IDSync for publishing partners

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CivicScience has developed a flexible framework for synchronizing digital identifiers between CivicScience and its partners whenever necessary or desired. Either method may be used for integration.

Pixel method

In the first method, CivicScience provides a pixel to the partner. **IdSync V3 (Partner Sync)** does not automatically create cookies. It contains a partner parameter that allows CivicScience to control third-party alias storage.

A piece of code following the generalized pattern below is added to partner web pages:

```
<img src="https://www.civicscience.com/idsync/3?uid=<userId>&p=<partnerShortIdentifier>" width="0" height="0"
>
```

Or, when first-party integration is employed:

```
<img src="" width="0" height="0">
```

JavaScript method

For the second method, CivicScience provides the partner with two short JavaScript snippets and a short code used to identify the partner. The partner adds the code to their web pages.

1. Add the following script tag inside the HTML `head` or just above the closing `body` tag.

   ```
   <script>
   const civSciAlias = "userID"; //partner's identifier for the visitor from CMS or other source
   const civSciPartnerId = "partnerShortIdentifier"; //IDSync Partner ID supplied by CivicScience
   </script>
   ```

2. Add the following script tag immediately below the `script` block in step 1.

   ```
   <script src="https://get.civicscience.com/idsyncjs/idsync.js" async></script>
   ```

Values

For both methods, the `userId` is a unique identifier for the visitor that the partner provides (e.g., a content management system identifier or a data management platform ID). It can be hashed or otherwise obscured; it is only necessary that it be unique per visitor.

The `partnerShortIdentifier` is generated by CivicScience and supplied to the partner.