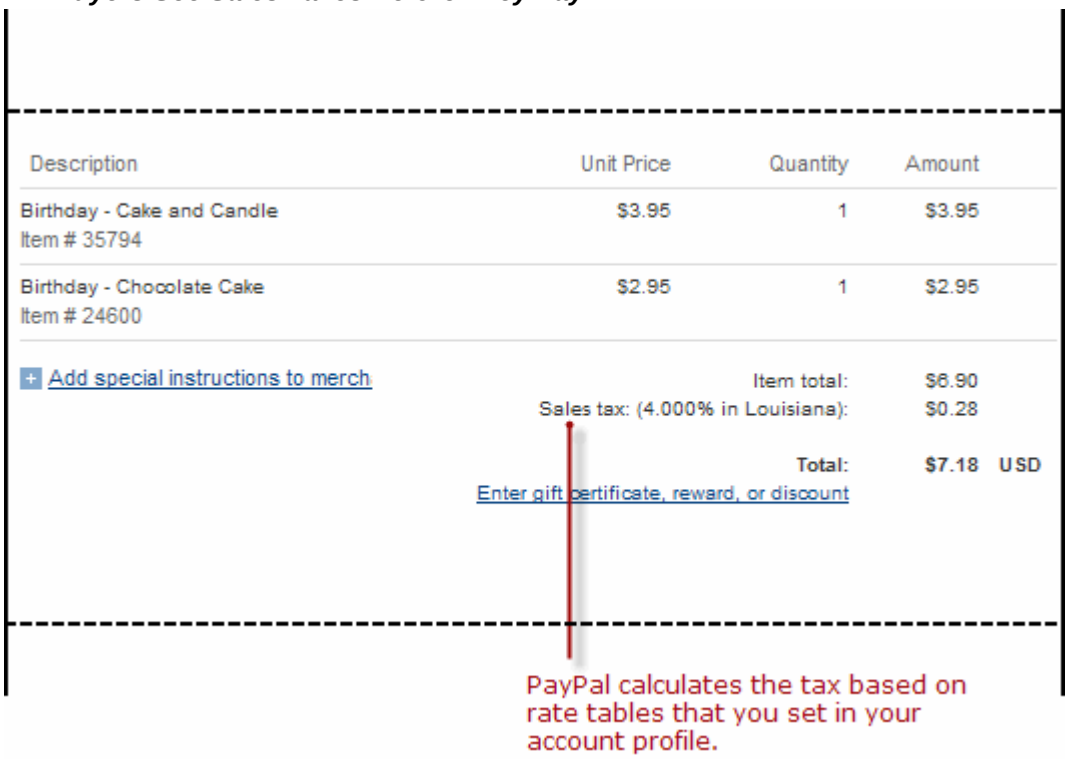
Read these topics to learn more about automatic calculation of sales tax:

- "Displaying the Sales Tax that PayPal Calculates During Checkout" on page 368
- "Accessing Your Sales Tax Rates in Your Account Profile" on page 368
- "Setting Up Domestic Sales Tax Rates" on page 369
- "Setting Up International Sales Tax Rates" on page 371
- "Resolving Overlapping Sales Tax Rates" on page 371
- "Editing or Deleting Sales Tax Rates" on page 372
- "Overriding Sales Tax Calculations on Individual Transactions" on page 372

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.

Buyers See Sales Taxes Before They Pay



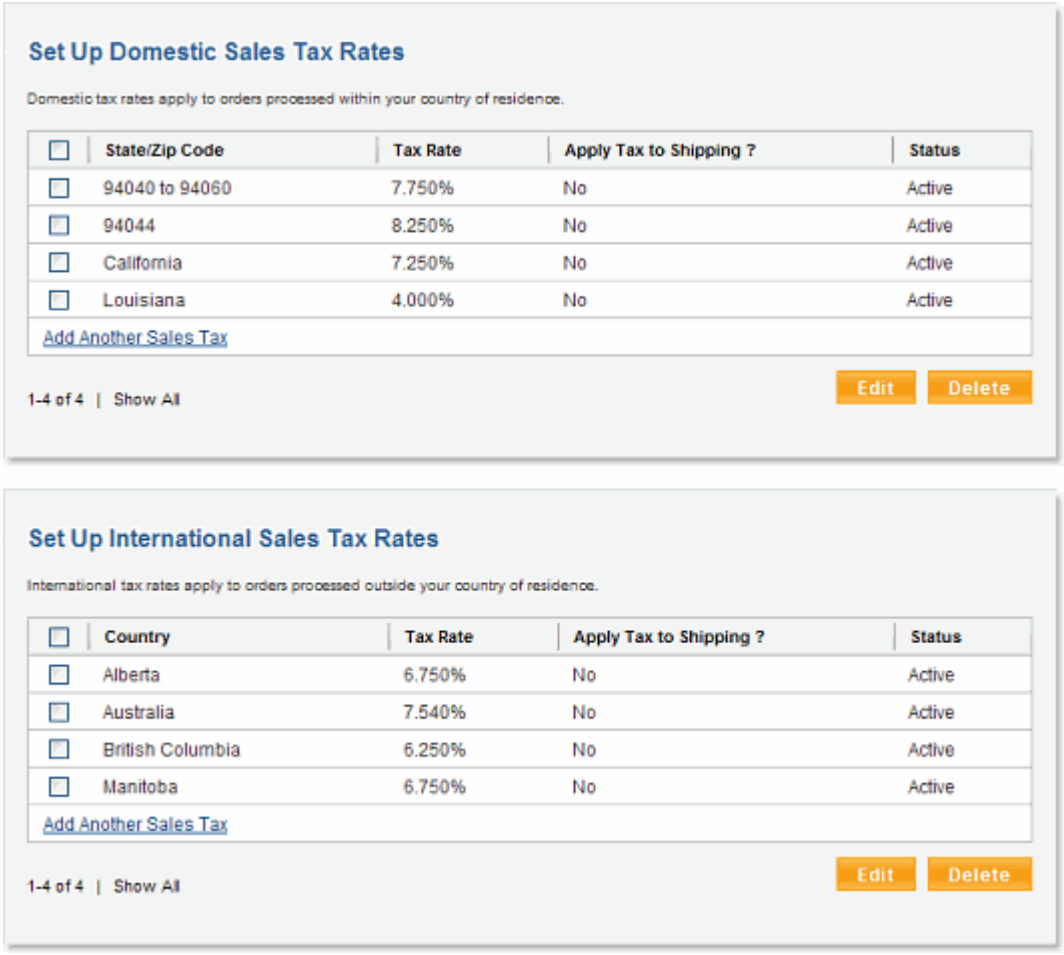
If buyers change their shipping addresses, PayPal calculates the tax again and displays the new amount.

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.

Sales Tax Rates in Your Account Profile



Set Up Domestic Sales Tax Rates

Domestic tax rates apply to orders processed within your country of residence.

	State/Zip Code	Tax Rate	Apply Tax to Shipping ?	Status
☐	94040 to 94060	7.750%	No	Active
☐	94044	8.250%	No	Active
☐	California	7.250%	No	Active
☐	Louisiana	4.000%	No	Active

Add Another Sales Tax

1-4 of 4 | Show All

Edit Delete

Set Up International Sales Tax Rates

International tax rates apply to orders processed outside your country of residence.

	Country	Tax Rate	Apply Tax to Shipping ?	Status
☐	Alberta	6.750%	No	Active
☐	Australia	7.540%	No	Active
☐	British Columbia	6.250%	No	Active
☐	Manitoba	6.750%	No	Active

Add Another Sales Tax

1-4 of 4 | Show All

Edit Delete

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

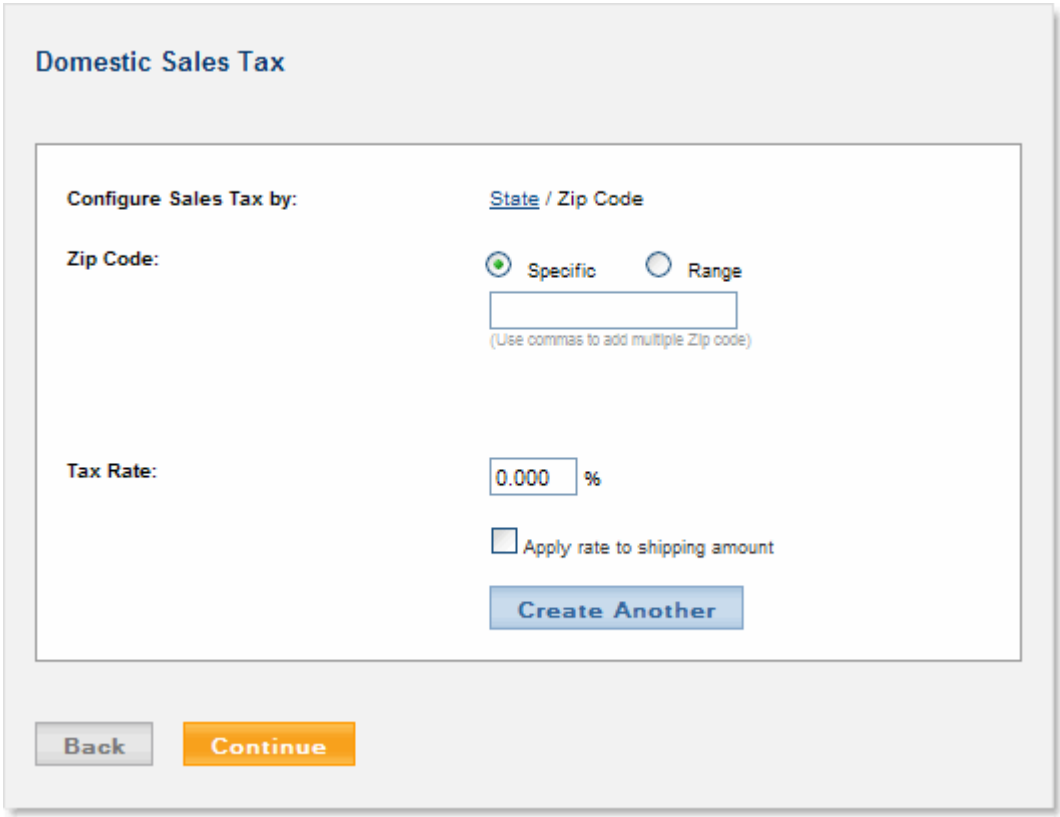
1. Click **State** for **Configure Sales Tax by**.
2. Select one or more states for the rate you want to create. Hold down the **Ctrl** key to select more than one state.
3. Enter the sales tax rate.
4. Click the checkbox labeled **Apply rate to shipping amount**, if applicable.
5. Click the **Continue** button to add the new rate and return to the Sales Tax page ("Sales Tax Rates in Your Account Profile" on page 369).

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**.

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 ("Sales Tax Rates in Your Account Profile" on page 369).
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 "Three Domestic Sales Tax Rates" on page 372, all three of the domestic sales tax rates apply to a buyer in zip code 94044.

Three Domestic Sales Tax Rates

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 16 and "Setting the Tax for the Entire Cart" on page 17.

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 define by country or jurisdiction

Within shipping regions, you can specify rates for different shipping methods, such as standard and express delivery.

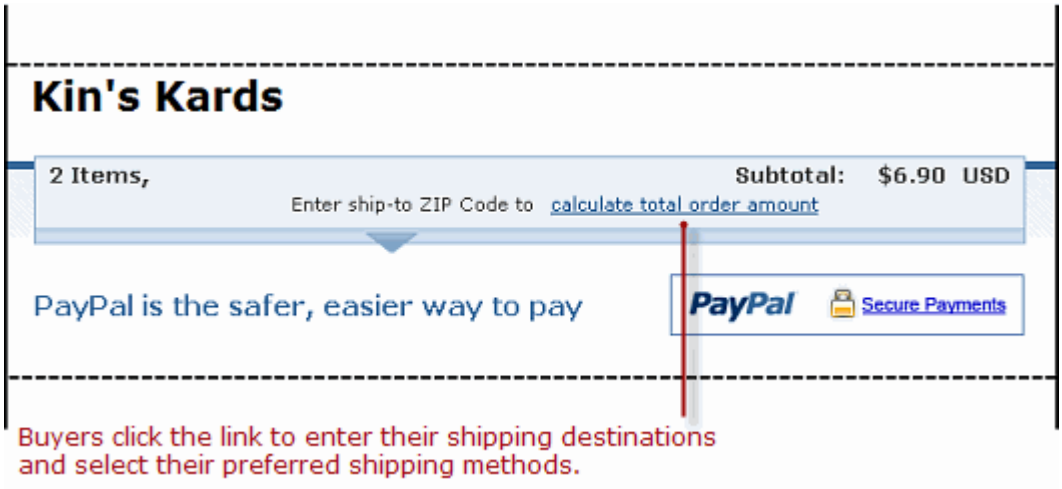
Read these topics to learn more about automatic calculation of sales tax:

- "Displaying the Sales Tax that PayPal Calculates During Checkout" on page 368
- "Shipping Regions" on page 375
- "Shipping Methods" on page 376
- "Shipping Rate Bases" on page 376
- "Shipping Rates and Currencies" on page 377
- "Adding Shipping Rates for the First Time" on page 377
- "Adding Shipping Methods by Using a Wizard" on page 378
- "Viewing, Editing, and Adding Shipping Rates" on page 381
- "Deleting Shipping Methods" on page 384
- "Examples of Rate Bases and Shipping Calculations" on page 384
- "Overriding Shipping Calculations on Individual Transactions" on page 386
- "Editing the Configuration Settings of an Existing Shipping Method" on page 382

Displaying the Shipping Charges that PayPal Calculates During Checkout

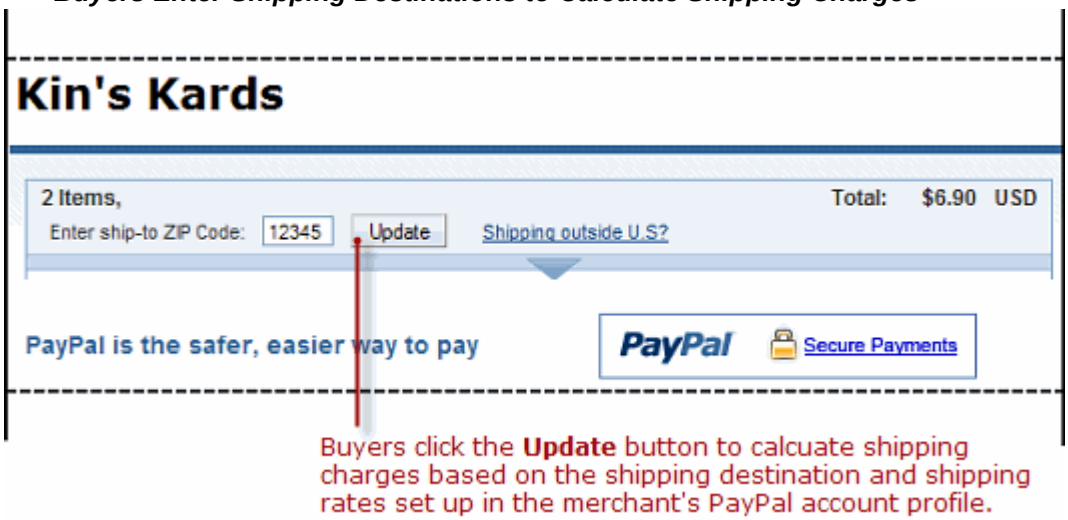
After you set up shipping rates in your account profile, PayPal calculates the shipping charges for purchase transactions automatically. PayPal prompts buyers to enter their shipping destinations on the first checkout page.

PayPal Prompts Buyers for Shipping Destinations



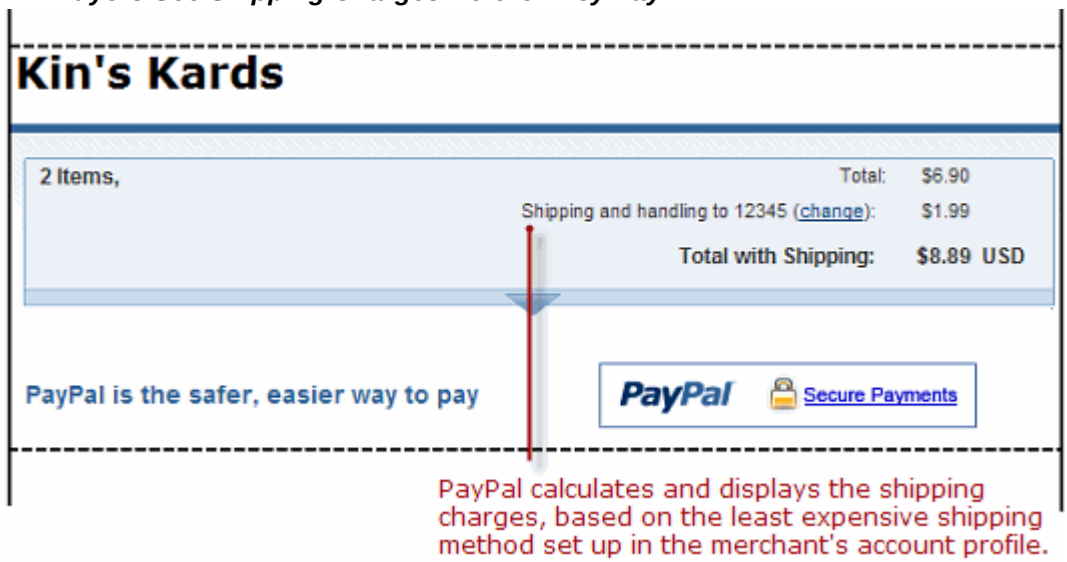
Buyers click the **calculate total order amount** link to enter information about their shipping destinations.

Buyers Enter Shipping Destinations to Calculate Shipping Charges



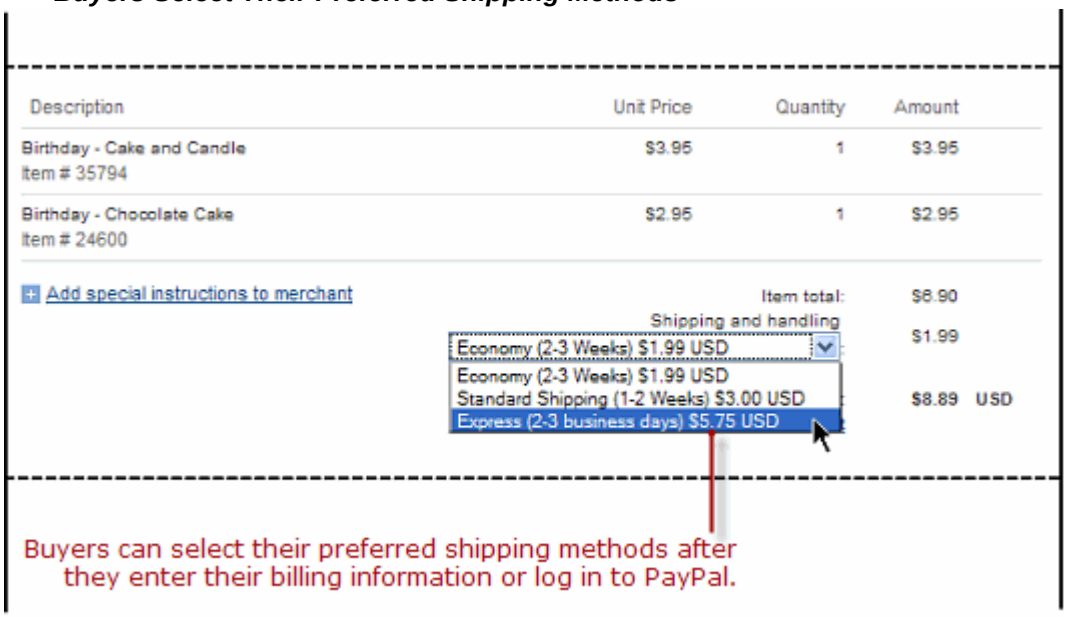
Buyers enter information about their shipping destinations, and then they click the **Update** button.

Buyers See Shipping Charges Before They Pay



PayPal calculates the shipping charges using the least expensive shipping method that you set up for the destination.

Buyers Select Their Preferred Shipping Methods



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

Your 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

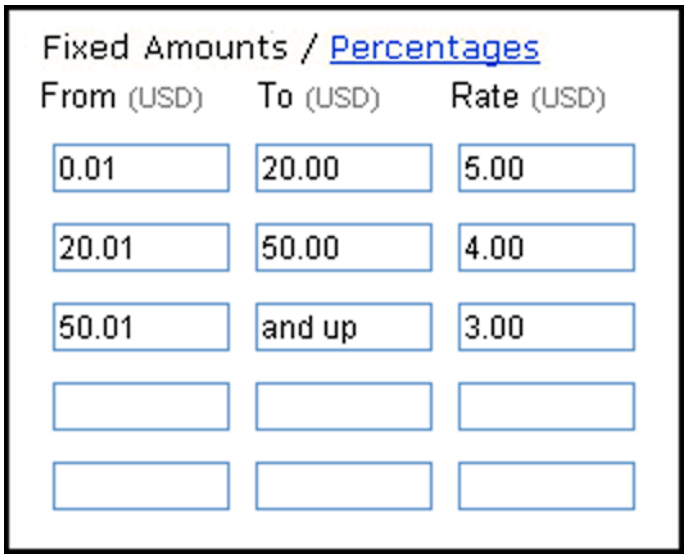
Generally, you specify the same shipping rate basis for all shipping regions and shipping methods that you define. Before you begin setting up the shipping rates that PayPal uses to calculate shipping charges, decide which basis is most suitable for the kinds of products you sell and the typical orders that your buyers place.

For more information, see “Examples of Rate Bases and Shipping Calculations” on page 384

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.

Shipping Rate Table With a Basis of Total Order Amount



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.

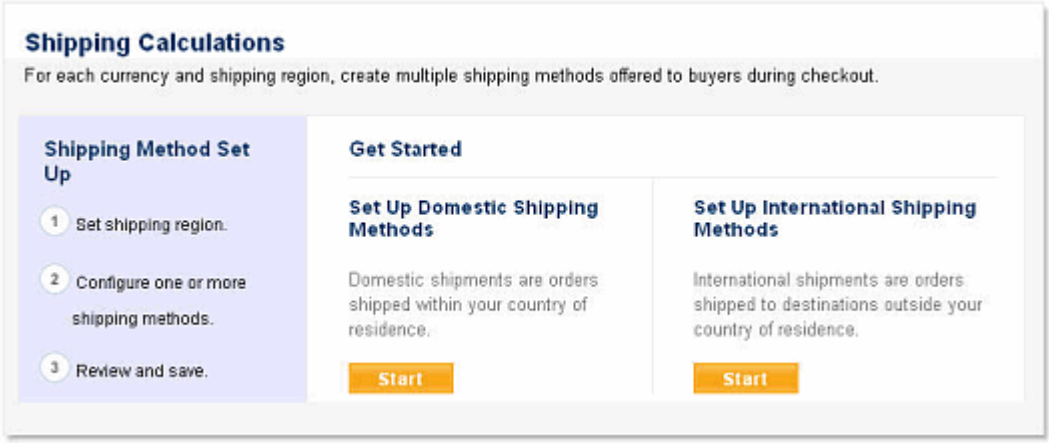
2. Click the **Profile** subtab.

   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.

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

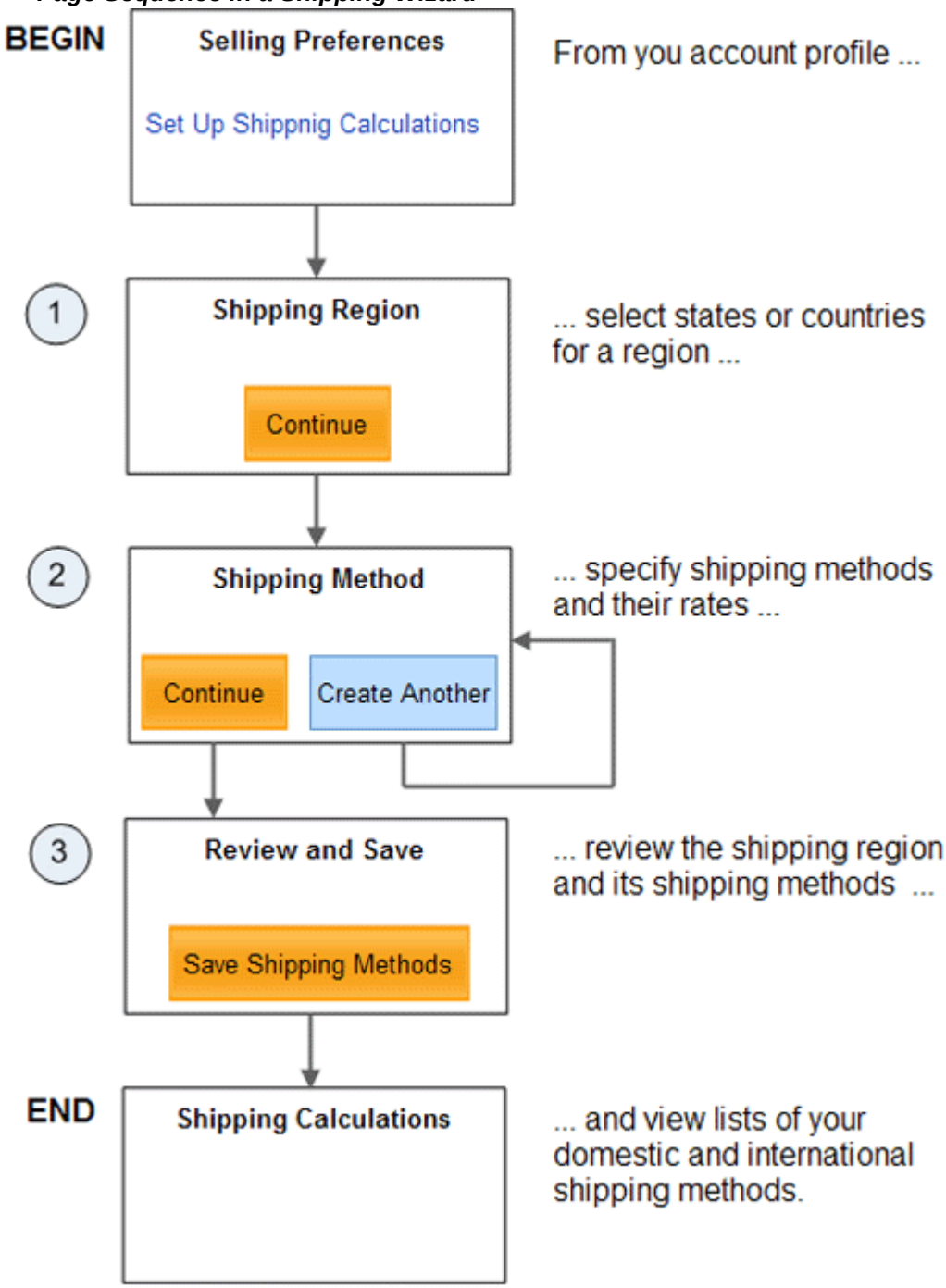
Whenever you add a shipping method, you use one of two wizards to step you through the process. The domestic shipping wizard lets you configure shipping regions within the U.S., and the international shipping wizard lets configure foreign shipping regions. Shipping wizards let you configure a shipping 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 "Shipping Calculations Setup Page" on page 378.
- Click the **Add Another Shipping Method** link from the **Shipping Calculations** review page, as shown in Shipping Calculations Review Page (U.S. Merchants Only).

The steps in domestic and international shipping wizards are the same.

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 377.

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 **Use the shipping fee...** checkbox to permit individual transactions to override automatic calculation of shipping charges. For more information, see "Overriding Sales Tax Calculations on Individual Transactions" on page 372.

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.

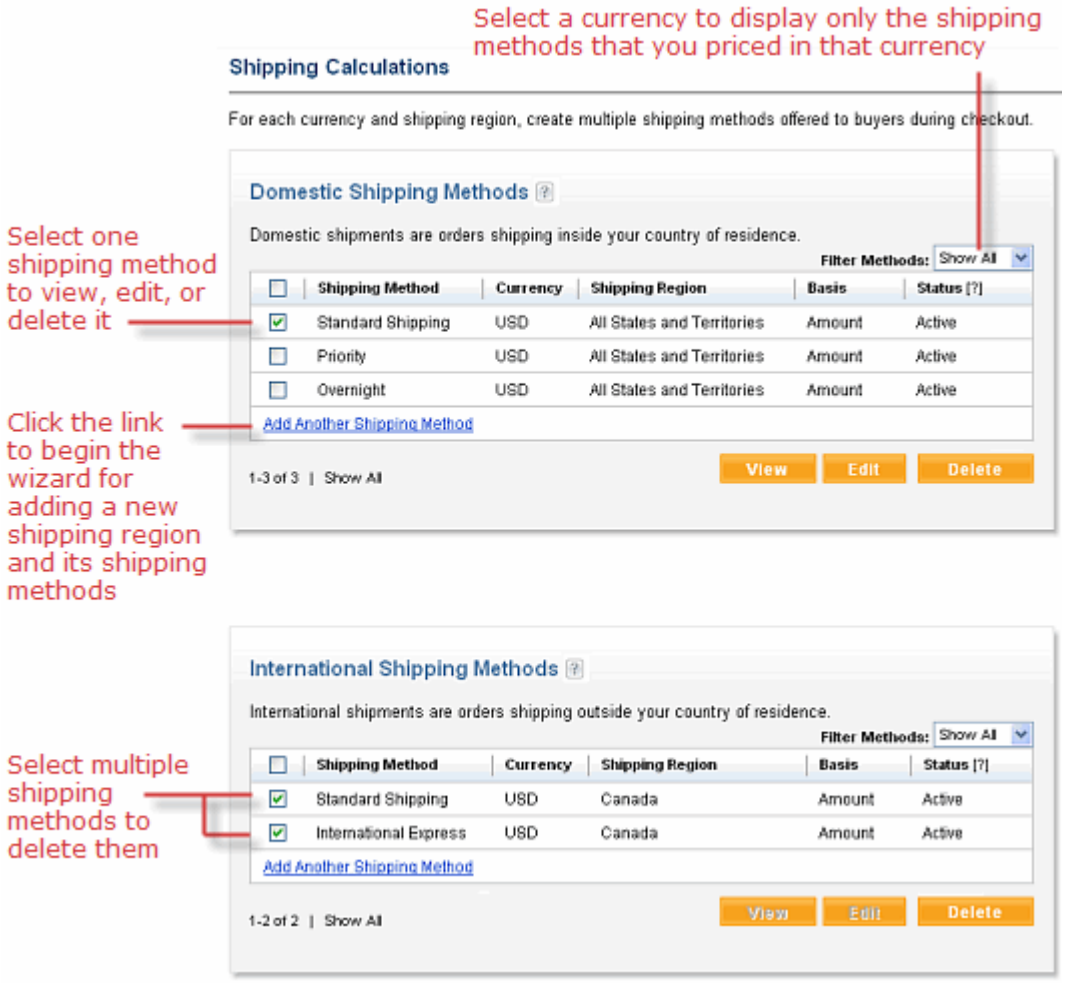
To begin viewing, editing, or creating additional shipping regions, methods, and rates:

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.

Shipping Calculations Review Page (U.S. Merchants Only)



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. 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.
4. Click the **View** button.

   The **View Domestic Shipping Method** page or the **View International Shipping Method** page appears.
5. 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. 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.

4. Click the **Edit** button.

   The **Edit Domestic Shipping Method** page or the **Edit International Shipping Method** page appears.

5. Change any of the following settings:

Shipping Method Settings

Setting	Action
Status	Select whether the shipping method is actively used to calculate shipping charges. Allowable values: • **Active** – the shipping method is available for buyers to choose • **Inactive** – the shipping method is hidden from buyers
Currency and **Region**	Displays the domestic regions or foreign countries currently selected for the shipping region. To select different regions or countries, click the **Change** link.
Use the shipping fee in the transaction instead of my claculator's settings	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: • **Yes** • **No** **IMPORTANT:** Changing the setting of a specific shipping method changes the setting for all U.S. domestic and international shipping methods that use the same currency.
Shipping Method Name	From the dropdown menu, select a name for the shipping method.
Select Delivery Time	(Optional) From the dropdown menu, select a delivery time.
Based On	Select the rate basis for the shipping method. Allowable values: • **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 384
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. You can set shipping rates as fixed amounts or as percentages. **NOTE:** Changes that you make to active shipping methods become effective after a momentary delay.

6. 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. 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.
4. Click the **Delete** button.
5. 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" on page 384
- "Calculating Shipping Charges Based on Weight of Shipment" on page 385
- "Calculating Shipping Charges Based on Quantity of Items Shipped" on page 385

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.

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.

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 x 5%). The shipping charge for an order amount of ¥66.50 JYP is ¥2.66 JYP (66.50 x 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.

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.

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 special shipping rates for individual items with special HTML variables of Buy Now, Donation, Add to Cart, and View Cart buttons.

  For more information, .

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.

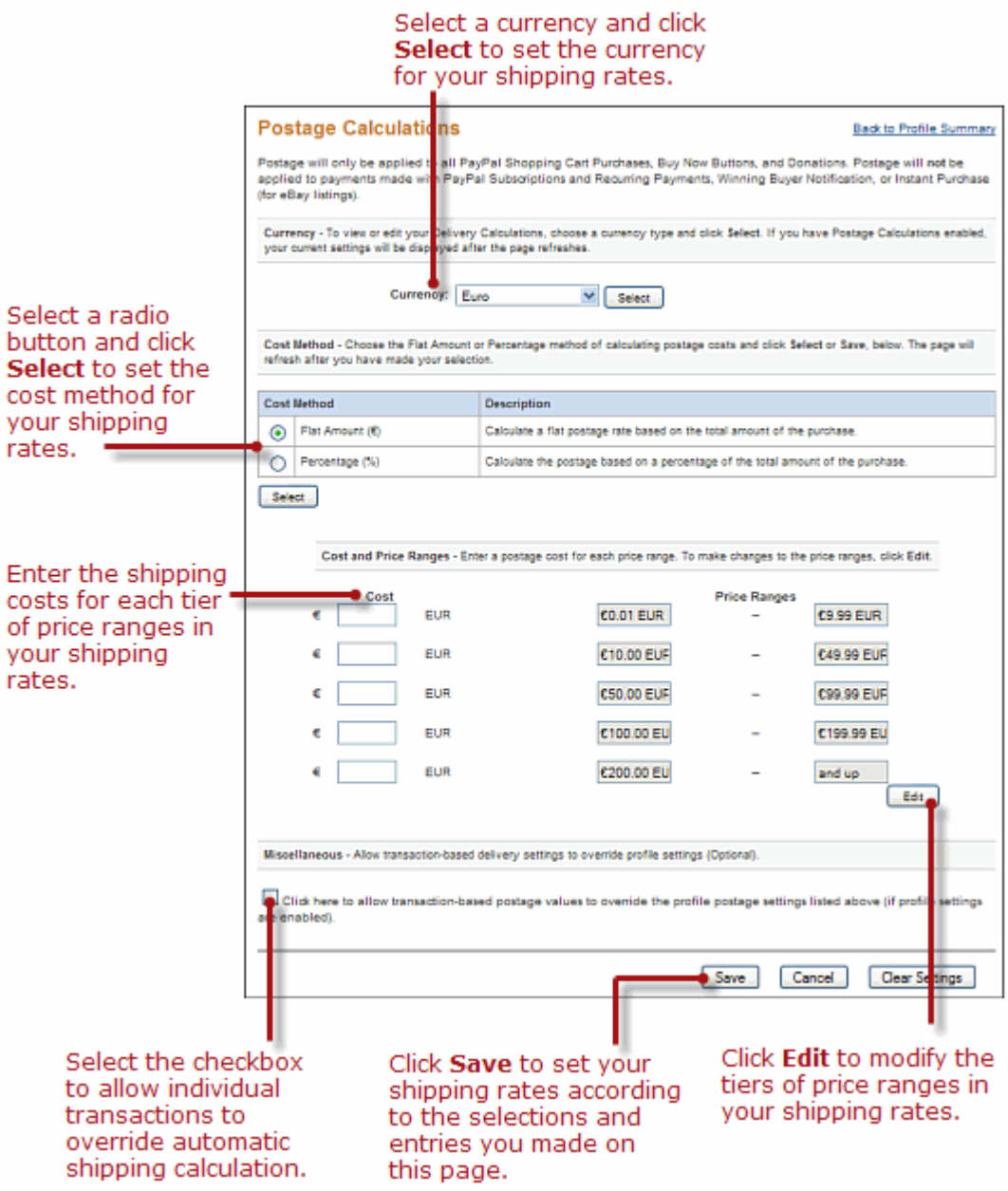
2. Click the **Profile** subtab.

   The **Profile Summary** page appears.

3. In the **Selling Preferences** column, click the **Postage Calculations** link.

   The **Postage Calculations** page appears, as shown below.

Shipping Calculations Page (non-U.S. Merchants Only)



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.

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.

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, Add to Cart, and View Cart buttons.

  For more information, see Appendix A, “HTML Variables for Website Payments Standard.”

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 **Postage Calculations** link.

   The **Postage Calculations** page appears
4. Click the checkbox labelled **Click here to allow transaction-based postage values to override the profile postage settings listed above (if profile settings are enabled)**.
5. Click the **Save** button.

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.

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. 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.

IMPORTANT: If your language encoding preferences do not match the language and encoding that your website uses, your data cannot be exchanged with PayPal. In some cases, particularly in Asian countries or with certain operating systems, the default language and/or encoding chosen by PayPal may not match those used by your website.

Use your PayPal account profile to set:

- **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 411.

For step-by-step instructions on changing these settings in your account profile, see the Merchant Setup and Administration Guide.

10 Using Authorization & Capture

PayPal Authorization & Capture is a settlement solution that provides increased flexibility in obtaining payments from 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 that occur 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:

- Capture or void authorizations on the PayPal website (www.paypal.com).
- Use the Authorization & Capture API in programming code.

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 the PayPal Products Supporting Authorization & Capture table.

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.

PayPal Products Supporting Authorization & Capture

Product	Typical Usage
Website Payments	`paymentaction="authorization"`
Buy Now	`paymentaction="authorization"`
Donations	`paymentaction="authorization"`
Shopping carts	`paymentaction="authorization"`

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.

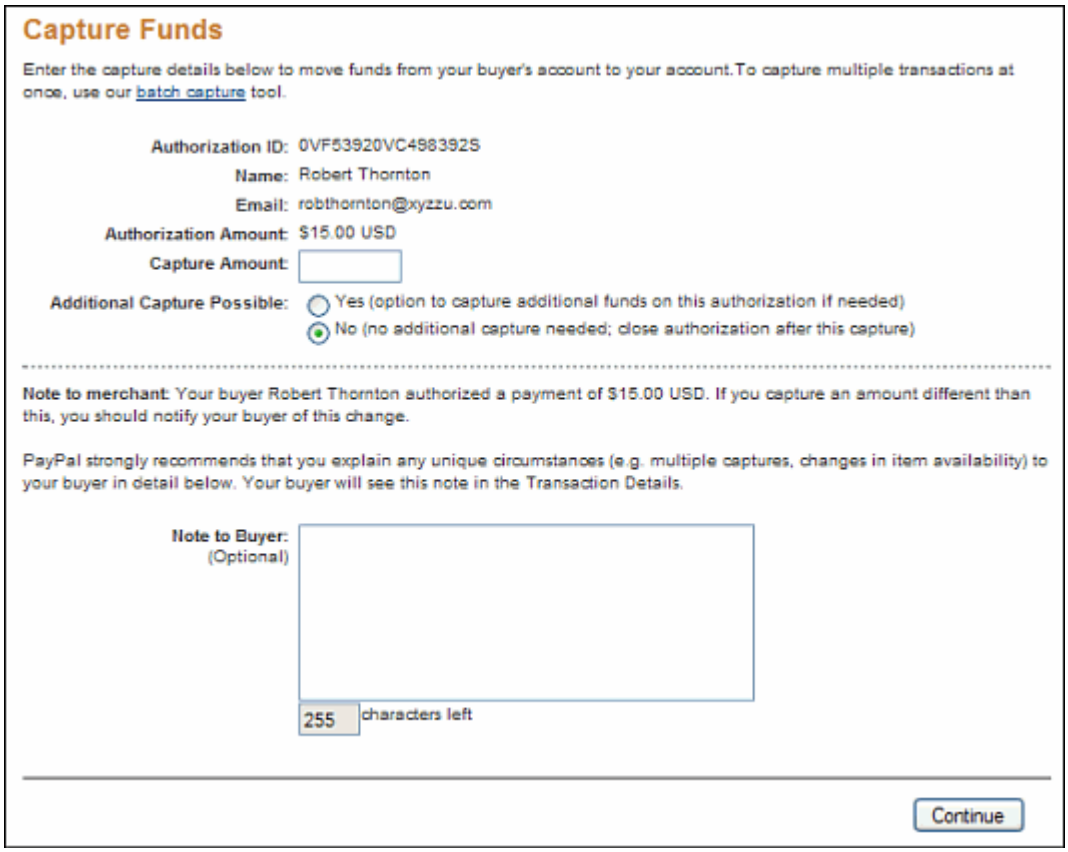
NOTE: PayPal recommends that you capture payments within three days of the original authorization.

To initiate a capture:

1. Log in to your PayPal account at https://www.paypal.com.
2. Click the **History** subtab.

   The **History** page appears.
3. Find the payment transaction you want to capture and click the **Capture** button associated with the transaction.

   The Capture Funds page appears.



4. Review the information, enter the amount to capture, and then click the **Capture Funds** button.

   The funds are transferred to your account.

Batch Capturing Multiple Authorizations

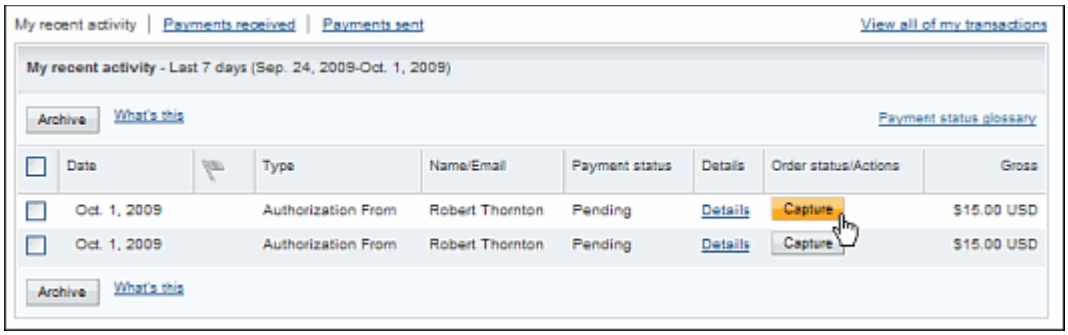
On https://www.paypal.com, you can initiate the capture of an entire group of authorized transactions at the same time. This feature is known as *batch capture*.

To capture a batch of authorized transactions:

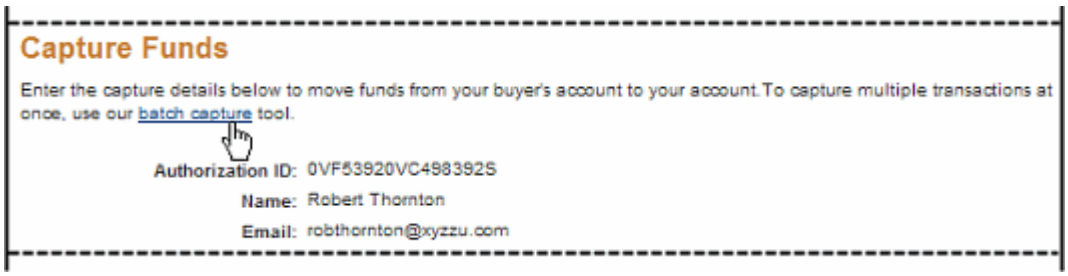
1. Log in to your PayPal account at https://www.paypal.com.
2. Click the **History** subtab.

   The **History** page appears.
3. Click the **Capture** button associated with any transaction.

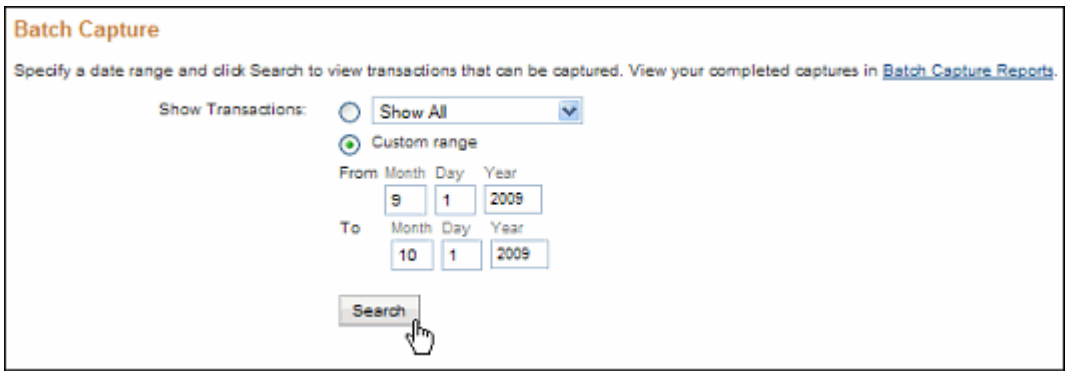
   The Capture Funds page appears.



4. Click the **Batch Capture** link that is located in the introductory paragraph.



5. 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.



6. 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.

7. 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.

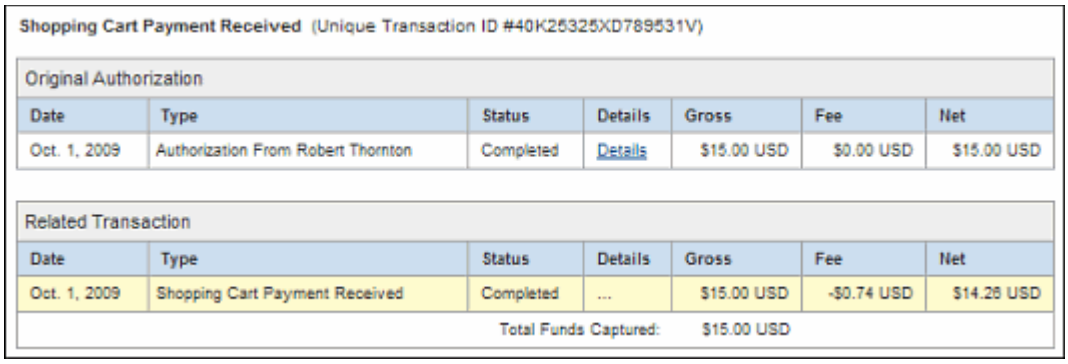
   NOTE: PayPal recommends that you explain any unique circumstance to your buyer in the Note field.

   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.



Shopping Cart Payment Received (Unique Transaction ID #40K25325XD789531V)

Original Authorization

Date	Type	Status	Details	Gross	Fee	Net
Oct. 1, 2009	Authorization From Robert Thornton	Completed	Details	$15.00 USD	$0.00 USD	$15.00 USD

Related Transaction

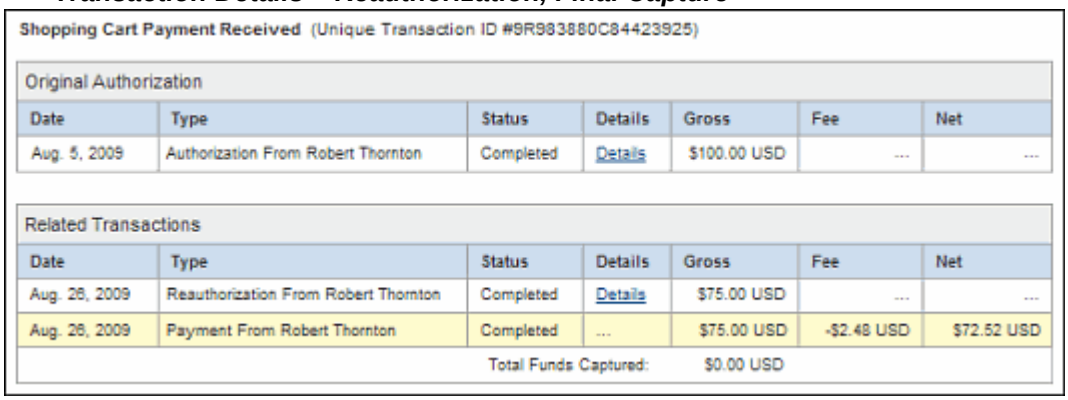
Date	Type	Status	Details	Gross	Fee	Net
Oct. 1, 2009	Shopping Cart Payment Received	Completed	...	$15.00 USD	-$0.74 USD	$14.26 USD
			Total Funds Captured:	$15.00 USD		

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.

Transaction Details – Reauthorization, Final Capture



Shopping Cart Payment Received (Unique Transaction ID #9R983880C84423925)

Original Authorization

Date	Type	Status	Details	Gross	Fee	Net
Aug. 5, 2009	Authorization From Robert Thornton	Completed	Details	$100.00 USD	...	...

Related Transactions

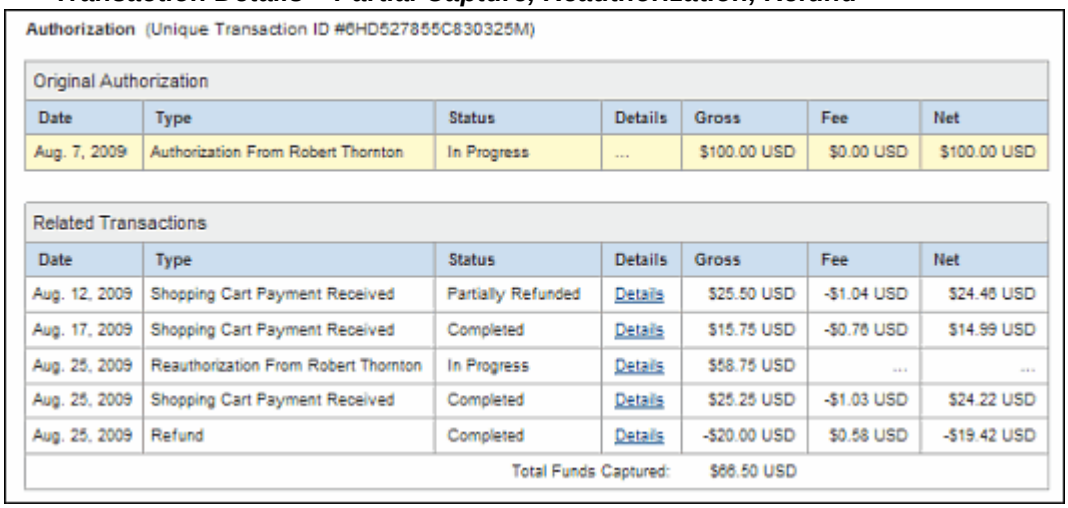
Date	Type	Status	Details	Gross	Fee	Net
Aug. 26, 2009	Reauthorization From Robert Thornton	Completed	Details	$75.00 USD	...	...
Aug. 26, 2009	Payment From Robert Thornton	Completed	...	$75.00 USD	-$2.48 USD	$72.52 USD
			Total Funds Captured:	$0.00 USD		

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:

Transaction Details – Partial Capture, Reauthorization, Refund



Authorization (Unique Transaction ID #6HD527855C830325M)

Original Authorization

Date	Type	Status	Details	Gross	Fee	Net
Aug. 7, 2009	Authorization From Robert Thornton	In Progress	...	$100.00 USD	$0.00 USD	$100.00 USD

Related Transactions

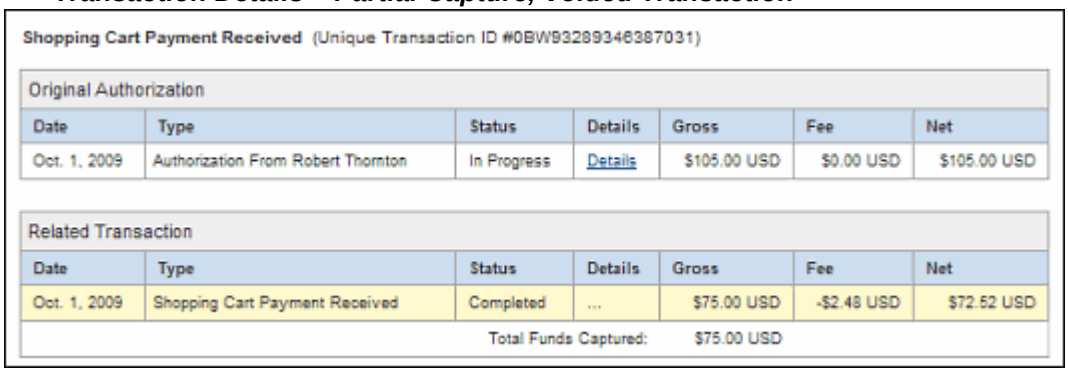
Date	Type	Status	Details	Gross	Fee	Net
Aug. 12, 2009	Shopping Cart Payment Received	Partially Refunded	Details	$25.50 USD	-$1.04 USD	$24.46 USD
Aug. 17, 2009	Shopping Cart Payment Received	Completed	Details	$15.75 USD	-$0.76 USD	$14.99 USD
Aug. 25, 2009	Reauthorization From Robert Thornton	In Progress	Details	$58.75 USD	...	...
Aug. 25, 2009	Shopping Cart Payment Received	Completed	Details	$25.25 USD	-$1.03 USD	$24.22 USD
Aug. 25, 2009	Refund	Completed	Details	-$20.00 USD	$0.58 USD	-$19.42 USD
			Total Funds Captured:	$66.50 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:

Transaction Details – Partial Capture, Voided Transaction



Shopping Cart Payment Received (Unique Transaction ID #0BW93289346387031)

Original Authorization

Date	Type	Status	Details	Gross	Fee	Net
Oct. 1, 2009	Authorization From Robert Thornton	In Progress	Details	$105.00 USD	$0.00 USD	$105.00 USD

Related Transaction

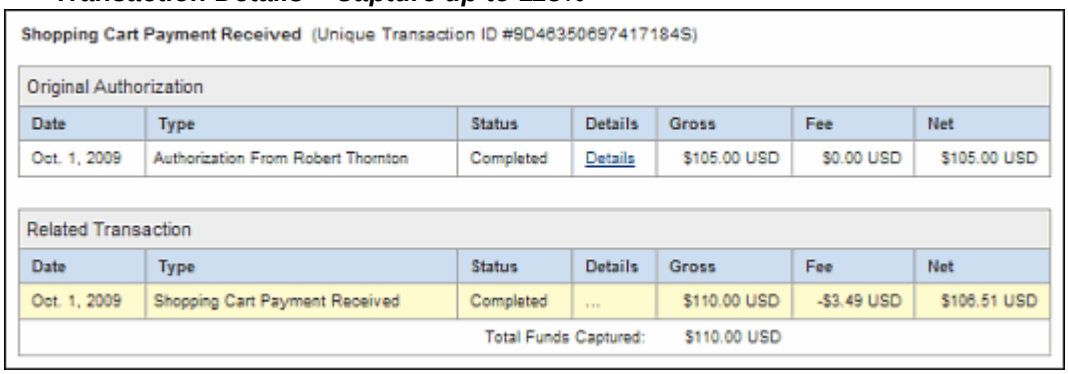
Date	Type	Status	Details	Gross	Fee	Net
Oct. 1, 2009	Shopping Cart Payment Received	Completed	...	$75.00 USD	-$2.48 USD	$72.52 USD
			Total Funds Captured:	$75.00 USD		

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.

Transaction Details – Capture up to 115%



Shopping Cart Payment Received (Unique Transaction ID #9D46350697417184S)

Original Authorization

Date	Type	Status	Details	Gross	Fee	Net
Oct. 1, 2009	Authorization From Robert Thornton	Completed	Details	$105.00 USD	$0.00 USD	$105.00 USD

Related Transaction

Date	Type	Status	Details	Gross	Fee	Net
Oct. 1, 2009	Shopping Cart Payment Received	Completed	...	$110.00 USD	-$3.49 USD	$106.51 USD
			Total Funds Captured:	$110.00 USD		

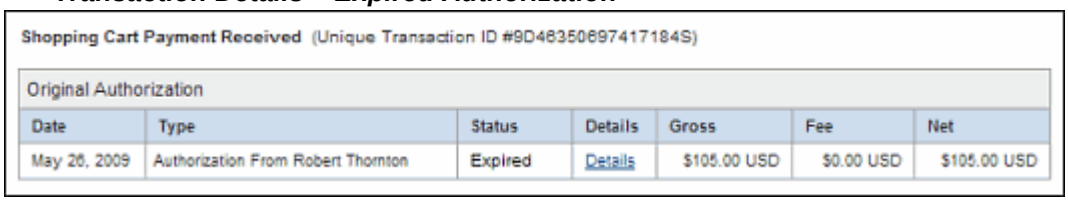
Authorization Expires

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.

Transaction Details – Expired Authorization



Shopping Cart Payment Received (Unique Transaction ID #9D463506974171845)

Original Authorization

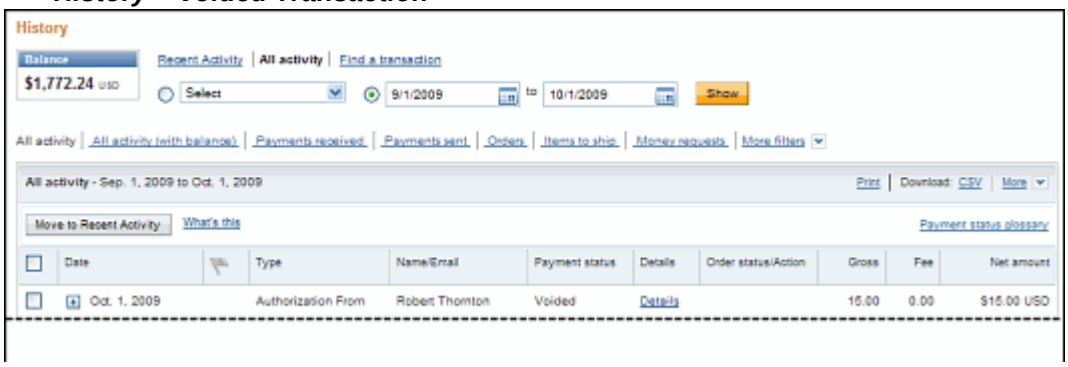
Date	Type	Status	Details	Gross	Fee	Net
May 26, 2009	Authorization From Robert Thornton	Expired	Details	$105.00 USD	$0.00 USD	$105.00 USD

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.

History – Voided Transaction



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.

11 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" on page 403
- "Refunding After 60 Days" on page 405

Refunding Within 60 Days of Payment

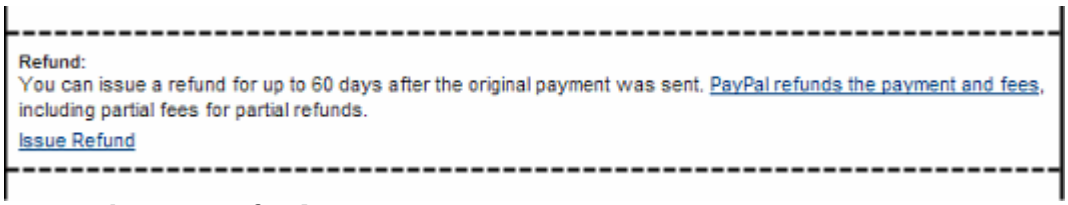
You can refund the entire amount of a transaction or portions of it. If you issue a refund within 60 days, the original transaction fee for receiving the payment is credited to your account. For partial refunds, you are credited a percentage of the original transaction fee based on the refunded amount. If you refund a pending eCheck payment, no fees are charged because the pending payment is effectively canceled.

To issue a refund within 60 days:

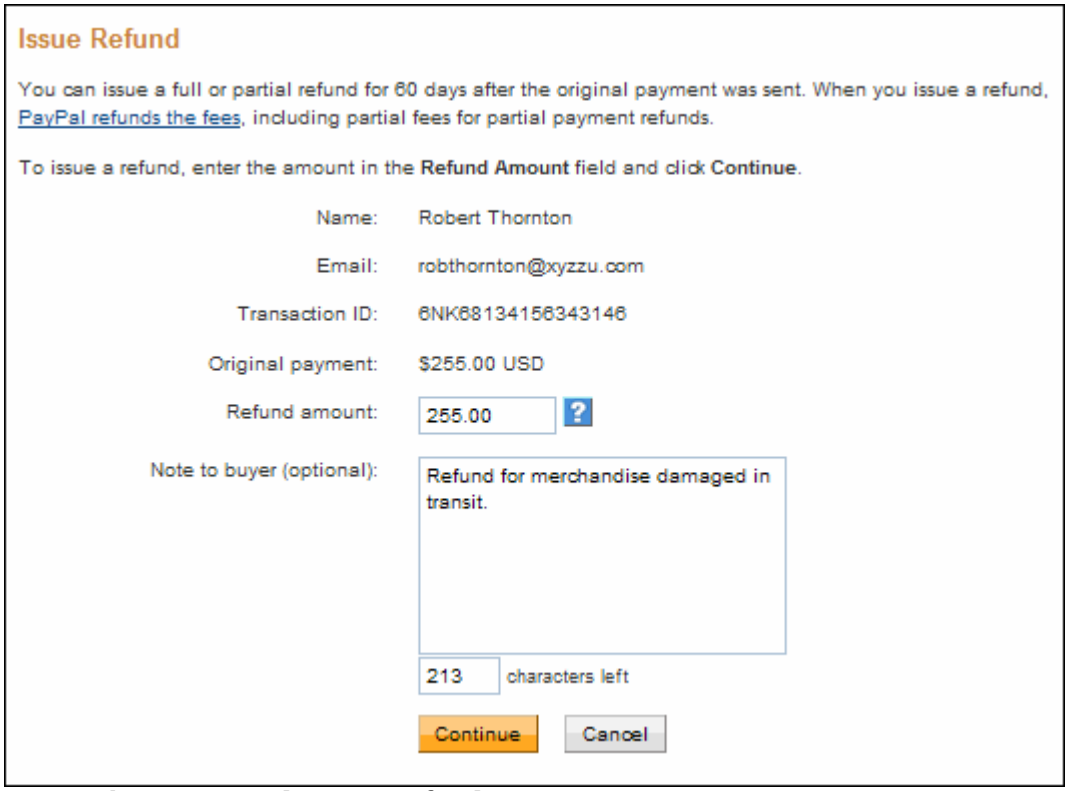
1. Log in to your PayPal account at https://www.paypal.com.
2. Click the **History** subtab.

   The **History** page appears.
3. Find the payment transaction you want to refund.
4. Click the **Details** link for the transaction.

   The **Transaction Details** page appears.
5. Scroll down to the Refunds section and click the **Issue Refund** link.

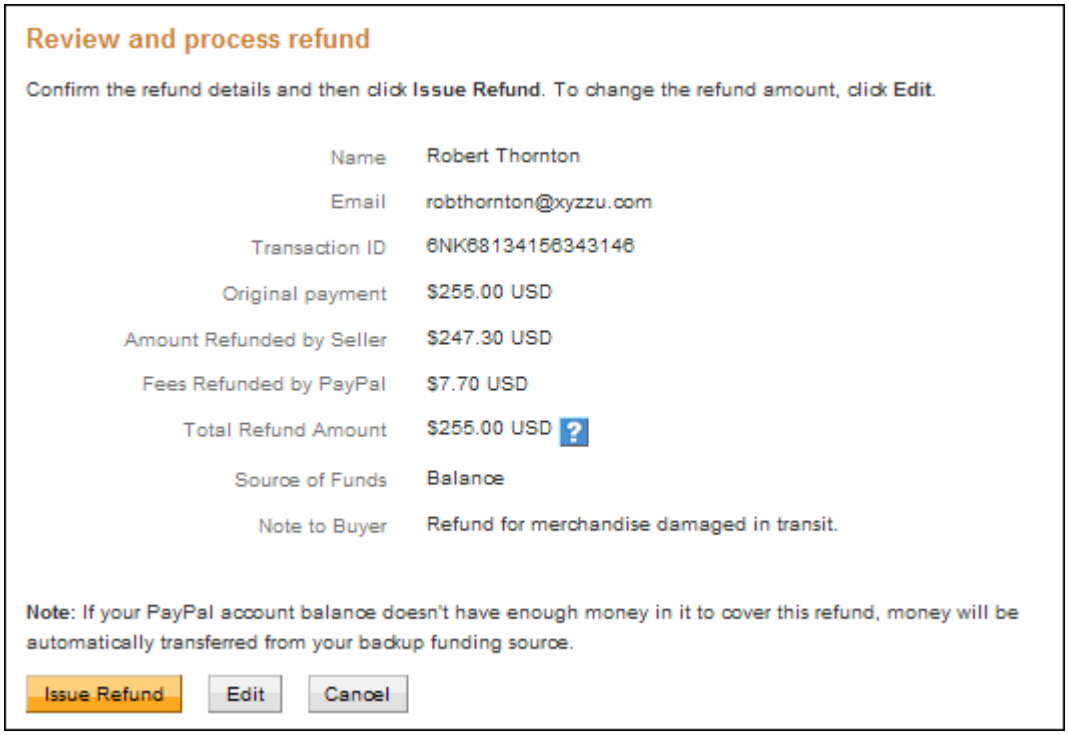


   The **Issue Refund** Page appears.
6. Enter the refund amount and click the **Continue** button.



The **Review and process refund** page appears.

7. Confirm the refund amount and click the **Issue Refund** button.



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 at https://www.paypal.com.
2. Click the **Send Money** tab.

   The **Send Money** page appears.
3. Enter the email address for the buyer who will receive the refund, the amount and currency type of the refund, and the type of transaction.
4. Click the **Continue** button.

   The Send Money page displays confirmation information.
5. Review the information and enter an optional message to your buyer. Click the **Send Money** button to complete the refund.

12 Testing Payment Buttons in the PayPal Sandbox

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 6, "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 11, "Issuing Refunds."
- **Payment Data Transfer** – Test your identity token, return URL, and Payment Data Transfer settings.

  To learn more, see the Payment Data Transfer page on Developer Central.
- **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 Instant Payment Notification 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.

13 HTML Form Basics for Website Payments Standard

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.

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 payment buttons and the Cart Upload command.

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.

Allowable Values for the cmd HTML Variable

Value of cmd	Description
`_xclick`	The button that the person clicked was a Buy Now button.
`_cart`	For shopping cart purchases. The following variables specify the kind of shopping cart button that the person clicked: • `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
`_oe-gift-certificate`	The button that the person clicked was a Buy Gift Certificate button.
`_xclick-subscriptions`	The button that the person clicked was a Subscribe button.
`_xclick-auto-billing`	The button that the person clicked was an Automatic Billing button.
`_xclick-payment-plan`	The button that the person clicked was an Installment Plan button.
`_donations`	The button that the person clicked was a Donate button.
`_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.

The input tag looks like one of the following:

- **Buy Now buttons** – `<INPUT TYPE="hidden" name="cmd" value="_xclick">`
- **Shopping cart buttons** – `<INPUT TYPE="hidden" name="cmd" value="_cart">`
- **Buy Gift Certificate buttons** – `<INPUT TYPE="hidden" name="cmd" value="_oe-gift-certificate">`
- **Subscribe buttons** – `<INPUT TYPE="hidden" name="cmd" value="_xclick-subscriptions">`
- **Automatic Billing buttons** – `<INPUT TYPE="hidden" name="cmd" value="_xclick-auto-billing">`
- **Installment Plan buttons** – `<INPUT TYPE="hidden" name="cmd" value="_xclick-payment-plan">`
- **Donate buttons** – `<INPUT TYPE="hidden" name="cmd" value="_donations">`

IMPORTANT: These INPUT tags are required exactly as shown above. Do not alter them.

Variations on Basic Variables

This section highlights some useful 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

Use the `charset` HTML variable to specify the character set and character encoding for the billing information/log-in page on the PayPal website. In addition, this variable sets the same values for information that you send to PayPal in your HTML button code.

For example, the following `INPUT` tag sets the encoding to UTF-8:

```
<INPUT TYPE="hidden" name="charset" value="utf-8">
```

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-2022-KR	ISO-8859-9	UTF-16LE	windows-1250	windows-874 (Thai)
EUC-KR	ISO-8859-1 (Western European Languages)	ISO-8859-13	UTF16_PlatformEndian	windows-1251	windows-949 (Korean)
EUC-TW	ISO-8859-2	ISO-8859-15	UTF16_OppositeEndian	windows-1252	x-mac-greek
gb2312 (Simplified Chinese)	ISO-8859-3	KOI8-R (Cyrillic)	UTF-32	windows-1253	x-mac-turkish
gbk	ISO-8859-4	Shift_JIS	UTF-32BE	windows-1254	x-mac-centraleurroman
HZ-GB-2312 (Traditional Chinese in Hong Kong)	ISO-8859-5	UTF-7	UTF-32LE	windows-1255	x-mac-cyrillic
ibm-862 (Hebrew with European characters)	ISO-8859-6	UTF-8	UTF32_PlatformEndian	windows-1256	ebcdic-cp-us
ISO-2022-CN	ISO-8859-7	UTF-16	UTF32_OppositeEndian	windows-1257	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">
```

For allowable values in `currency_code`, see Appendix D, "Currencies Supported by PayPal."

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">
    <img alt="" border="0" width="1" height="1"
        src="https://www.paypal.com/en_US/i/scr/pixel.gif" >

</form>
```

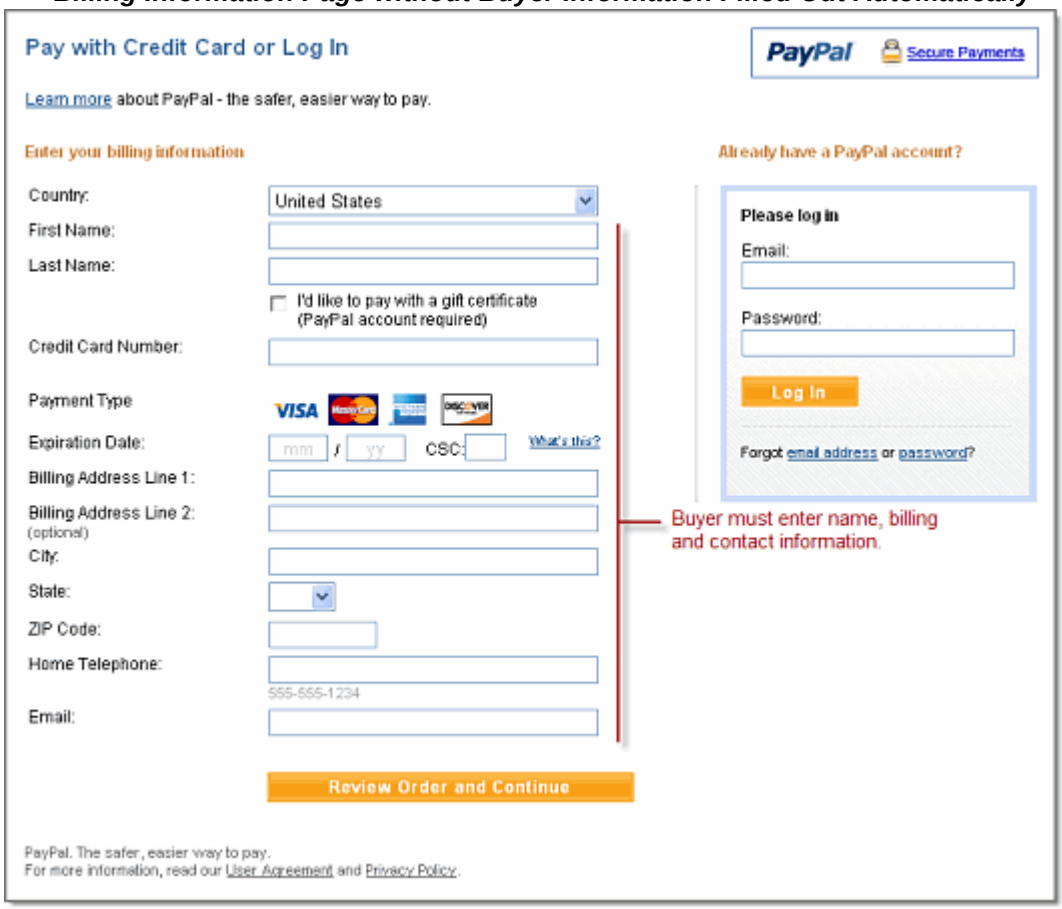
IMPORTANT: Do not write HTML button code for saved payment buttons yourself. The value for the `hosted_button_id` variable is generated solely by PayPal. Results are unpredictable if you use your own value.

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 automatic fill-out variables, as described in "Filling Out FORMs Automatically with HTML Variables" on page 413.

Filling Out FORMs Automatically with HTML Variables

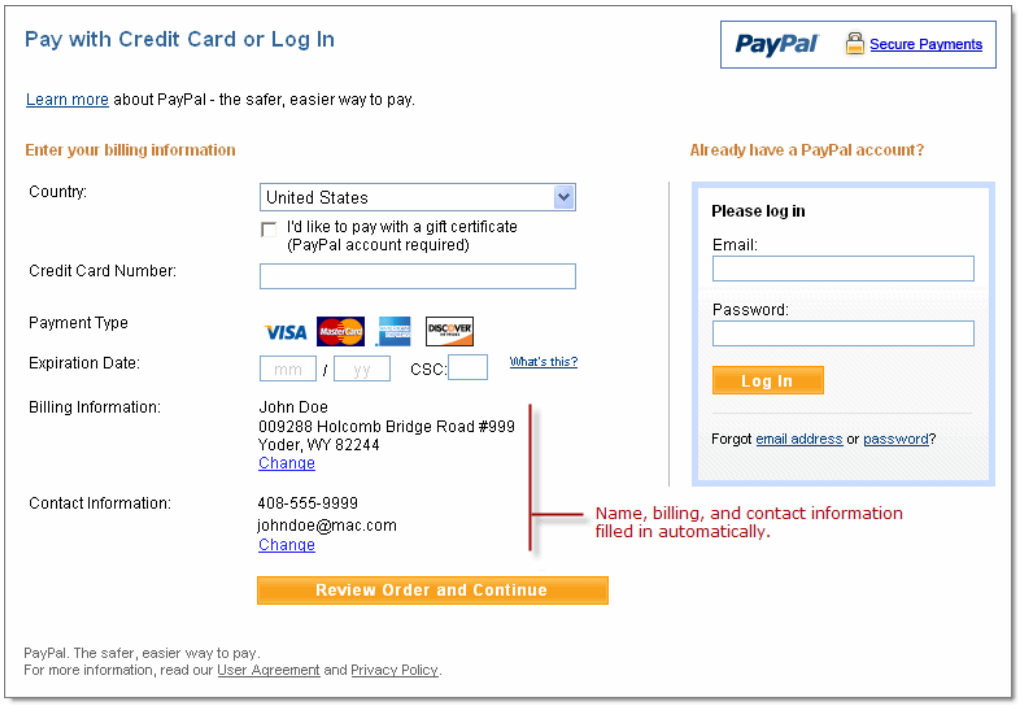
With PayPal Account Optional turned on in your Account Profile, you can accept payments from buyers without PayPal accounts. However, checking out by paying with PayPal is often faster for buyers because they do not re-enter information that is stored by them on PayPal. For repeat buyers, it is to your advantage to encourage them to sign up for PayPal accounts.

Billing Information Page without Buyer Information Filled Out Automatically



When you initiate a checkout process, you can fill out the Billing Information page automatically by including special HTML input variables. When you pass these variables in your button code, with the buyer's name, billing address, and contact information, PayPal fills out the page automatically and displays a simpler version.

Billing Information Page Filled Out Automatically with the Buyer's Name, Address, and Other Contact Information



The automatically filled-out form displays **Change** links to let buyers change billing or contact information, if necessary.

Filling out the Billing Information page automattically with buyers' names, billing addresses, and contact information streamlines the checkout experience, reduces buyer friction, and helps improve the conversion of shopping carts to completed purchases.

For information about the variables to use, see "HTML Variables for Filling Out PayPal Checkout Pages Automatically" on page 440.

To learn how filling out addresses automatically affects the way PayPal handles billing and shipping addresses during checkout, see Appendix B, "Address Handling (U.S. Merchants Only)."

Sample HTML Code for Filling Out FORMs Automatically for Buyers

The following sample HTML code shows a payment button with variables for automatically filling out PayPal forms for the buyer. Your website generates the field entries dynamically from information that your website gathers about the buyer. The variables and their values are included the URL to which buyers are sent when they click the payment button.

```
<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="hidden" name="email" value="jdoe@zyzzyu.com">
    <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 Filling Out PayPal Checkout Pages Automatically".

The payer is shown the passed-in address but cannot edit it. No address is shown if the address is invalid, 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 Code for Overriding Addresses Stored With PayPal

The following sample HTML code shows the `address_override` variable in conjunction with variables for overriding a buyer's address that is stored with PayPal.

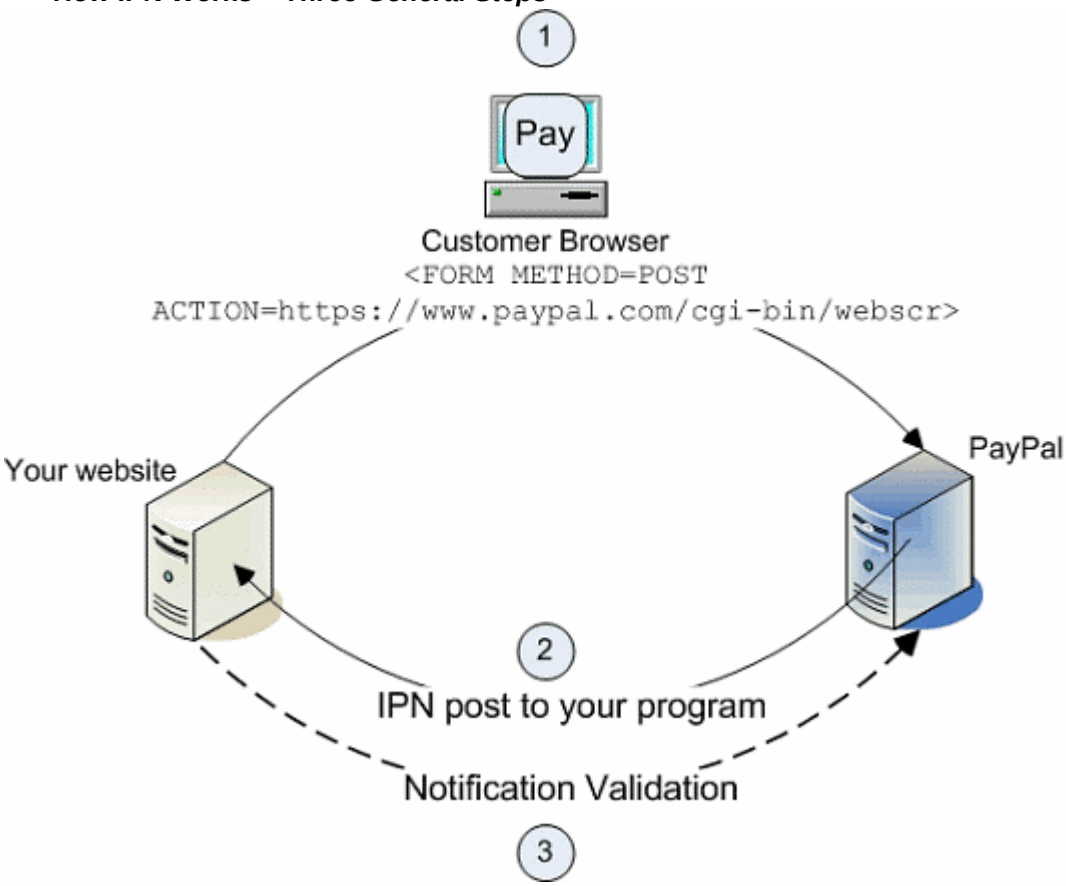
```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
    <input type="hidden" name="cmd" value="_xclick">
    <input type="hidden" name="business" value="seller@designerfotos.com">
    <input type="hidden" name="item_name"
        value="Memorex 256MB Memory Stick">
    <input type="hidden" 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 buyers's address stored with PayPal . -->
    <input type="hidden" name="address_override" value="1">

    <!-- Set variables that override the address stored with PayPal. -->
    <input type="hidden" name="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 comprises 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.

How IPN Works – Three General Steps



1. A payment or a refund triggers IPN. This payment can be via Website Payments Standard `FORM`s 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 Instant Payment Notification 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 Instant Payment Notification Guide.

A HTML Variables for Website Payments Standard

This appendix provides reference information for all HTML variables supported for use with any kind of Website Payments Standard payment button:

- Buy Now buttons
- Add to Cart buttons
- Buy Gift Certificate
- Subscribe buttons
- Automatic Billing buttons
- Installment Plan buttons
- Donate buttons

Reference information for HTML variables supported by the Cart Upload command are also provided.

Read the following topics to learn about the kinds of HTML variables that you can use:

- "Technical HTML Variables" on page 419
- "HTML Variables for Individual Items" on page 421
- "HTML Variables for Payment Transactions" on page 427
- "HTML Variables for Shopping Carts" on page 428
- "HTML Variables for Recurring Payments Buttons" on page 431
- "HTML Variables for Displaying PayPal Checkout Pages" on page 437
- "HTML Variables for Filling Out PayPal Checkout Pages Automatically" on page 440
- "HTML Variables for the Instant Update API" on page 442

Technical HTML Variables

Technical HTML variables control how PayPal responds technically when people click Website Payments Standard payment 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.

Allowable Values for the cmd HTML Variable

Value of cmd	Description
`_xclick`	The button that the person clicked was a Buy Now button.
`_cart`	For shopping cart purchases. The following variables specify the kind of shopping cart button that the person clicked: • `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
`_oe-gift-certificate`	The button that the person clicked was a Buy Gift Certificate button.
`_xclick-subscriptions`	The button that the person clicked was a Subscribe button.
`_xclick-auto-billing`	The button that the person clicked was an Automatic Billing button.
`_xclick-payment-plan`	The button that the person clicked was an Installment Plan button.
`_donations`	The button that the person clicked was a Donate button.
`_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.

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 payment, in the form of Instant Payment Notification messages.	255
`hosted_button_id`	See description.	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. PayPal assigns the value when payment buttons are first created and saved in merchants' PayPal accounts. **NOTE:** A merchant's PayPal account can have a maximum of 1,000 saved payment buttons.	See description.

Name	Required or Optional	Description	Character Length

bn	Optional	An identifier of the source that built the code for the button that the buyer clicked, sometimes known as the *build notation*. Specify a value using the following format:
		`<Company>_<Service>_<Product>_<Country>`
		Substitute `<Service>` with an appropriate value from the following list:
		• `BuyNow`
		• `AddToCart`
		• `Donate`
		• `Subscribe`
		• `Automatic Billing`
		• `Installment Plan`
		• `BuyGiftCertifcate`
		• `ShoppingCart`
		Substitute `<Product>` with `WPS` always for Website Payments Standard payment buttons and for the Website Payments Standard Cart Upload command.
		Substitute `<Country>` with an appropriate two-letter country code from codes defined by the ISO 3166-1 standard.
		For example, a Buy Now button on your website that you coded yourself might have the following line of code:
		`bn="DesignerFotos_BuyNow_WPS_US"`
		NOTE: HTML button code that you create on the PayPal website includes `bn` variables with valid values generated by PayPal.	

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.

HTML Variables for Individual Items

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, buyers enter their own amount at the time of payment. • Required for Add to Cart buttons • Optional for Buy Now and Donate buttons • Not used with Subscribe or Buy Gift Certificate buttons	
`discount_amount`	Optional	Discount amount associated with an item. It must be less than the selling price of the item. If you specify discount_amount and discount_amount2 is not defined, then this flat amount is applied regardless of the quantity of items purchased. Valid only for Buy Now and Add to Cart buttons.	
`discount_amount2`	Optional	Discount amount associated with each additional quantity of the item. It must be equal to or less than the selling price of the item. A `discount_amount` must also be specified as greater than or equal to 0 for `discount_amount2` to take effect. Valid only for Buy Now and Add to Cart buttons.	
`discount_rate`	Optional	Discount rate (percentage) associated with an item. It must be set to a value less than 100. If you do not set `discount_rate2`, the value in `discount_rate` applies only to the first item regardless of the quantity of items purchased. Valid only for Buy Now and Add to Cart buttons.	
`discount_rate2`	Optional	Discount rate (percentage) associated with each additional quantity of the item. It must be equal to or less 100. A `discount_rate` must also be specified as greater than or equal to 0 for `discount_rate2` to take effect. Valid only for Buy Now and Add to Cart buttons.	
`discount_num`	Optional	Number of additional quantities of the item to which the discount applies. Applicable when you use `discount_amount2` or discount_rate2. Use this variable to specify an upper limit on the number of discounted items. Valid only for Buy Now and Add to Cart buttons.	

Name	Required or Optional	Description	Character Length
item_name	See description.	Description of item. If omitted, buyers enter their own name during checkout. • Optional for Buy Now, Donate, Subscribe, Automatic Billing, Installment Plan, and Add to Cart buttons • Not used with Buy Gift Certificate buttons	127
item_number	See description.	Pass-through variable for you to track product or service purchased or the contribution made. The value you specify is passed back to you upon payment completion. This variable is required if you want PayPal to track inventory or track profit and loss for the item the button sells.	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 payment. PayPal appends a sequence number to identify uniquely the item in the PayPal Shopping Cart, for example, quantity1, quantity2, and so on. **NOTE:** The value for quantity must be a positive integer. Null, zero, or negative numbers are not allowed.	
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. This shipping variable is valid only for Buy Now and Add to Cart buttons. Default – If profile-based shipping rates are configured, buyers are charged an amount according to the shipping methods they choose.	
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. This shipping variable is valid only for Buy Now and Add to Cart buttons.	
tax	Optional	Transaction-based tax override variable. Set this variable to a flat tax amount to apply to the payment 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.	

Name	Required or Optional	Description	Character Length
`tax_rate`	Optional	Transaction-based tax override variable. Set this variable to a percentage that applies to the `amount` multiplied by 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. • 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 payment. Allowable values are decimals numbers, with 2 significant digits to the right of the decimal point.	
`weight_unit`	Optional	The unit of measure if `weight` is specified. Allowable values are: • `lbs` • `kgs` The default 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`. • Optional for Buy Now, Add to Cart, Subscribe, Automatic Billing, and Installment Plan 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 7 option field names (6 with Subscribe buttons) by incrementing the option name index (`on0` through `on6`). • Optional for Buy Now, Add to Cart, Subscribe, Automatic Billing, and Installment Plan buttons • Not used with Donate or Buy Gift Certificate buttons	64

Name	Required or Optional	Description	Character Length
os0	Optional	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. **NOTE:** The option field on0 must also be defined. For example, it could be size. For priced options, include the price and currency symbol in the text of the option selections, as the following sample code shows: `<option value="small">small - $10.00</option>` 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. • Optional for Buy Now, Add to Cart, Subscribe, Automatic Billing, and Installment Plan buttons • Not used with Donate or Buy Gift Certificate buttons	See description.
os1	Optional	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. 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. **NOTE:** A corresponding option field (on0 through on6) must be defined. • Optional for Buy Now, Add to Cart, Subscribe, Automatic Billing, and Installment Plan buttons • Not used with Donate or Buy Gift Certificate buttons	64 or 200 See description.

Name	Required or Optional	Description	Character Length
option_index	See description.	The cardinal number of the option field, on0 through on9, that has product options with different prices for each option. Include option_index if the option field with prices is not on0. • Optional for Buy Now, Add to Cart, Subscribe, Automatic Billing, and Installment Plan buttons • Not used with Donate or Buy Gift Certificate buttons Default – 0	
option_select0	Optional	For priced options, the value of the first option selection of the on0 dropdown menu. The values must match exactly, as the following sample code shows: <option value="**small**">small - $10.00</option> ... <input type="hidden" name="option_select0" value="**small**"> • Optional for Buy Now, Add to Cart, Subscribe, Automatic Billing, and Installment Plan buttons • Not used with Donate or Buy Gift Certificate buttons	64
option_amount0	Optional	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: <option value="small">small - $**10.00**... <input type="hidden" name="option_amount0"</option> value="**10.00**"> • Optional for Buy Now, Add to Cart, Subscribe, Automatic Billing, and Installment Plan buttons • Not used with Donate or Buy Gift Certificate buttons	64

Name	Required or Optional	Description	Character Length

option_select1	Optional	For priced options, the value of the second option selection of the on0 dropdown menu. For example:
		
		`...`
		`<option value="medium">small - $10.00</option>...`
		`<input type="hidden" name="option_select" value="medium">`
		You can specify a maximum of ten option selections by incrementing the option selection index (option_select0 through option_select9).
		
		NOTE: A corresponding option selection in os0 must also be set.
		
		• Optional for Buy Now, Add to Cart, Subscribe, Automatic Billing, and Installment Plan buttons
		• Not used with Donate or Buy Gift Certificate buttons
			64

option_amount1	Optional	For priced options, the amount that you want to charge for the second option selection of the on0 dropdown menu. For example:
		
		`...`
		`<option value="small">medium - $15.00</option>`
		`...`
		`<input type="hidden" name="option_amount1" value="15.00">`
		You can specify a maximum of ten option amounts by incrementing the option amount index (option_amount0 through option_amount9).
		
		NOTE: A corresponding option selection in os0 must also be set.
		
		• Optional for Buy Now, Add to Cart, Subscribe, and Automatic Billing buttons
		• Not used with Donate, Buy Gift Certificate, or Installment Plan buttons
			64

HTML Variables for Payment Transactions

HTML variables for payment transactions provide information about entire payments, regardless of the individual items involved with the payment. You can use these variables with Add to Cart buttons and the Cart Upload command.

HTML Variables for Payment Transactions

Name	Required or Optional	Description	Character Length
`address_override`	Optional	`1` – The address specified with automatic fill-in variables overrides the PayPal member's stored address. Buyers see the addresses that you pass in, but they cannot edit them. PayPal does not show addresses if they are invalid or omitted. For more information, see the "HTML Variables for Filling Out PayPal Checkout Pages Automatically" on page 440.	1
`currency_code`	Optional	The currency of the payment. The default is `USD`. For allowable values, see Appendix D, "Currencies Supported by PayPal.	3
`custom`	Optional	Pass-through variable for your own tracking purposes, which buyers do not see. Default – No variable is passed back to you.	256
`handling`	Optional	Handling charges. This variable 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	Pass-through variable you can use to identify your invoice number for this purchase. Default – No variable is passed back to you.	127
`tax_cart`	Optional	Cart-wide tax, overriding any individual item `tax_`*x* 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 payment. This value overrides the `weight` values of individual items. Allowable values are decimals numbers, with 2 significant digits to the right of the decimal point.	
`weight_unit`	Optional	The unit of measure if `weight_cart` is specified. Allowable values are: • `lbs` • `kgs` The default value is `lbs`.	

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.

HTMLVariables 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: add="1" The alternative is the display="1" variable, which displays the contents of the PayPal Shopping Cart to the buyer. If both add and display are specified, display takes precedence.	1
amount_*x*	Required	The amount associated with item *x*. To pass an aggregate amount for the entire cart, use amount_1. Applies only to the Cart Upload command.	
business	Required	Your PayPal ID or an email address associated with your PayPal account. Email addresses must be confirmed.	
discount_amount_cart	Optional	Single discount amount charged cart-wide. It must be less than the selling price of all items combined in the cart. This variable overrides any individual item discount_amount_*x* values, if present. Applies only to the Cart Upload command.	
discount_amount_*x*	Optional	The discount amount associated with item *x*. It must be less than the selling price of the associated item. This amount is added to any other item discounts in the cart. Applies only to the Cart Upload command.	
discount_rate_cart	Optional	Single discount rate (percentage) to be charged cart-wide. It must be set to a value less than 100. The variable overrides any individual item discount_rate_*x* values, if present. Applies only to the Cart Upload command.	
discount_rate_*x*	Optional	The discount rate associated with item *x*. It must be set to a value less than 100. The variable takes into account all quantities of item *x*. Applies only to the Cart Upload command.	
display	See description.	Display the contents of the PayPal Shopping Cart to the buyer. This variable must be set as follows: display="1" The alternative is the add="1" variable, which adds an item to the PayPal Shopping Cart. If both add and display are specified, display takes precedence.	1

Name	Required or Optional	Description	Character Length
`handling_ cart`	Optional	Single handling fee charged cart-wide. If `handling_cart` is used in multiple **Add to Cart** buttons, the `handling_cart` value of the first item is used.	
`item_name_`*x*	Required	The name associated with item *x*. To pass an aggregate name for the entire cart, use `item_name_1`. Applies only to the Cart Upload command.	
`paymentaction`	Optional	Indicates whether the payment is a final sale or an authorization for a final sale, to be captured later. Allowable values are: • sale • authorization • order The default value is `sale`. Set the value to `authorization` to place a hold on the PayPal account for the authorized amount. Set the value to `order` to authorize the payment without placing a hold on the PayPal account. **IMPORTANT:** If you set `paymentaction` to `order`, use the Authorization & Capture API to authorize and capture the payment payments. The Merchant Services on the PayPal website let you capture payments only for authorizations, not for orders.	
`shopping_url`	Optional	The URL of the page on the merchant website that buyers go to when they click the **Continue Shopping** button on the PayPal Shopping Cart page. For more information, see "Sample HTML Code for Add to Cart Buttons that Continue Shopping on the Current Merchant Webpage" on page 302.	
`upload`	See description	Upload the contents of a third-party shopping cart or a custom shopping cart. This variable must be set as follows: `upload="1"` The alternatives are the `add="1"` variable and the `display="1"` variables, which are used with the PayPal Shopping Cart.	1

HTML Variables for Recurring Payments Buttons

Recurring Payments buttons are:

- Subscribe buttons
- Automatic Billing buttons
- Installment Plan buttons

HTML variables for recurring payments buttons set terms for different kinds of PayPal automatic payment plans.

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. If you are collecting aggregate payments, the value can be a summary of all items purchased, a tracking number, or a generic term such as "subscription." If omitted, buyers see a field in which they can enter the item name.	127
`currency_code`	Optional	The currency of prices for trial periods and the subscription. The default is `USD`. For allowable values, see Appendix D, "Currencies Supported by PayPal".	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 are: • `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

Name	Required or Optional	Description	Character Length
t2	See description.	Trial period 2 units of duration. Allowable values are: • 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.	
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 are: • 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 are: • 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 are: • 0 – do not reattempt failed recurring payments • 1 – reattempt failed recurring payments before canceling The default is 1. For more information, see "Reattempting Failed Recurring Payments with Subscribe Buttons" on page 149.	1

Name	Required or Optional	Description	Character Length
no_note	Required	Do not prompt buyers to include a note with their payments. Allowable values for Subscribe buttons: • 1 – hide the text box and the prompt For Subscribe buttons, always include no_note set to 1.)	1
custom	Optional	User-defined field which PayPal passes through the system and returns to you in your merchant payment notification email. Subscribers do not see this field.	255
invoice	Optional	User-defined field which must be unique with each subscription. The invoice number is shown to subscribers with the other details of their payments	127
modify	Optional	Modification behavior. Allowable values are: • 0 – allows subscribers only to sign up for new subscriptions • 1 – allows subscribers to sign up for new subscriptions and modify their current subscriptions • 2 – allows subscribers only to modify their current subscriptions The default value is 0. For more information, see "Working with Modify Subscription Buttons" on page 143.	1
usr_manage	Optional	Set to 1 to have PayPal generate usernames and initial passwords for subscribers. For more information, see "Generating Usernames and Passwords with Subscribe Buttons" on page 148.	1

HTML Variables for Automatic Billing Buttons

Name	Required or Optional	Description	Character Length
max_text	Optional	A description of the automatic billing plan. The button creation tool uses the same value that you enter in the **Description** field. Your button passes the description to PayPal to augment the item name in authorization notices and transaction details. If you write the HTML code for your button manually, the value of max_text and the text above the button can differ.	

Name	Required or Optional	Description	Character Length
`set_customer_limit`	Required	Whether to let buyers enter maximum billing limits in a text box or choose from a list of maximum billing limits that you specify. Allowable values are: • `max_limit_own` – your button displays a text box for buyers to enter their own maximums above a minimum billing limit that you set with the `min_amount` variable. • `max_limit_defined` – your button displays a dropdown menu of product options with prices to let buyers choose their maximum billing limits.	
`min_amount`	Optional	The minimum monthly billing limit, if you have one. Valid only if `set_customer_limit` = `max_limit_own`.	

HTML Variables for Installment Plan Buttons

Name	Required or Optional	Description	Character Length
`disp_tot`	Optional	Display the total payment amount to buyers during checkout Allowable values are: • `Y` – display the total • `N` – do *not* display the total The default is `N`.	1
`option_index`	Required	• If the button offers a single plan, use 0, or use a number *not* used for option fields without prices, such as size and color. • If the button offers plan options, the cardinal number of the option field, `on0` through `on9`, with plan payment options. Include `option_index` if the number for the single plan or options field is *not* `0`.	1

Name	Required or Optional	Description	Character Length

`option_select`*n*	Required	• If the button offers a single plan, the `value` attribute of a hidden input field named os*n*. The `value` attributes of both elements must match, as the following sample code shows
		
		`<input type="hidden" name="os`*n*`" value="`**`pay-in-4`**`">`
		`...`
		`<input type="hidden" name="option_select`*n*`"`
		`value="`**`pay-in-4`**`">`
		• If the button offers plan options, the `value` attribute of the radio button for plan option *n*. The `value` attributes of both elements must match, as the following sample code shows:
		
		`<input type="radio" name="os`*n*`"`
		`value="`**`pay-in-4`**`">Pay in 4 installments`
		`...`
		`<input type="hidden" name="option_select`*n*`"`
		`value="`**`pay-in-4`**`">`
			8

`option_select`*n*`_name`	Required	• If the button offers plan options, text next to the radio button for plan option *n* • If the button offers a single plan, text that describes the plan features For example, you might use the text “Pay in 4 installments.”	
`option_select`*n*`_type`	Required	Whether the single plan or plan option *n* offered by the button is paid in full, in equal periods, or in variable periods Allowable values are: • F – pay in full, at checkout • E – pay in equal periods, beginning at checkout or sometime later • V – pay in variable periods, beginning at checkout	1
`option_select`*n*`_a`*m*	Required	Amount of payment *m*. If the value of `option_select`*n*`_type` is E, the value of this variable applies to all payments in the plan.	
`option_select`*n*`_p`*m*	Required	Duration of payment period *m*. Specify the number of time units with `option_select`*n*`_t`*m*.	

Name	Required or Optional	Description	Character Length
`option_select`*n*`_t`*m*	Required	Units of time for payment period *m*. Allowable values are: • `D` – payment period *m* is measured in days. If `option_select`*n*`_type` is `F`, use this unit and set `option_select`*n*`_p0` to `1`. • `W` – payment period *m* is measured in weeks • `M` – payment period *m* is measured in months	1
`option_select`*n*`_n`*m*	Required.	Number of payments that are the same, in amount and duration, as this one. • If the value of `option_select`*n*`_type` is `F`, set the value to `1`. • If the value of `option_select`*n*`_type` is `E`, set the value to the number of payments in the plan. • If the value of `option_select`*n*`_type` is `F` and no subsequent payments are the same as this one, set the value to `1`.	1

HTML Variables for Displaying PayPal Checkout Pages

HTML variables for displaying PayPal checkout pages control how the pages appear and function.

HTML Variables for Displaying PayPal Checkout Pages

Name	Required or Optional	Description	Character Length
`page_style`	Optional	The custom payment page style for checkout pages. Allowable values are: • `paypal` – use the PayPal page style • `primary` – use the page style that you marked as primary in your account profile • *`page_style_name`* – use the custom payment page style from your account profile that has the specified name The default is `primary` if you added a custom payment page style to your account profile. Otherwise, the default is `paypal`.	30
`image_url`	Optional	The URL of the 150x50-pixel image displayed as your logo in the upper left corner of the PayPal checkout pages. Default – Your business name, if you have a Business account, or your email address, if you have Premier or Personal account.	1,024
`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 351.	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

Name	Required or Optional	Description	Character Length
`lc`	Optional	The language of the login or sign-up page that subscribers see when they click the Subscribe button. If unspecified, PayPal determines the language by using a cookie in the subscriber's browser. If there is no PayPal cookie, the default language is U.S. English.	2
`no_note`	Optional	Do not prompt buyers to include a note with their payments. Allowable values are: • 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 does 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
`no_shipping`	Optional	Do not prompt buyers for a shipping address. Allowable values are: • `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 The default is `0`.	1
`return`	Optional	The URL to which PayPal redirects buyers' browser after they complete their payments. For example, specify a URL on your site that displays a "Thank you for your payment" page. Default – PayPal redirects the browser to a PayPal web page.	1,024
`rm`	Optional	Return method. The `FORM METHOD` used to send data to the URL specified by the `return` variable. Allowable values are: • `0` – all shopping cart payments use the `GET` method • `1` – the buyer's browser is redirected to the return URL by using the `GET` method, but no payment variables are included • `2` – the buyer's browser is redirected to the return URL by using the `POST` method, and all payment variables are included The default is `0`. **NOTE:** The `rm` variable takes effect only if the `return` variable is set.	1

Name	Required or Optional	Description	Character Length
`cbt`	Optional	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. **NOTE:** The `cbt` variable takes effect only if the `return` variable is set.	60
`cancel_return`	Optional	A URL to which PayPal redirects the buyers' browsers if the cancel checkout before completing their payments. For example, specify a URL on your website that displays a "Payment Canceled" page. Default – PayPal redirects the browser to a PayPal web page.	1,024

HTML Variables for Filling Out PayPal Checkout Pages Automatically

HTML variables for filling out PayPal checkout pages automatically let you specify information about buyers. PayPal recommends that you include automatic fill-out variables with all of your payment buttons for consistent address handling in the checkout experience of your buyers.

To determine how the checkout experience varies if you do not pass in automatic fill-out variables, see Appendix B, "Address Handling (U.S. Merchants Only)."

NOTE: When you pass in `address_override=1` or tax or shipping variables, PayPal displays the values in the payment widget. Also, PayPal hides the calculation widget, regardless of setting up shipping and tax rates in your Account Profile.

HTML Variables for Filling Out PayPal Checkout Pages Automatically for Buyers

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, "Countries and Regions Supported by PayPal".	2
email	Optional	Email address	127
first_name	Optional	First name	32
last_name	Optional	Last name	64
lc	Optional	Sets the language for the billing information/log-in page only. The default is US. For allowable values, see Appendix C, "Countries and Regions Supported by PayPal".	2
charset	Optional	Sets the character set and character encoding for the billing information/log-in page on the PayPal website. In addition, this variable sets the same values for information that you send to PayPal in your HTML button code. The default is based on the language encoding settings in your Account Profile. For allowable values, see "Setting the Character Set – charset" on page 411.	
night_ phone_a	Optional	The area code for U.S. phone numbers, or the country code for phone numbers outside the U.S. PayPal fills in the buyer's home phone number automatically.	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. PayPal fills in the buyer's home phone number automatically.	See description.
night_ phone_c	Optional	The four-digit phone number for U.S. phone numbers. PayPal fills in the buyer's home phone number automatically.	See description.
state	Optional	U.S. state For allowable values; use the Official U.S. Postal Service Abbreviations.	2
zip	Optional	Postal code	32

HTML Variables for the Instant Update API

HTML variables for the Instant Update API set up the Cart Upload command for the Instant Update API callback. Establish your own Instant Update callback server before you use these variables.

Instant Update Variables to Set Up a Payment for the Instant Update API

Some Instant Update variables set up the Cart Upload to use your callback server. Include the following required variables in the Cart Upload command to have PayPal send Instant Update requests to your callback server. Include the following optional variables when appropriate.

HTML Variables to Set Up an Instant Update Payment

Name	Required or Optional	Description	Character Length
`callback_url`	Required	The URL of your Instant Update callback server	1024
`callback_timeout`	Required	The timeout in seconds for callback responses from your Instant Update callback server. After exceeding the timeout, PayPal uses the fallback values on the Review Your Payment page for tax, shipping, and insurance. Allowable values are `1`-`6`. PayPal recommends the value `3`. **IMPORTANT:** Only use values other than 3 when instructed to do so by your PayPal representative.	1
`callback_version`	Optional	The version of the Instant Update API that your callback server uses. The default is the current version.	
`fallback_tax_amount`	Optional	Tax amount to use as a fallback, if the callback response times out	
`fallback_shipping_option_name_`*x*	Required	Name and label of shipping option *x* to use as a fallback, if the callback response times out. For example, “Express 2 days”. You can include a maximum of 10 shipping option as fallbacks. Substitute *x* with ordinal numbers, starting with `0`. Iinclude 1 instance of this variable, with its index (*x*) set to `0`. If you include just 1 instance, include `fallback_shipping_option_is_default_x` with its index (*x*) set to `0` and its value set to `1`. Allowable values for *x* are `0`-`9`.	50
`fallback_shipping_option_amount_`*x*	Required	Shipping amount for option *x* to use as a fallback, if the response times out. Allowable values for *x* are `0`-`9`.	
`fallback_shipping_option_is_default_`*x*	Required	Indicates that shipping option *x* is the default and should be selected in the dropdown menu as a fallback, if the response times out. One shipping option only can be the default for buyers. Check that you set 1 instance only of `fallback_shipping_option_is_default_x` to the value `1`. Allowable values are: • `1` – shipping option *x* is the default shipping option • `0` – shipping option *x* is not the default shipping option Allowable values for *x* are `0`-`9`.	1

Name	Required or Optional	Description	Character Length
`fallback_insurance_option_offered`	Optional	Indicates that insurance is offered. PayPal ignores this HTML variable if `fallback_insurance_amount` is omitted or the value is `0` or less. Allowable values are: • `1` – insurance is offered • `0` – insurance is not offered	1
`fallback_insurance_amount`	Optional	Insurance amount to use as a fallback, if the callback response times out. Include the `fallback_insurance_option_offered` HTML variable if you specify an insurance amount. The fallback insurance amount applies to all shipping options that you specify.	

Instant Update Variables for Dimensions of Individual Items

Shipping charges are calculated sometimes by using the dimensions of individual items in the shopping cart. Include the following optional dimensional variables below in the Cart Upload command to provide the information to your callback server.

HTML Variables to Set Up an Instant Update Payment for Dimension-based Shipping Charges

Name	Required or Optional	Description	Character Length
`height_`*x*	Optional	Height of item *x* in the shopping cart. Allowable values are positive integers.	
`height_unit`	Optional	Unit of measure for the values specified by `the height_x` values. Allowable values are any values that you choose to provide. PayPal passes the value to your callback server in callback requests.	
`width_`*x*	Optional	Width of item *x* in the shopping cart. Allowable values are positive integers	
`width_unit`	Optional	Unit of measure for the value specified by `width_x`	
`length_`*x*	Optional	Length of item *x* in the shopping cart. Allowable values are positive integers	
`length_unit`	Optional	Unit of measure for the value specified by `length_x`	

B Address Handling (U.S. Merchants Only)

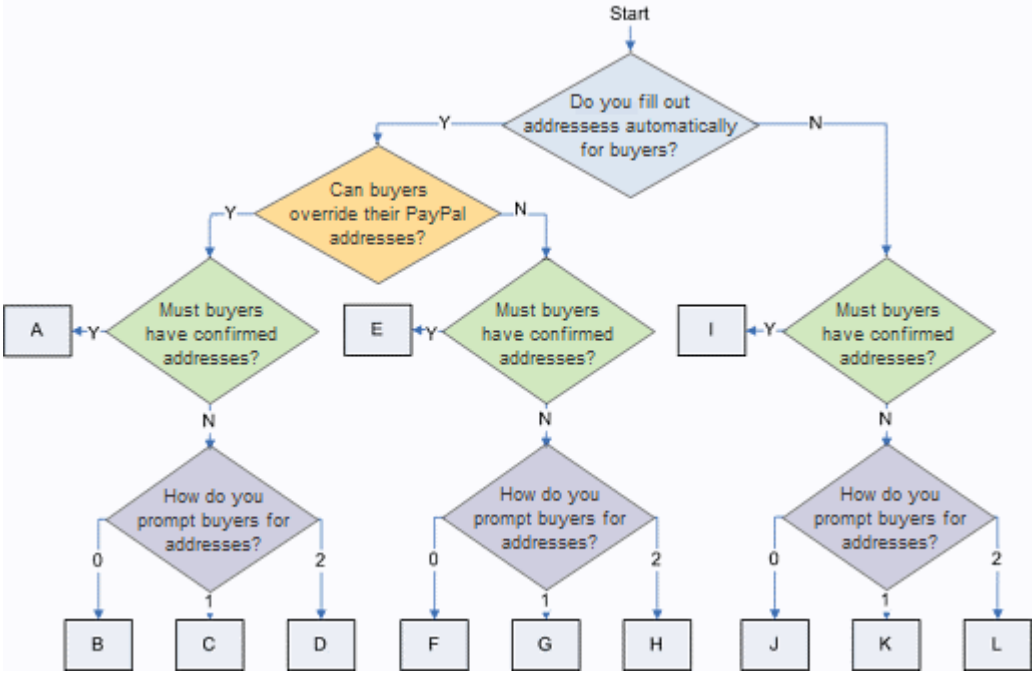
Various HTML variables and PayPal account settings determine whether people can change, add, or override billing and shipping addresses during checkout.

HTML Variables and Account Profile Settings for Address Handling During Checkout

Decision	Variable or Setting to Use
Do you fill out the address automatically for buyers?	Use address variables to specify the buyer's address. PayPal fills out the address automatically on the checkout pages. See "Filling Out FORMs Automatically with HTML Variables" on page 413.
Do you let buyers override their PayPal addresses?	Use the `address_override` variable. See "Overriding Addresses Stored With PayPal" on page 416.
Do you require buyers to have confirmed addresses?	Use the **Block payments from U.S. users who do not provide a Confirmed Address** setting in your Account Profile. To learn how to block payments, see the Merchant Setup and Administration Guide.
How do you prompt buyers for shipping addresses?	Use the `no_shipping` variable. Allowable values are: • `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 See "HTML Variables for Displaying PayPal Checkout Pages" on page 437.

In the following diagram, letters "A" through "L" represent results of decisions that PayPal makes about handling buyers' addresses during checkout. Decisions are based on the preceding HTML variables in your button code and settings in your Account Profile.

How HTML Variables and Settings in your Account Profile Decide Address Handling



Read these topics to learn more:

- Address Handling with PayPal Account Optional Turned On
- Address Handling With PayPal Account Optional Turned Off

Address Handling with PayPal Account Optional Turned On

If PayPal Account Optional is turned on in your Account profile, this section describes how PayPal handles buyers' addresses during checkout. The following letters "A" through "L" represent the results of decisions that PayPal makes, as illustrated in the figure "How HTML Variables and Settings in your Account Profile Decide Address Handling" on page 446.

With PayPal Account Optonal turned on, buyers can pay by debit card or credit card without signing up for PayPal accounts. PayPal Account Optional is turned on by default. For more information, see "PayPal Account Optional" on page 358.

Result A

The billing page displays the address filled out automatically. If buyers modify the address and submit the page, PayPal returns an error saying that the address cannot be modified. The **Shipping Address** on the **Review Your Payment** page displays this address. Buyers cannot change the shipping address.

If the automatically filled-out address is invalid, PayPal displays an error page that indicates the buyer cannot proceed because the merchant provided an invalid address.

Results B, C, or D

The billing page displays the address filled out automatically. Buyers can modify the billing address. The **Shipping Address** on the **Review Your Payment** page displays this address. Buyers cannot change the shipping address.

If the automatically filled-out address is invalid, PayPal fills out the billing page automatically, and the buyer can modify it. PayPal does not display **Shipping Address** on the **Review Your Payment** page.

Result E

The billing page displays the address filled out automatically. Buyers can modify the billing address. The **Shipping Address** on the **Review Your Payment** page displays the address from the billing page. Buyers cannot change the shipping address. The shipping address always matches the billing address. Changes that buyers make to the billing address change the shipping address, too.

If the automatically filled-out address is invalid, PayPal fills out the billing page automatically, and the buyer can modify it.

Results F or H

The billing page displays the address filled out automatically. Buyers can modify the billing address. The **Shipping Address** on the **Review Your Payment** page displays the address from the billing page. Buyers can change the shipping address independently of the billing address.

If the automatically filled-out address is invalid, PayPal fills out the billing page automatically, and the buyer can modify it.

Result G

The billing page displays the address filled out automatically. Buyers can modify the billing address. PayPal does not display **Shipping Address** on the **Review Your Payment** page.

Result I

The **Shipping Address** on the **Review Your Payment** page displays the address that buyers enter on the billing page. Buyers cannot change the shipping address. The shipping address always matches the billing address. Changes that buyers make to the billing address change the shipping address, too.

Results J and L

The **Shipping Address** on the **Review Your Payment** page displays the address that buyers enter on the billing page. Buyers can change the shipping address independently of the billing address.

Results K

PayPal does not display **Shipping Address** on the **Review Your Payment** page.

Address Handling With PayPal Account Optional Turned Off

If PayPal Account Optional is turned off in your Account profile, this section describes how PayPal handles buyer's addresses during checkout. The following letters "A" through "L" represent the results of decisions that PayPal makes, as illustrated in the figure "How HTML Variables and Settings in your Account Profile Decide Address Handling" on page 446.

With PayPal Account Optonal turned off, buyers without PayPal accounts must sign up for PayPal accounts before they complete their payments. PayPal Account Optional is turned on by default. If you want the address handling described in this section, turn off PayPal Account Optional. For more information, see "PayPal Account Optional" on page 358.

Result A

If the automatically filled out address is confirmed, the **Shipping Address** on the **Review Your Payment** page displays the address filled out. The buyer cannot change the shipping address.

If the automatically filled out address is unconfirmed, PayPal displays the **Add Credit Card or Debit Card** page with the filled out address as the billing address. The page displays a message that indicates the address must match the address on the buyer's account statement. If the specify a `cancel_return` URL, PayPal displays a **Cancel** button.

Results B, C, or D

The **Shipping Address** on the **Review Your Payment** page displays the automatically filled out address. Buyers cannot change the shipping address.

If the automatically filled out address is invalid, PayPal displays an error page that indicates the buyer cannot proceed because the merchant provided an invalid address.

Result E

If the automatically filled out address address is confirmed, PayPal displays **Shipping Address** on the **Review Your Payment** page with the automatically filled out address. Buyers

can select or add another address. If buyers select **Add New Address**, PayPal displays the **Add Credit Card or Debit Card** page.

If the automatically filled out address is unconfirmed, PayPal displays the **Add Credit Card or Debit Card** page filled in automatically with the unconfirmed address. If there is no confirmed address in the buyer's Account Profile, the same behaviour occurs

Results F or H

The **Shipping Address** on the **Review Your Payment** page displays the automatically filled out address. Buyers can select or add another address.

If the automatically filled out address address is invalid, PayPal discards that address and displays the address in the Account Profile, if available. Buyers can select another address or add one directly in the **Review Your Payment** page.

Results G or K

PayPal does not display **Shipping Address** on the **Review Your Payment** page.

Result I

If buyers have confirmed addresses in their Account Profiles, PayPal displays the **Review Your Payment** page. Buyers can select another confirmed address or add an address. If buyers select **Add New Address**, PayPal displays the **Add Credit Card or Debit Card** page.

If buyers have no confirmed addresses in their Account Profiles, PayPal displays the **Add Credit Card or Debit Card** page.

Results J or L

The **Shipping Address** on the **Review Your Payment** page displays the buyer's primary address. Buyers can select another address or add one directly in the **Review Your Payment** page.

C Countries and Regions Supported by PayPal

PayPal uses 2-character IS0-3166-1 codes for specifying countries and regions that are supported in fields and variables.

Country or Region	Country or Region Code
AFGHANISTAN	AF
ÅLAND ISLANDS	AX
ALBANIA	AL
ALGERIA	DZ
AMERICAN SAMOA	AS
ANDORRA	AD
ANGOLA	AO
ANGUILLA	AI
ANTARCTICA	AQ
ANTIGUA AND BARBUDA	AG
ARGENTINA	AR
ARMENIA	AM
ARUBA	AW
AUSTRALIA	AU
AUSTRIA	AT
AZERBAIJAN	AZ
BAHAMAS	BS
BAHRAIN	BH
BANGLADESH	BD
BARBADOS	BB
BELARUS	BY
BELGIUM	BE
BELIZE	BZ
BENIN	BJ
BERMUDA	BM

Country or Region	Country or Region Code
BHUTAN	BT
BOLIVIA	BO
BOSNIA AND HERZEGOVINA	BA
BOTSWANA	BW
BOUVET 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
CHRISTMAS ISLAND	CX
COCOS (KEELING) ISLANDS	CC
COLOMBIA	CO
COMOROS	KM
CONGO	CG
CONGO, THE DEMOCRATIC REPUBLIC OF	CD
COOK ISLANDS	CK
COSTA RICA	CR
COTE D'IVOIRE	CI
CROATIA	HR
CUBA	CU

Country or Region	Country or Region Code
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
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

Country or Region	Country or Region Code
GUAM	GU
GUATEMALA	GT
GUERNSEY	GG
GUINEA	GN
GUINEA-BISSAU	GW
GUYANA	GY
HAITI	HT
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 or Region	Country or Region 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
MICRONESIA, FEDERATED STATES OF	FM
MOLDOVA, REPUBLIC OF	MD
MONACO	MC
MONGOLIA	MN
MONTSERRAT	MS
MOROCCO	MA
MOZAMBIQUE	MZ

Country or Region	Country or Region Code
MYANMAR	MM
NAMIBIA	NA
NAURU	NR
NEPAL	NP
NETHERLANDS	NL
NETHERLANDS ANTILLES	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
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

Country or Region	Country or Region Code
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
SAO TOME AND PRINCIPE	ST
SAUDI ARABIA	SA
SENEGAL	SN
SERBIA AND MONTENEGRO	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 REPUBLIC	SY

Country or Region	Country or Region 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 EMIRATES	AE
UNITED KINGDOM	GB
UNITED STATES	US
UNITED STATES MINOR OUTLYING ISLANDS	UM
URUGUAY	UY
UZBEKISTAN	UZ
VANUATU	VU
VENEZUELA	VE
VIET NAM	VN
VIRGIN ISLANDS, BRITISH	VG
VIRGIN ISLANDS, U.S.	VI
WALLIS AND FUTUNA	WF
WESTERN SAHARA	EH
YEMEN	YE
ZAMBIA	ZM

Country or Region	Country or Region Code
ZIMBABWE	ZW

D Currencies Supported by PayPal

PayPal uses 3-character ISO-4217 codes for specifying currencies in fields and variables.

Currencies and Currency Codes Supported by PayPal

Currency	Currency Code
Australian Dollar	AUD
Brazilian Real **NOTE:** This currency is supported as a payment currency and a currency balance for in-country PayPal accounts only.	BRL
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
Malaysian Ringgit **NOTE:** This currency is supported as a payment currency and a currency balance for in-country PayPal accounts only.	MYR
Mexican Peso	MXN
Norwegian Krone	NOK
New Zealand Dollar	NZD
Philippine Peso	PHP
Polish Zloty	PLN
Pound Sterling	GBP
Singapore Dollar	SGD
Swedish Krona	SEK
Swiss Franc	CHF
Taiwan New Dollar	TWD

Currency	Currency Code
Thai Baht	THB
U.S. Dollar	USD

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