# Digital Rights Management -Define the User, and then Define the Terms of Access.

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Ask yourself this one simple question: Can you afford to give confidential information out and not have the ability to control it?

What effect would a leak of your or a client's secure information have on client confidence? What might the possible consequences be? What is the downside (the worst case scenario) if information got into the wrong hands. Can you put a specific financial value on that?

The simple answer is no. In today's environment it is important to have a set of controls in place to protect yourself and your company. Digital Rights Management (DRM) is a newer technology that has been recently implemented in the commercial real estate market, banking industries, law firms, and other institutions with sensitive documents.

DRM is a system for protecting the copyrights of data circulated via the Internet or other digital media. DRM enables secure distribution of your data. Typically, a DRM encrypts the data so that it can only be accessed by authorized users or marks the content with a digital watermark so that the content can not be freely distributed.

DRM keeps your documents safe even after they have been made accessible to your potential investors, partners, and other authorized users. DRM can prevent the following:

- o screen-grabbing
- o printing
- o copying
- o cutting-and-pasting
- o forwarding
- o saving

EXAMPLE: You have given access to your documents via a Virtual Deal Room. The potential investor has downloaded and saved the documents on their own computer desktop. *You find out that the investor is an unauthorized user.* You can immediately enable DRM on the documents that the unauthorized user downloaded. The next time that user tries to open the documents the files will give him a notice stating, "You do not have permission to open this document". All access to any documents download is removed from this user.

DRM makes it possible to securely deliver and protect your documents. It simply comes down to: Define the user, and then define the terms of access.