

# IdSync

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CivicScience has developed a flexible framework for synchronizing digital identifiers between CivicScience and its partners whenever necessary or desired. Either of the two methods 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:

```

```

Or, when first-party integration is employed:

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

## JavaScript Method

For the second method, CivicScience gives the partner two short pieces of JavaScript 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 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.

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

