

Fixing UXID Assignment – Updating Rule_150

What's happening today

Right now, our system (Rule_150) only cares about the **guest_id** when deciding which UXID to give a record:

- If two records have the **same guest_id**, they get the **same UXID**.
- If the **guest_id is different**, the system just creates a **new UXID**, even if the email is the same.

This creates a problem:

People with the same email but different guest_ids end up being treated like different people.

The problem:

We really just have three situations to think about:

Case	guest_id	email	What we expect
A	same	same or different	Same UXID (because guest_id is the main key)
B	different	same	Same UXID (because email shows they are the same person)
C	different	different	Different UXIDs (because they really are different people)

- Case A already works today.
 - Case B is broken.
 - Case C already works today.
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What needs to change

We don't want to build a whole new "rule."

Instead, we'll **teach Rule_150 to look at email too**.

Here's how it will work:

1. **Step 1 – Guest check (as today)**
 - If the system sees the same guest_id again, it uses the same UXID.
 2. **Step 2 – Email check (new step)**
 - If guest_id doesn't match anything, check the email.
 - If the email is already linked to a UXID, reuse that UXID.
 3. **Step 3 – New UXID (as today)**
 - If neither guest_id nor email matches anything, then create a brand-new UXID.
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Why this works

- Guests still keep the same UXID as before (no change).
 - People with the same email but different guest_ids will now be unified into the same UXID.
 - People who are truly different (different guest_id and different email) will still get separate UXIDs.
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Why we like this

- Fixes the big bug (Case B).
 - No extra rules to manage – just an improvement inside Rule_150.
 - Backward-compatible with everything we already have.
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Conclusion: **Rule_150 still checks guest_id first, but now it also checks email before creating a new UXID.** This way, we stop splitting the same person into multiple UXIDs just because their guest_id was different.