website1.com
Browser

(1) <u>GET</u>
tracker.com/script.js

(1) New Alias

(2) <u>Response</u>
Set-cookie: **user123**

tracker.com

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website2.com
Browser

(1) <u>GET</u>
advertiser.com/adBanner.png

(2) New Alias

(2) <u>Response</u>
Set-cookie: **userABC**

advertiser.com

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website3.com
Browser

(1) <u>GET</u>
tracker.com/beacon.gif
<u>*Cookie:*</u> *{cookie_ID=**user123**}*

(3) Sync of Aliases

(2) <u>REDIRECT</u>
*advertiser.com?syncID=**user123**&publisher=**website3.com***

tracker.com

(3) <u>GET</u>
*advertiser.com?syncID=**user123**&publisher=**website3.com***
<u>*Cookie:*</u> *{cookie_ID=**userABC**}*

advertiser.com