

Title (en)

SYSTEM AND METHOD FOR IDENTIFYING AND TAGGING USERS

Title (de)

SYSTEM UND VERFAHREN ZUR IDENTIFIZIERUNG UND MARKIERUNG VON BENUTZERN

Title (fr)

SYSTÈME ET PROCÉDÉ D'IDENTIFICATION ET D'ÉTIQUETAGE D'UTILISATEURS

Publication

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Application

EP 17912602 A 20170609

Priority

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Abstract (en)

[origin: WO2018226244A1] The present disclosure relates to a system, method, and computer-program product for identifying and tagging users. Embodiments may include receiving, using at least one processor, a first content request. Embodiments may further include associating a user-access identifier with a first portion of data from the first content request based upon a second portion of the data from the first content request. Embodiments may also include storing the first portion of data from the first content request and the user-access identifier within a memory system. Embodiments may further include receiving a second content request. Embodiments may also include generating a user-identifier tag based upon the user-access identifier stored in the memory system, the first portion of data from the first content request, and a first portion of data from the second content request. Embodiments may further include providing a response to the second content request, the response including the user-identifier tag.

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