

What is IDSync?

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CivicScience provides a pixel for synchronizing digital identifiers between CivicScience and its partners whenever necessary or desired. This capability allows a flexible framework for future data integration.

IdSync V3 (Partner Sync) does not create cookies automatically. It contains a partner parameter that allows CivicScience to control third-party alias storage.

Integration

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

Markup

```

```

Or, when first-party integration is employed:

Markup

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

where *userId* is a unique identifier for the visitor known to the partner (such as a content management system or data management platform ID). It can be hashed or otherwise obscured; it is only necessary that it be unique per visitor.
