“titolo da comunicare”

Matteo G.P. Flora

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“titolo da comunicare”

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finger printing FELICE

Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

MATTEO GIOVANNI PAOLO ANTANI FLORA

Hacker.

Esperto in Digital Reputation e Computer Forensics, con un forte background in Sicurezza Informativa e Privacy, è Fondatore di The Fool, la Digital Reputation Company italiana e CEO di Samadhi, la Digital Technology Holding.

Ha partecipato all'IVLP2012, che seleziona personaggi nel mondo che possono portare maggiore cooperazione tra gli Stati Uniti e l'Italia, co-fondatore del Centro Hermes e Professore a Contratto in "Open Source Intelligence" e "Online Marketing".

Come se fosse.

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

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gle

Google's ad tracking is as creepy as Facebook's. Here's how to disable it

Google in June deleted a clause in its privacy settings that said it would not combine cookie information with personal information without consent

Solon in San Francisco

October 2016 23.48 BST

Comments
558

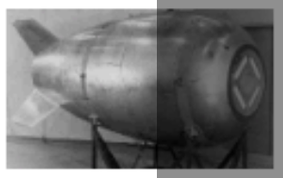
ave for later

Google has users' (mostly) real names, email accounts and search data. Photograph: Baz Ratner/Reuters

Since Google changed the way it tracks its users across the internet in June 2016, users' personally identifiable information from Gmail, YouTube and other accounts has been merged with their browsing records from across the web.

https://www.theguardian.com/technology/2016/oct/21/how-to-disable-google-ad-tracking-gmail-youtube-browser-history

Most popular in US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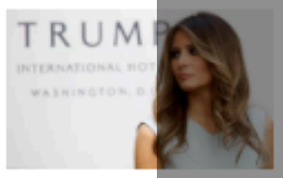
'lost nuke' missin
cold war off Cana
coast



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for modeling jobs
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Donald Trump of

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

Italy Selected Below is a visualisation of your internet traffic when you access media websites. Click on a country to sta

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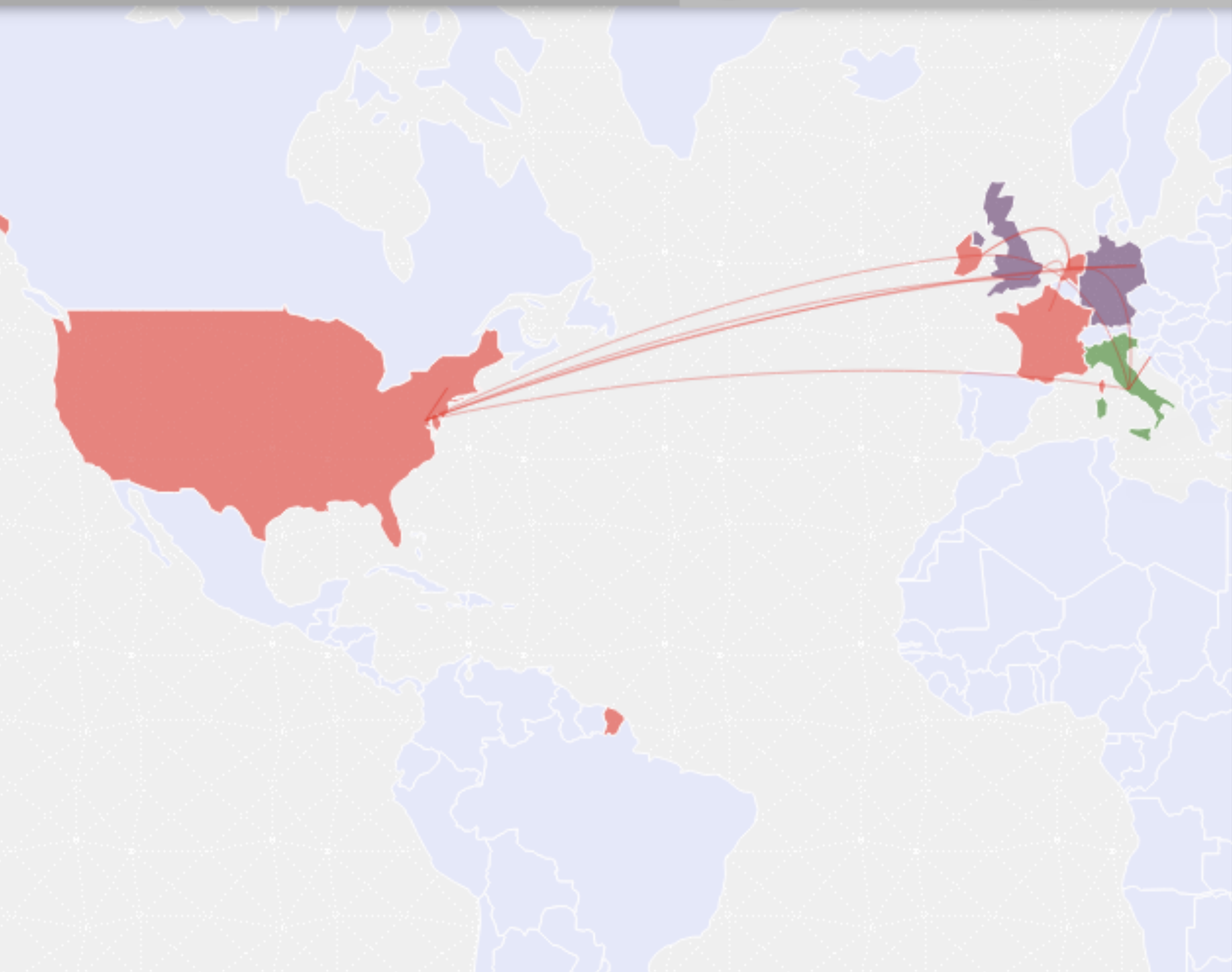
1 Media Sources 25 Unintended connections



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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

Noi siamo gli attivisti!1!1!
Noi lo spaiummo!1!1!
Noi abbiamo la soluzzzione1!1!1!

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

Noi siamo gli attivisti!1!1!
Noi lo spaiummo!1!1!
Noi abbiamo la soluzzzione1!1!1!

(undicifattoriale e honestà)

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

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il valore della gestione corretta dei cookie per la privacy online

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

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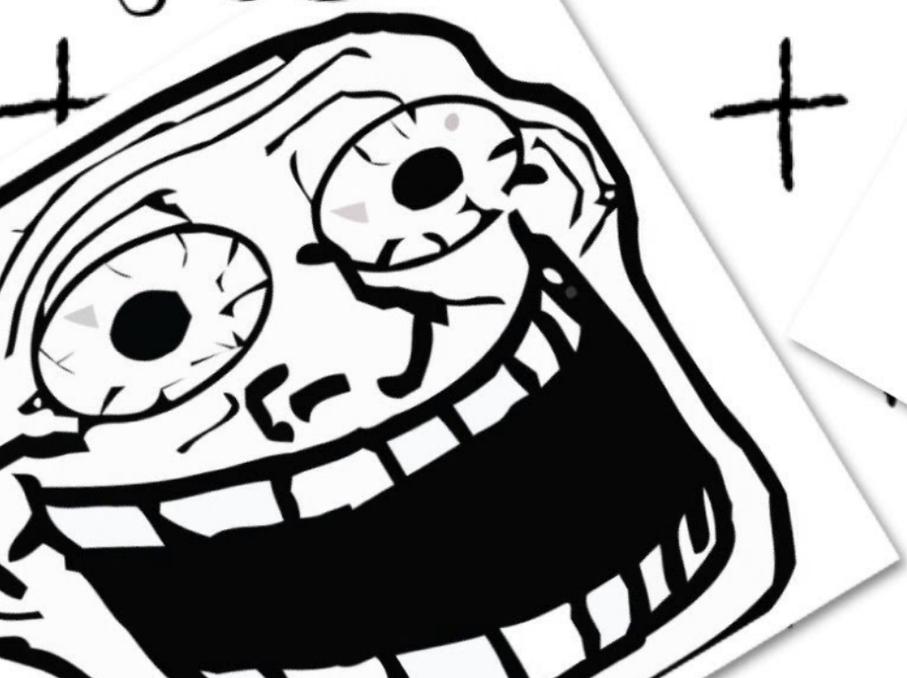
COOKIE

KILLER



COOKIE

KILLER

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printing
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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

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MEDIA

Aranzulla, online il sistema anti-ad block

Il sito di informatica sta recuperando circa 200 euro al giorno da quando la soluzione per contrastare i filtri anti-pubblicità è stata attivata. A breve il lancio di una versione più sofisticata

di **Andrea Salvadori** 15 giugno 2016

Condividi questo articolo

69 | 10 | 59

Salvatore Aranzulla

Ultimi

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lancia due camp
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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

Se cancellate gli AD
il mercato si inc***a.

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printing
FELICE

Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

Se cancellate gli AD il mercato si inc***a.

Se cancellate cookie/script di tracking f***e nulla a nessuno.

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printing
FELICE

Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

Se cancellate gli AD
il mercato si inc***a.

Se cancellate cookie/script di tracking f***e nulla a nessuno.

Zero. Nada.

finger
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FELICE

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Se cancellate gli AD
il mercato si inc***a.

Se cancellate cookie/script di tracking f***e nulla a nessuno.

Zero. Nada.

(HINT: fatti delle domande, datti delle risposte…)

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

La percezione del mercato rispetto agli sforzi degli attivisti contro il tracciamento.

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

1) I cookie rappresentano la “conditio sine qua” del tracciamento;

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

1) I cookie rappresentano la “conditio sine qua” del tracciamento;

2) I cookie “contengono” i dati di profilazione e la “storia” dell’individuo online;

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printing
FELICE

Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

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2) I cookie “contengono” i dati di profilazione e la “storia” dell’individuo online;

3) I repository di dati sono legati ai singoli player del mercato.

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2) I cookie “contengono” i dati di profilazione e la “storia” dell’individuo online;

3) I repository di dati sono legati ai singoli player del mercato.

(HINT: sono tutte e tre vaccate)

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

COOKIE?

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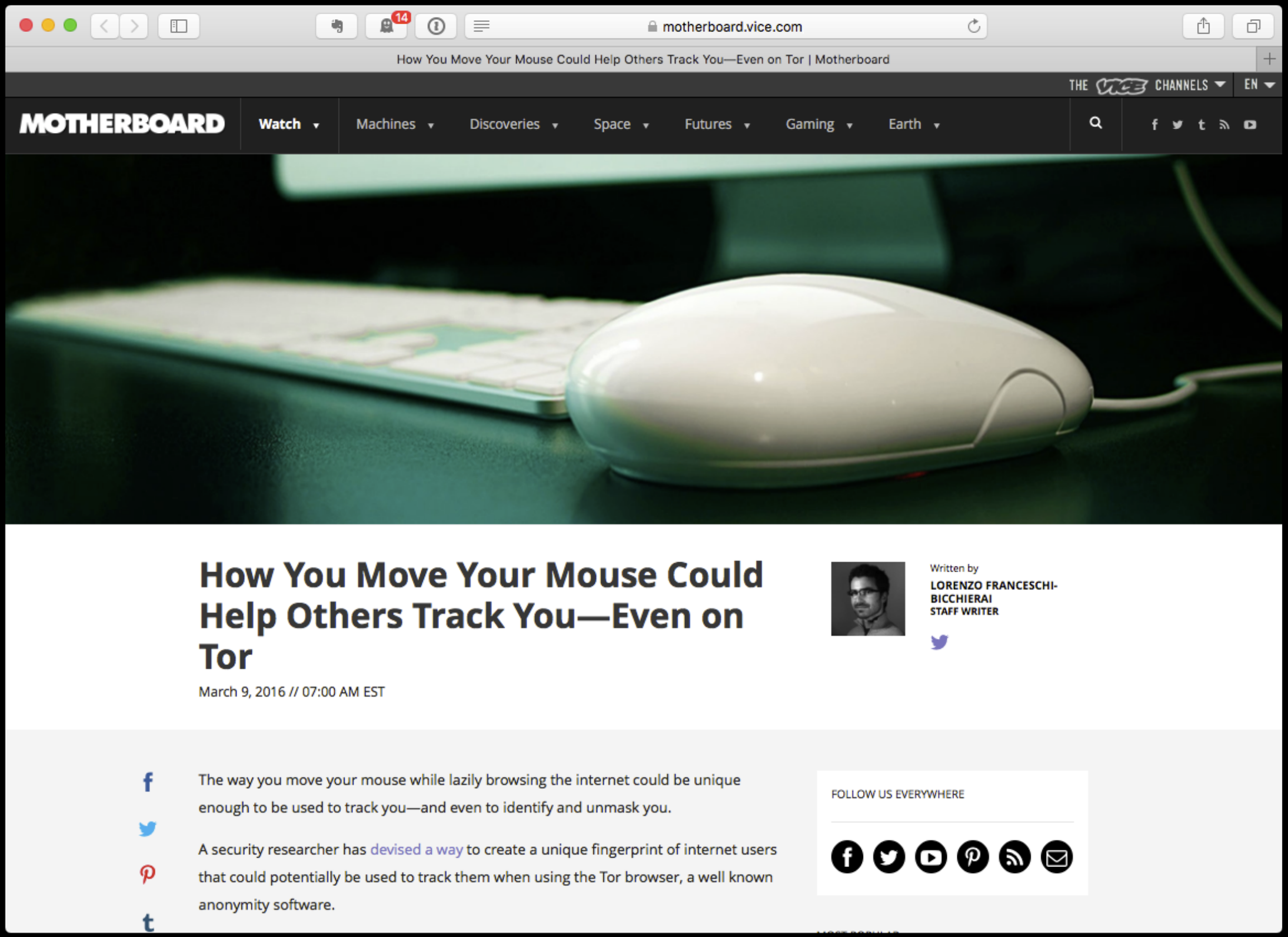

https://motherboard.vice.com/read/how-you-move-your-mouse-could-help-others-track-youeven-on-tor

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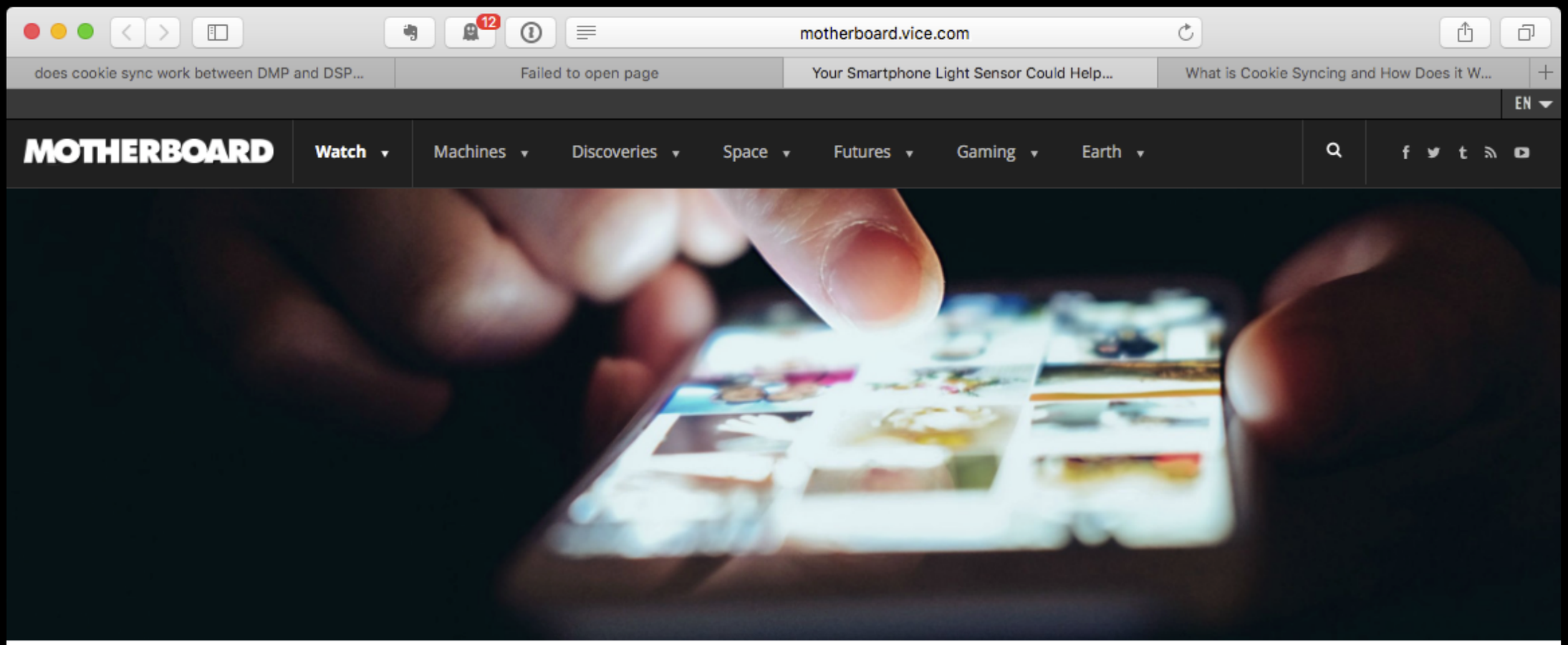
Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).



How Your Smartphone Light Sensor Could Help Websites Track You

August 31, 2016 // 03:54 PM EST

Written by
LORENZO FRANCESCHI-BICCHIERAI
STAFF WRITER

If you have a smartphone, chances are it's able to tell how dark or bright its surroundings are.

Thanks to the phone's light sensor, advertisers, online trackers, and perhaps even law enforcement might soon have a chance to use that feature to track and profile you, according to a privacy and security researcher who warned of the potential dangers posed by ambient light sensors.

FOLLOW US EVERYWHERE

http://motherboard.vice.com/read/smartphone-light-sensor-tacking-privacy

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

techcrunch.com

SilverPush Says It's Using "Audio Beacons" For An Unusual Appro... | 2016 Edition: A Marketer's Guide To Cross-Device Identity | AdE... | Cookies Are So Yesterday; Cross-Device Tracking Is In&mdas...

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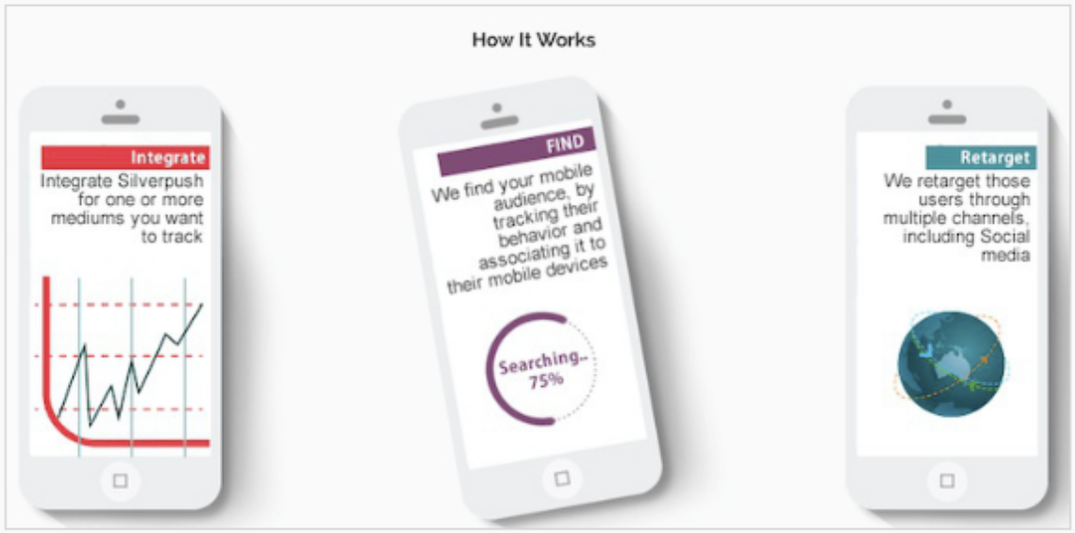
SilverPush Says It's Using "Audio Beacons" For An Unusual Approach To Cross-Device Ad Targeting

*Posted Jul 24, 2014 by **Anthony Ha** (@anthonyha)*



A number of companies are trying to help advertisers bridge the gap between devices — i.e. to identify when the same person is accessing the web or apps from the desktop, phone and tablets. Now a mobile advertising startup called SilverPush says it has created the most accurate approach yet

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SilverPush –

http://adexchanger.com/data-exchanges/2016-edition-marketers-guide-cross-device-identity/

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

wired.com

How to Block the Ultrasonic Signals You Didn't Know Were Tracking You | WIRED

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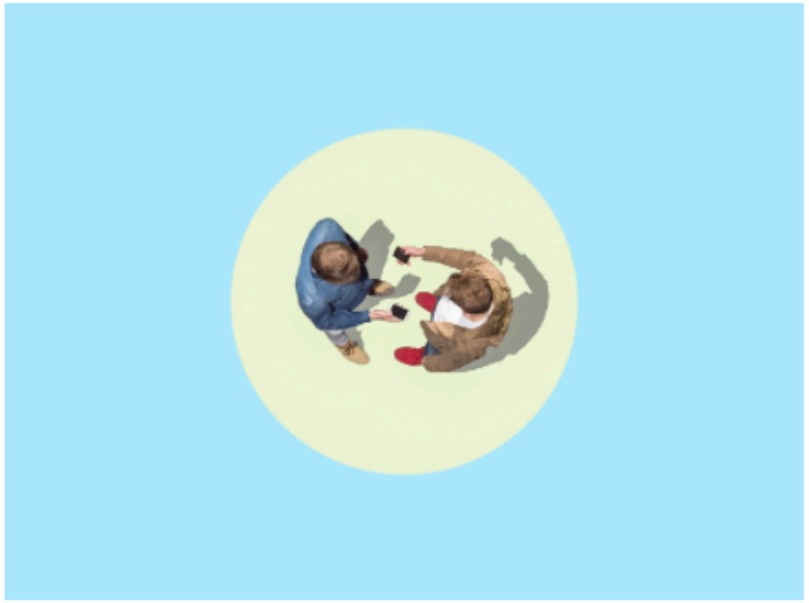
LILY HAY NEWMAN SECURITY 11.03.16 12:32 PM

HOW TO BLOCK THE ULTRASONIC SIGNALS YOU DIDN'T KNOW WERE TRACKING YOU



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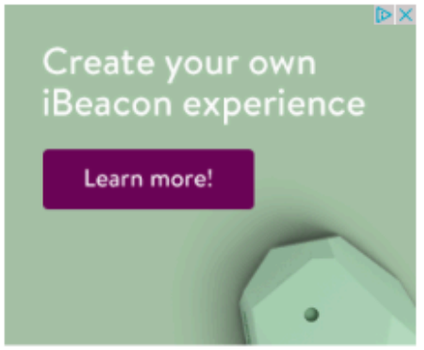
DYSTOPIAN CORPORATE SURVEILLANCE threats today



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https://techcrunch.com/2014/07/24/silverpush-audio-beacons/

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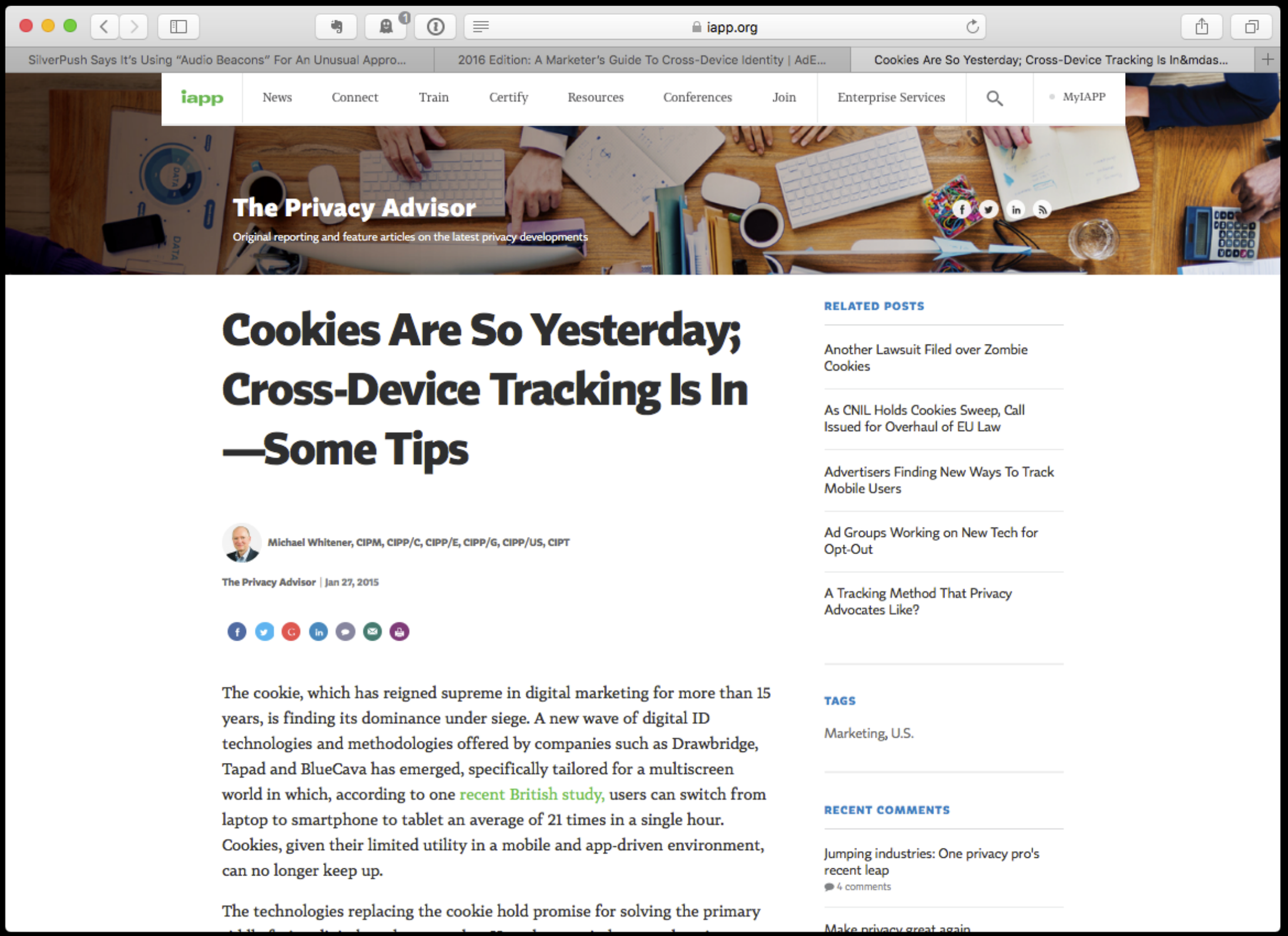

https://iapp.org/news/a/cookies-are-so-yesterday-cross-device-tracking-is-insome-tips/

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

Privacy

Cross-Device Tracking: How the Ad Industry Will Follow You Wherever You Go

Rob Pegoraro
Contributing Editor
November 17, 2015

Image: FTC.gov

Does your smartwatch know you're reading this on your laptop?

If the ad industry's ambitions pay off, online marketers will be able to do the next best thing: fine-tune the sales pitches displayed on one device based on what you've seen on the others. It's called "cross-device tracking," and you're probably going to start hearing a lot more about it.

No IP address is an island

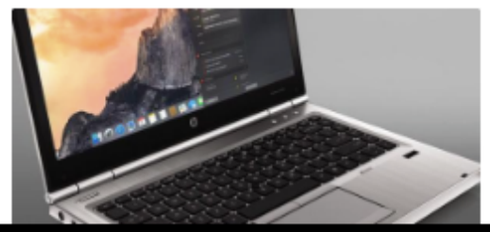
As participants at a workshop hosted Monday by the Federal Trade Commission in Washington, D.C., explained, the basic problem here is one you experience every time you fumble for the right charger or cable: We use too many devices.

Yet many of the traditional tools and networks employed to present ads we might care about — such as "cookie" files that identify particular browsers — date to a time when most of us used just one.

"It's harder to get a consistent viewpoint on what [people are] doing online," observed FTC Policy Director Justin Brookman as he opened the discussion.

Lest you see that as a feature, not a bug, remember that you are probably already

What to Read Next



https://www.yahoo.com/tech/cross-device-tracking-how-the-ad-industry-will-165933847.html

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

“…since 2009 market has steadfastly moved from a cookie based approach to a network/application/ hardware/identity based deterministic and probabilistic approach…”

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

“…since 2009 market has steadfastly moved from a cookie based approach to a network/application/ hardware/identity based deterministic and probabilistic approach…”

(AKA: Fuck You)

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

IDENTITY?

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

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Guide to Cross device tracking with User Id in Google Analytics

Google Analytics Developer

Index

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#2 What are the benefits of using the User id?
#3 Limitations of User ID
#4 Difference between Client ID and User ID
#5 Session Stitching
#6 What are the requirement for setting up the user id?
#7 How User id works?
#8 What is Session Unification and why it is required?
#9 How to actually set up the User ID (step by step process)?
#10 What is User ID View?
#11 What are Cross Device Reports?
#12 What is Device Overlap Report and what insight does it provide?
#13 What is Device Paths Report and what insight does it provide?
#14 What is Acquisition Device Report and what insight does it provide?
#15 What is User id coverage report and what insight does it provide?

What is user id and why you need it?

> *User id is simply a unique set of alphanumeric characters (like UD23ddd3432) assigned to a user so that he/she can be identified across devices/ browsers and over the course of multiple sessions.*

https://www.eff.org/deeplinks/2014/11/verizon-x-uidh

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

krux.com

cross device identity - Yahoo Search Results | Cross Device Identity Management | Krux

krux

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SOLUTIONS FOR IDENTITY

Cross Device Identity Management

Deliver what people really want, any way they want it, on any screen, in any context and at any moment across all devices in real time.

Deterministic and Probabilistic

Accurately and anonymously identify unique individuals through deterministic data and probabilistic algorithms.

People Data Management

Unify siloed data from multiple sources, such as web, mobile, CRM, registrations and subscriptions, for a more thorough view of your audience.

SuperTag

Author, control and connect people data through the most scalable tag delivery infrastructure in operation.

Mobile Data Activation

Unify, analyze, and activate people data on any mobile platform

Lookalikes

Reach and convert people who are similar to your most valuable customers.

Events and Funnels

Gain detailed insights on any user action and optimize the customer funnel for higher conversions.

Audience Discovery

Discover the unknowns; convert them into knowns.

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http://www.krux.com/platform/intelligent-marketing-hub-dmp/data-identity-management/

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eff.org

Verizon Injecting Perma-Cookies to Track Mobile Customers, Bypassing Privacy Controls | Electronic Frontier Foundation

ELECTRONIC FRONTIER FOUNDATION
DEFENDING YOUR RIGHTS IN THE DIGITAL WORLD

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NOVEMBER 3, 2014 | BY JACOB HOFFMAN-ANDREWS

Verizon Injecting Perma-Cookies to Track Mobile Customers, Bypassing Privacy Controls

Verizon users might want to start looking for another provider. In an effort to better serve advertisers, Verizon Wireless has been silently modifying its users' web traffic on its network to inject a cookie-like tracker. This tracker, included in an HTTP header called X-UIDH, is sent to every unencrypted website a Verizon customer visits from a mobile device. It allows third-party advertisers and websites to assemble a deep, permanent profile of visitors' web browsing habits without their consent.

Verizon apparently created this mechanism to expand their advertising programs, but it has privacy implications far beyond those programs. Indeed, while we're concerned about Verizon's own use of the header, we're even more worried about what it allows *others* to find out about Verizon users. The X-UIDH header effectively reinvents the cookie, but does so in a way that is shockingly insecure and dangerous to your privacy. Worse still, Verizon doesn't let users turn off this "feature." In fact, it functions even if you use a private browsing mode or clear your cookies. You can test whether the header is injected in your traffic by visiting lessonslearned.org/sniff or amibeingtracked.com over a cell data connection.

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NSA Spying

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EFF is leading the fight against the NSA's illegal mass surveillance program. Learn more about what the program is, how it works, and what

https://www.eff.org/deeplinks/2014/11/verizon-x-uidh

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

1st Party Cookie >>

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

1st Party Cookie >>

3rd Party Cookies >>

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

1st Party Cookie >>

3rd Party Cookies >>

From Cookie to Uid >>

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1st Party Cookie >>

3rd Party Cookies >>

From Cookie to Uid >>

DSP, DMP >>

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AdX, Data Exchange

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3rd Party Cookies >>

From Cookie to Uid >>

DSP, DMP >>

AdX, Data Exchange

(AKA: RTB)

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

PARENTESI LUDICA

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

freedom-to-tinker.com

Cookies that give you away: The surveillance implications of web tracking

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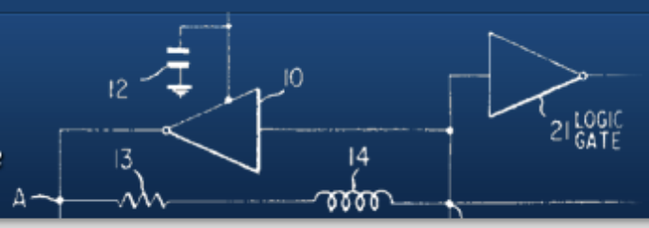


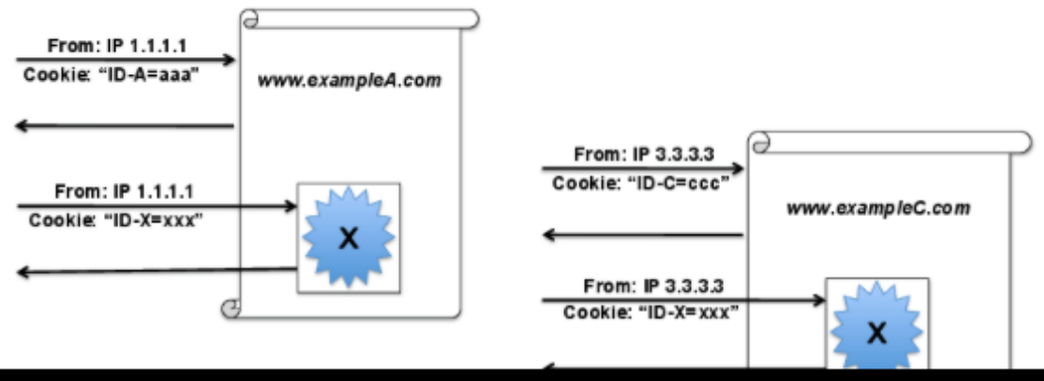
Cookies that give you away: The surveillance implications of web tracking

APRIL 4, 2014 BY DILLON REISMAN

*[Today we have another announcement of an exciting new research paper. Undergraduate Dillon Reisman, for his senior thesis, applied our **web measurement platform** to study some timely questions. -Arvind Narayanan]*

Over the past three months we've learnt that NSA uses third-party tracking cookies for surveillance (**1**, **2**). These cookies, provided by a third-party advertising or analytics network (e.g. doubleclick.com, scorecardresearch.com), are ubiquitous on the web, and tag users' browsers with unique pseudonymous IDs. In **a new paper**, we study just how big a privacy problem this is. We quantify what an observer can learn about a user's web traffic by purely passively eavesdropping on the network, and arrive at surprising answers.

At first sight it doesn't seem possible that eavesdropping alone can reveal much. First the eavesdropper on the Internet backbone sees millions of HTTP requests and responses. How can he associate the third-party HTTP request containing a user's cookie with request to the first-party web page that the browser visited, which doesn't contain the cookie? Second, how can visits to different first parties be linked to each other? And finally, even if all the web traffic for a single user can be linked together, how can the adversary go from a set pseudonymous cookies to the user's real-world identity?



Freedom to Tinker is hosted by Princeton's Center for Information Technology Policy, a research center that studies digital technologies in public life. Here you'll find comment and analysis from the digital frontier, written by the Center's faculty, students, and friends.

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http://www.krux.com/platform/intelligent-marketing-hub-dmp/data-identity-management/

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Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

schneier.com

NSA Tracks People Using Google Cookies - Schneier on Security

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NSA Tracks People Using Google Cookies

The Washington Post has a detailed article on how the NSA uses cookie data to track individuals. The EFF also has a good post on this.

I have been writing and saying that surveillance is the business model of the Internet, and that government surveillance largely piggy backs on corporate capabilities. This is an example of that. The NSA doesn't need the cooperation of any Internet company to use their cookies for surveillance purposes, but they do need their capabilities. And because the Internet is largely unencrypted, they can use those capabilities for their own purposes.

Reforming the NSA is not just about government surveillance. It has to address the public-private surveillance partnership. Even as a group of large Internet companies have come together to demand government surveillance reform, they are ignoring their own surveillance activities. But you can't reform one without the other. The Free Software Foundation has written about this as well.

Little has been written about how QUANTUM interacts with cookie surveillance. QUANTUM is the NSA's program for real-time responses to passive Internet monitoring. It's what allows them to do packet injection attacks. The NSA's Tor Stinks presentation talks about a subprogram called QUANTUMCOOKIE: "forces clients to divulge stored cookies." My guess is that the NSA uses frame injection to surreptitiously force anonymous users to visit common sites like Google and Facebook and reveal their identifying cookies. Combined with the rest of their cookie surveillance activities, this can de-anonymize Tor users if they use Tor from the same browser they use for other Internet activities.

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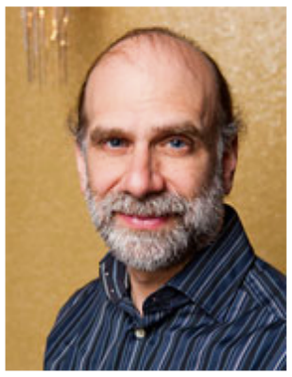
About Bruce Schneier



I've been writing about security issues on my blog since 2004, and in my monthly newsletter since 1998. I write books,

https://www.schneier.com/blog/archives/2013/12/nsa_tracks_peop.html

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DMP/DSP?

Si legge COOKIE SYNCING

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How does cookie sync work between DMP and DSP? - Quora

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Data Management Platform (DMP) Demand Side Platform (DSP)

How does cookie sync work between DMP and DSP?

1 Answer

Ben Kneen, Former Product Manager for PayPal's Ad-Focused DMP
22.6k Views

It depends on the DMP and DSP, but in an ideal world, there would be a server-to-server integration based on a frequency capped pixel fired from a universal container on the client site.

Here's how it would work -

1. The client puts the DMP universal container tag on their webiste. This is a simple piece of javascript that controls which pixels are called by a user visiting a page on the client's website. Using a universal container, the client can control additional pixel calls to fire on its users in a dynamic fashion, and control the frequency of how often those pixels drop. The more pixel calls, the more latency on the page, so it makes sense to frequency cap any cookie sync process.
2. The client would, through the DMP's UI, place a pixel from the DSP in the universal container. So now, when a user calls the DMP's universal container tag on the client's site, the DMP in turn calls the DSP's pixel into that universal container. Plainly speaking, a user's browser on the client's site receives a cookie from both the DMP and the DSP. The DMP and the DSP can now both assign an ID to that user.
3. Here's how the sync happens - when the DMP makes that call to the DSP, it also

Related Questions

Where can a DMP fire a pixel to sync IDs v DSPs?

How does Cookie sync work between Kru Google?

I'm building a DSP and want to partner wi party data provider. Can I cookie sync all r feed without buying any media?

What is DMP and how does it work?

What is DMP?

BlueKai (company): What is the structure and the structure of category in DMP?

How does an enterprise DMP like x+1 nor data across different sources and locate c without using non-cookie IDs taken from C

Demand Side Platform (DSP): How does P integrate with a DMP?

Is it possible for modern DMP to match us cookies not only with emails and addresse also with social profiles?

How do I open a .dmp file extension? I wa the dmp file to see the content inside

http://www.krux.com/platform/intelligent-marketing-hub-dmp/data-identity-management/

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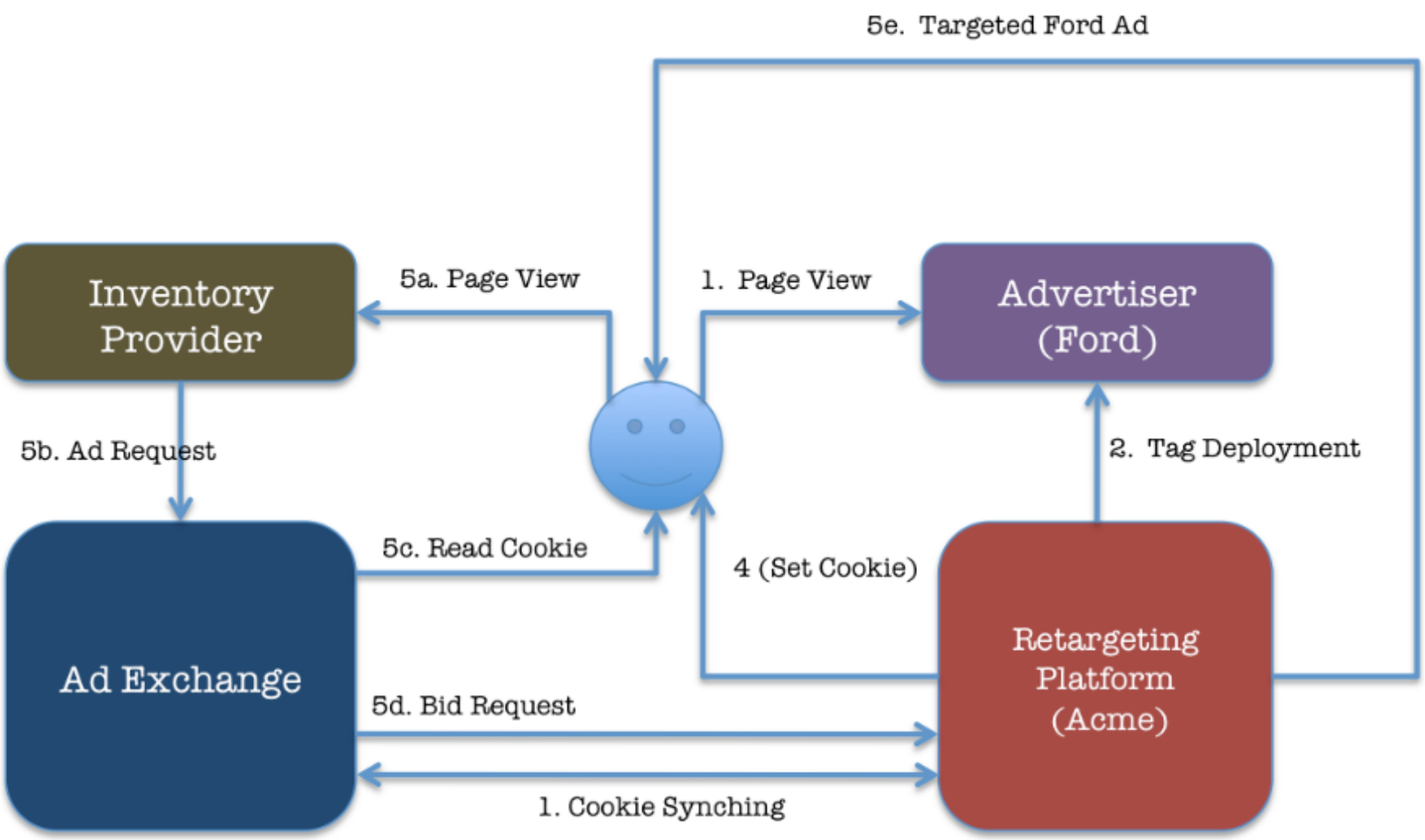
krux.com

Cookie Synching - Krux Blog

krux PLATFORM SOLUTIONS CLIENTS COMPANY NEWS & VIEWS REQUEST A DEMO

1. Tag all pages on the Ford website in order to identify Ford users (this results in an Acme User ID cookie being set on the browser of every user who visits the Ford website).
2. Implement Cookie Synching with the Ad Exchange to map Ad Exchange users to Ford users.



The complete sequence of steps is presented below:

1. Acme and Ad Exchange implement Cookie Synching — Acme can map the Ad Exchange User ID in the bid request from the Ad Exchange to the Acme ID for the same user
2. Ford tags all of their pages with Acme's Pixel Tag (Javascript/IFrame/IMG)

http://www.krux.com/blog/ceos-corner/cookie-synching/

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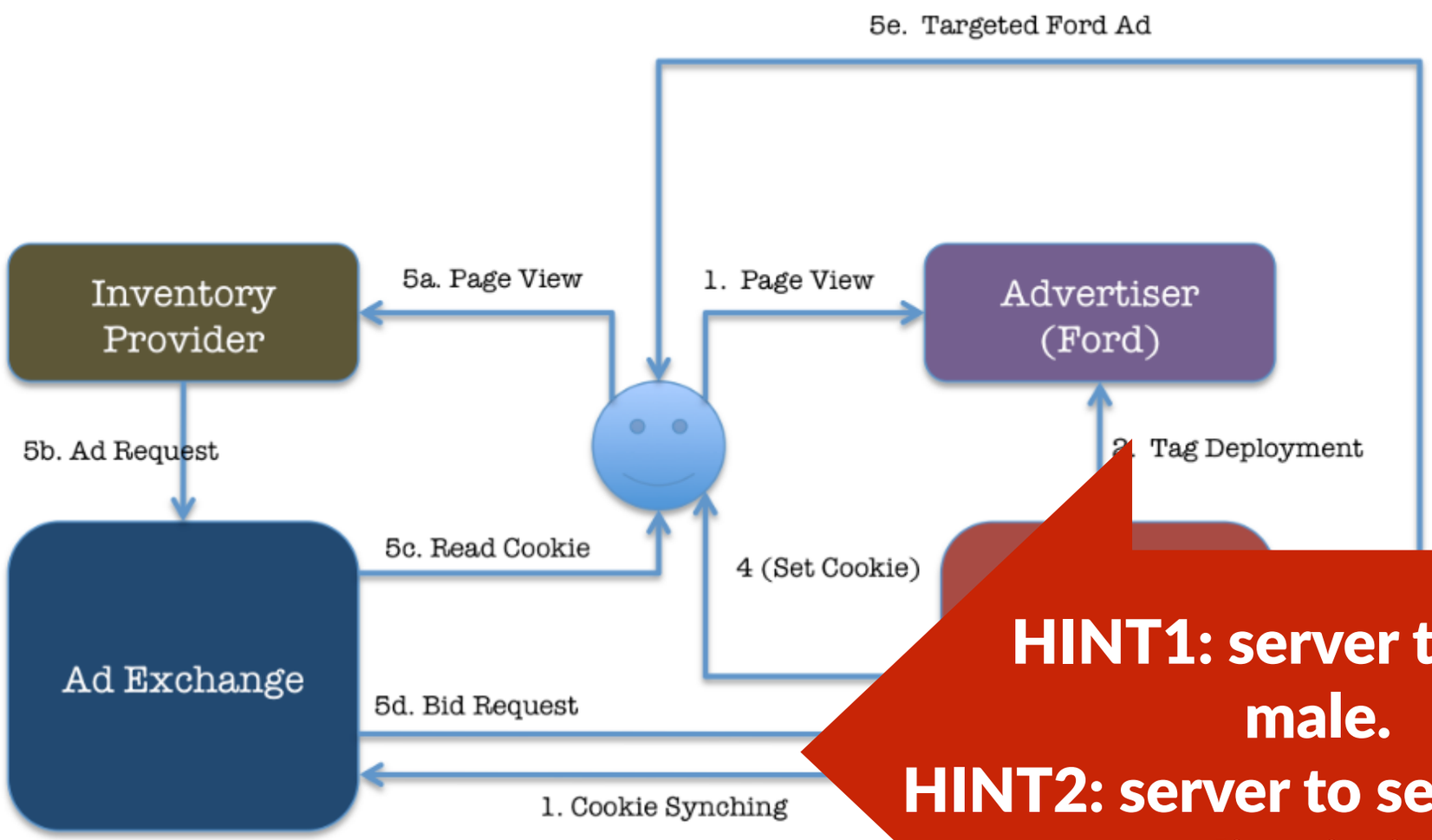

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2. Ford tags all of their pages with Acme's Pixel Tag (Javascript/IFrame/IMG)

HINT1: server to server è male.
HINT2: server to server non lo vedi coi giochini.

http://www.krux.com/blog/ceos-corner/cookie-synching/

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Lo vedete il passo successivo, vero?
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Cookie Synching - Krux Blog

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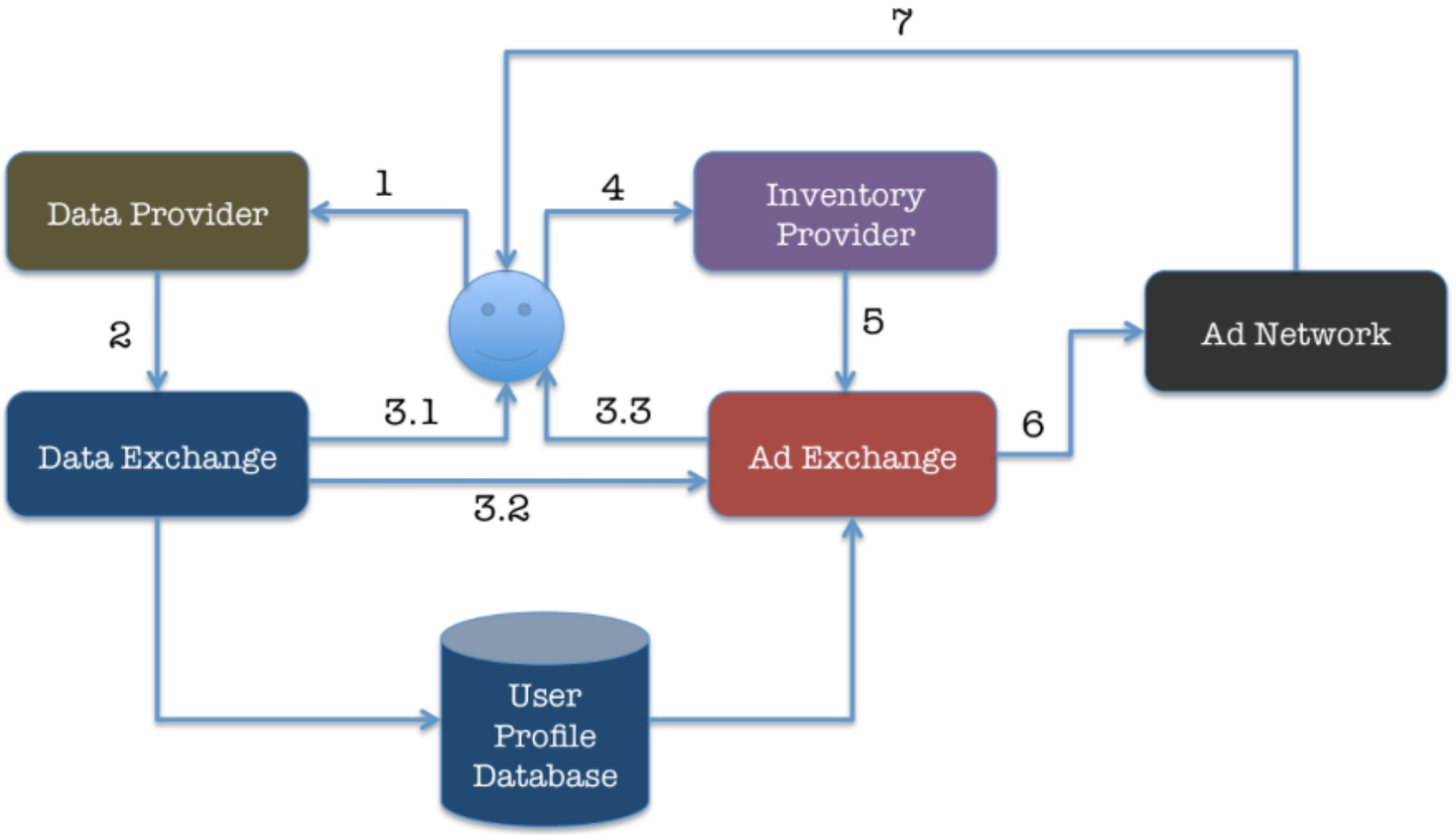
integration with the Data Exchange in order to start seeing the appropriate user data in the bid requests sent to them. The entire workflow is outlined below:



1. User X visits a Data Provider website (say Expedia and searches for a ticket to NY).
2. Data Exchange tag gets called and Data Exchange assigns an ID to the user (if one doesn't already exist; if one does, it is read from the corresponding Cookie) and also assigns the user to the "NY Travel Intender" audience segment.
3. The response to the Data Tag from the Data Exchange results in the following things:
   1. (3.1) Pixel URLs for all Buyers who won the data event auction (please see [[Data Exchange Overview]]).
   2. (3.2) A Pixel URL for the Ad Exchange which gets called by the user's browser with the ID of the user as assigned by

http://www.krux.com/blog/ceos-corner/cookie-synching/

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Cookie Synching - Krux Blog

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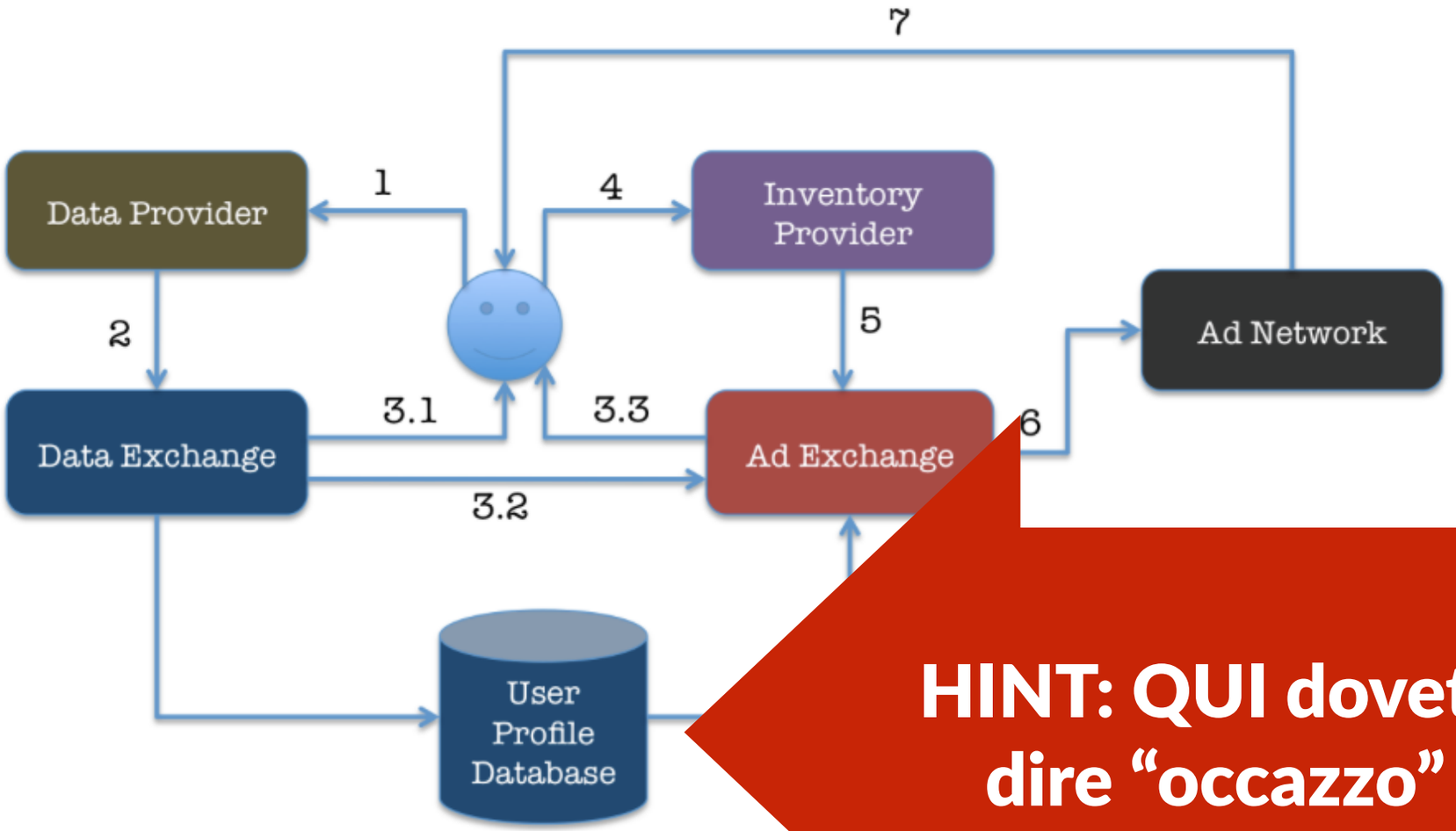
Bidding) wanting to provide data from a Data Exchange to all bidders as part of the RTB Bid requests. This does require the Bidders to sign an agreement with the Data Exchange [illegible] integration with the Data Exchange in order to start seeing the appropriate user data in the bid requests sent to them. The entire workflow is outlined below:



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HINT: QUI dovete dire "occazzo"

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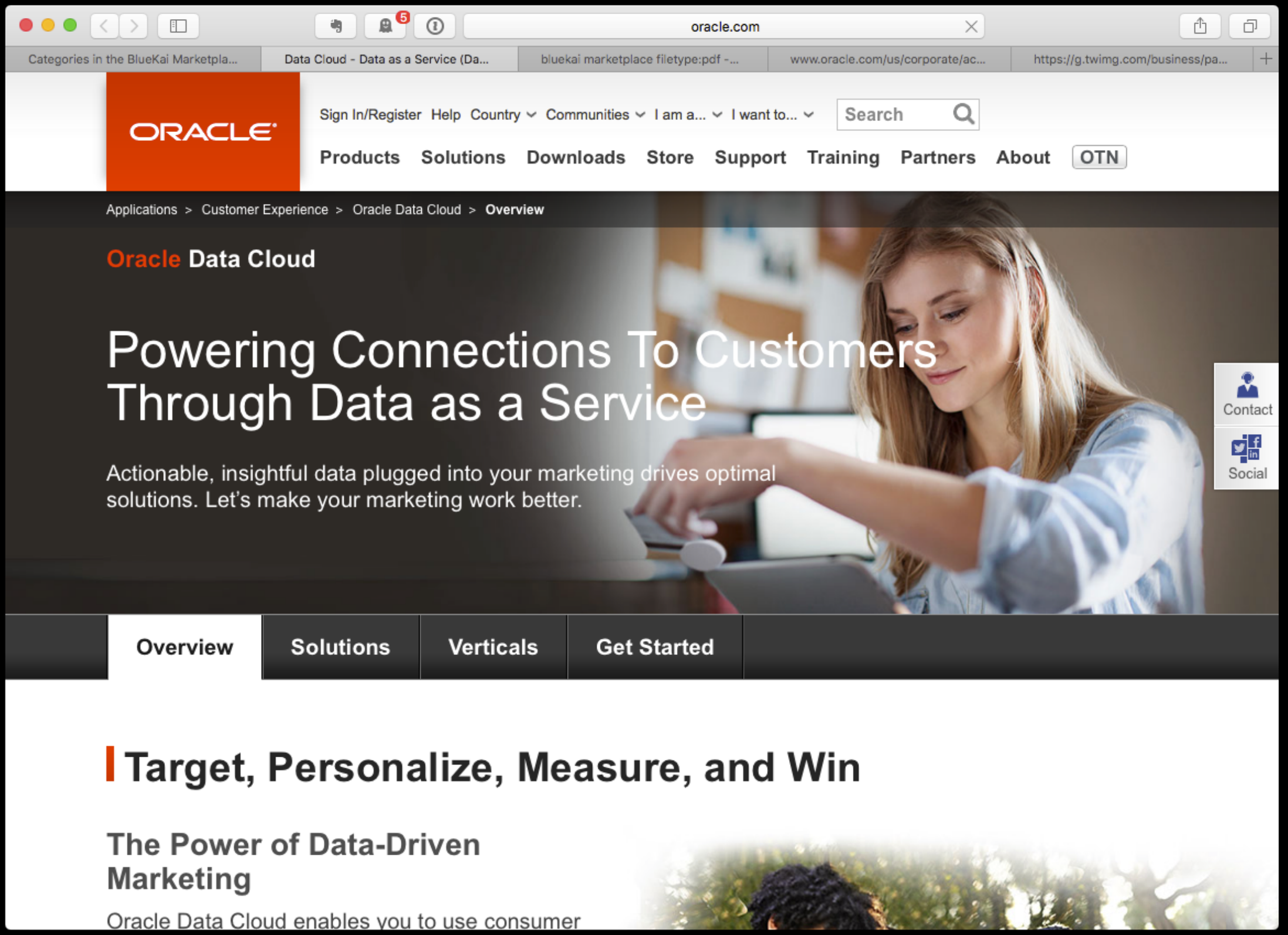

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* Customer Information Provided by BlueKai

BlueKai's Audience Data Marketplace

The World's Largest Data Marketplace for Digital Marketers

- Access to the largest aggregation of licensed 3rd party data providers available anywhere
- Provides customers more than 30,000 data attributes including intent, B2B, past purchases, geo/demo, interest/lifestyle, branded and qualified demographics
- Over 700 million global profiles
- More than 200 data providers
- 200+ customers across multiple industries

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BlueKai Uniquely Enables Private Data Sharing

http://www.oracle.com/us/corporate/acquisitions/bluekai/general-presentation-2150582.pdf

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bluekai
Big Data for Marketing

twitter

BlueKai Data Activation System: Twitter Tailored Audiences

USING WHAT YOU KNOW, TO POWER WHAT YOU DO

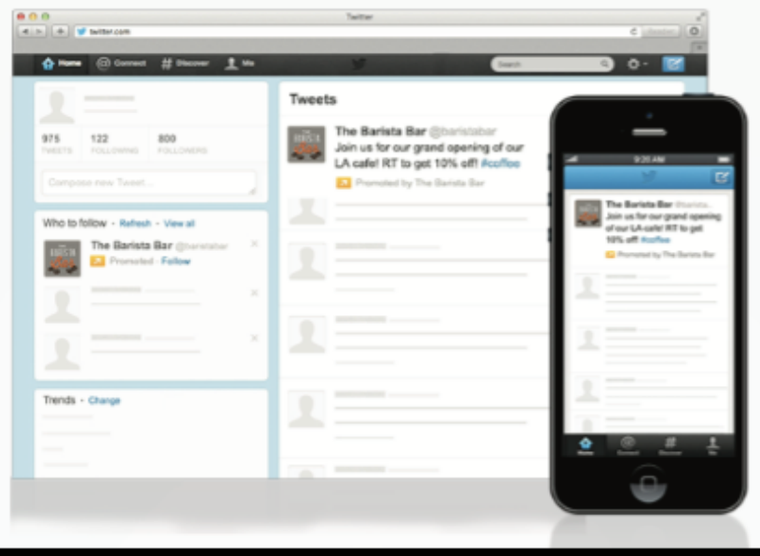
Overview Of Partnership

Twitter has selected BlueKai as a partner for its recently launched tailored audiences product for marketers and publishers. As a partner, BlueKai will enable marketers and publishers to leverage 1st and 3rd party audience data to power native ad targeting on Twitter.

Prior to tailored audiences, contextual targeting was the primary driver for Twitter campaigns. Now, with the ability to pass 1st party, 3rd party, offline and modeled data to Twitter, BlueKai clients can extend their audience targeting strategy using their own audience intelligence to improve relevancy, engagement and reach. In addition to improved ad targeting, clients can also use BlueKai Audience Analytics to learn more about their audience composition on Twitter.

Partnership Details

1. Activate 1st party, 3rd party, offline, and modeled data to target customers on Twitter media
2. Leverage automated audience delivery to seamlessly apply your data to Twitter media campaigns
3. Speak to your audience on the most engaged social platform with custom messaging based on user preferences and brand engagements
4. Reach a highly engaged mobile audience across multiple devices



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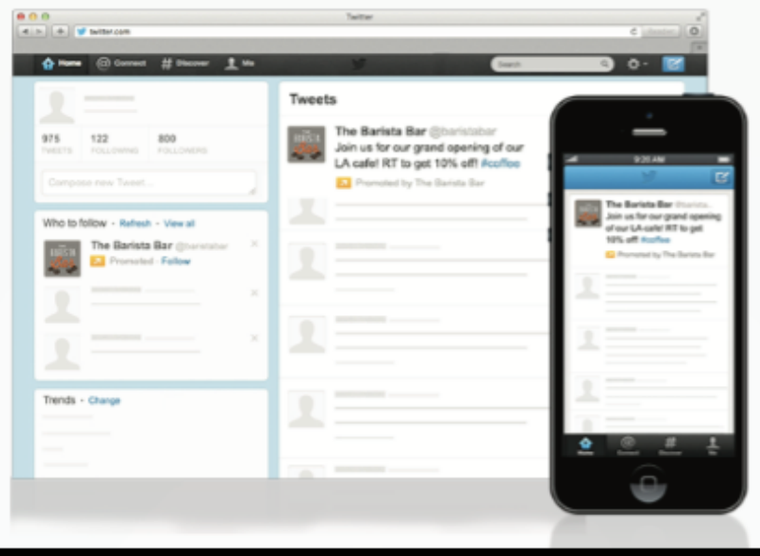

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AddThis

AddThis: A Buyer's Guide

DATA TYPES: Auto, B2B, Behavioral, CPG, Demographic, Financial, Offline Match, Political, Retail, Seasonal, Social/Lifestyle,Travel

AddThis Data 101

AddThis helps brands build more authentic customer relationships through insight, activation and personalization products powered by the AddThis Audience Intelligence (Ai) platform. AddThis Ai processes the real-time interest and intent data from 1.9B monthly uniques across 15M domains. AddThis' reach, combined with world-class data science and seamless integration across the marketing ecosystem, gives marketers and advertisers unprecedented transparency into target audiences and enhances their ability deliver effective personalized experiences across paid and owned media.

Description of Data Types:

AddThis has intent-based segments, interest segments and includes social data segments. These high performance segments have great reach and scale in the industry. AddThis pinpoints in-market prospects that are the most likely to convert and are optimized and scaled using social and behavioral data. AddThis also models all the search, social and metadata with a full data science team. All data types are available to target international audiences in almost all countries. This data is used for every vertical (Auto, Retail, CPG, Travel, Financial Services), season (Holiday, Back to School, Mother's Day, etc.) and type of buy (Social, Direct Response, Branding).

International: UK, CAN, AUS, FR, DE, BR, SP, MEX, JPN, IN, IT, KR, ID

Collection Methodology:

AddThis sees observed and declared actions for each unique visitor on every page across our 15M site-strong publisher network. Our proprietary blend of observed (e.g., arriving on site from search, content on page, reading on article, scrolling, watching a video) and declared (e.g., click, like, share, follow, print) data yields a holistic picture of each user's true web habits, interests and preferences in real-time – providing unmatched audience insight and unparalleled audience segment quality and scale.

Use Our Data For:

- Understanding how consumers in your CRM act across the web
- Reaching hard to find users with a specific interest or intent
- Marketing to your brand advocates & socially active consumers
- Finding users who are likely to convert by modeling your existing converters

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comScore

comScore TV: A Buyer's Guide

DATA TYPES: Auto, Demographic, Financial, Offline Match

comScore TV Data 101

comScore TV (formerly Rentrak) is the entertainment industry's premier source for measuring who is going to the movies and who is watching TV across every screen—every day, every second, everywhere. By collecting viewing information from tens of millions of televisions with actual consumer behavior and purchasing information, only comScore TV provides the stable and robust audience measurement and targeting services on which industry professionals have come to rely to precisely measure what consumers are watching.

Description of Data Types:

comScore TV makes 301 television audience segments available for digital ad targeting. These 301 syndicated audiences are based on genre, daypart and a single network definition for each of the ~250 networks comScore TV reports.

- **Daypart segments** – Daytime, Early Fringe, Early Morning, Late Fringe, Overnight, Prime and Prime Access.
- **Genre segments** – Action/Adventure, Animation, Comedy, Cooking, Documentary, Drama, Educational, Foreign Language, Game Show, Home & Garden, Kids, Movies, Music, Horror, News, Paid Programming, Politics, Reality, Science Fiction, Soap Operas, Sports, Talk, Travel, Variety and Home Shopping.
- **Network segments** – comScore TV provides data on more than 250 broadcast and cable networks. A complete list of networks is available through Oracle BlueKai.

Custom segments are available outside of the Oracle BlueKai marketplace and your Oracle or comScore TV representative can help you.

Collection Methodology:

comScore TV precisely measures and reports TV viewership, using second-by-second intelligence collected from more than 36 million televisions. By integrating TV viewing information with consumer segmentation systems, syndicated consumer behavior and other transactional sources, comScore TV empowers stakeholders—agencies, advertisers, and television networks—to direct the right message at the right audience.

Use Our Data For:

- Extending the reach or frequency of your existing television campaign in the digital market
- Maximizing your cross-screen marketing by taking advantage of this data and technology
- Use the brand and awareness power of television and take advantage of digital targeting to maximize your media investment

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dun & bradstreet

Dun & Bradstreet: A Buyer's Guide

DATA TYPES: B2B, Offline Match

Dun & Bradstreet Data 101

Dun & Bradstreet is the world's leading source of commercial and business insight. Powered by a global database of 240 million business records, our propriety D-U-N-S number and DUNSRight quality process, data integrity is the foundation of all of our solutions.

This rigor and expertise now extends to digital marketing via our best-in-class Audience Solutions. Leveraging D&B's assets and quality assurance processes enables us to provide a range of digitally addressable audiences for B2B marketers.

Description of Data Types:

Dun & Bradstreet Audience Solutions provides over 150 actionable audience segments to suit a range of B2B online targeting needs. These segments include:

- Company
  - » Employee size, revenue size, maturity
- Industry Classifications
  - » SIC and NAICS industry categorizations
- Functional Area
  - » Area of responsibility and domain expertise

- Seniority
  - » Business or equivalent organizational seniority
- Decision Makers
  - » IT, Financial and business decision makers

Collection Methodology:

Dun & Bradstreet aggregates, curates and synthesizes over 30,000 data sources globally, including contact-level data made available on an anonymous basis to customers for offline sales and marketing. Audience Solutions takes that process a step further, bringing offline data online, using methods compliant with the highest standards of PII protection and privacy. Audience Solutions continually discovers, evaluates and harmonizes new data sources, leveraging proprietary technology to offer continually expanding addressable audiences for the B2B marketer.

Use Our Data For:

For the B2B marketer, Audience Solutions data provides a powerful facility to discover, engage and verify professional audiences online though programmatic and non-programmatic buying, and on-site visitor engagement. For direct response or awareness, use our digital audience data to eliminate waste when seeking high-value, hard-to-reach audiences in digital channels.

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Forbes

Forbes: A Buyer's Guide

DATA TYPES: Auto, B2B, Financial, Offline Match, Political, Seasonal, Social/Lifestyle, Telecommunications, Travel

Forbes Data 101

Serving as the world's definitive source for business and finance news since 1917, Forbes and its Premium Data Platform offer unparalleled access to a highly affluent and connected audience of insiders, innovators and influencers. Advertisers look to Forbes for exclusive access to the business community and the rest of the world's elite with custom built, highly specified segments and exclusive targeting solutions.

Description of Data Types:

Forbes Premium Data is arranged by channel and section in correspondence to Forbes.com. Channels include Business, Investing, Technology, Entrepreneurs, Opinion, Leadership, Lifestyle and Lists. Each channel contains an array of more specific sections covering topics as diverse as Sports & Leisure, Travel, Autos, Personal Finance, Intelligent Investing, Mobile, CEO Network and Style & Finance.

Collection Methodology:

Using carefully verified, behavioral targeted date on the Forbes Premium Network, advertisers can pick and choose from over 80 unique Channels and Sections to create custom, highly optimized segments. This first-party data can reach audiences broad or niche.

Use Our Data For:

Forbes Premium Data works best when segments are mixed and matched to create custom audiences of business and finance professionals and affluent consumers.

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TiVo Research

TiVo Research: A Buyer's Guide

DATA TYPES: TV Viewership

TiVo Research Data 101

TiVo Research is a leading cross-media research, measurement and analytics company that provides nationally representative single-source TV data linked to purchases made at the household level. Partnerships with multichannel video programming distributors and proprietary TiVo set-top box data enables TiVo Research to move beyond standard age, sex and demographics to deliver audience segments based on viewing behavior from an in-tab sample of 2.3 million set-top box households. In addition to the viewing segments available through Oracle Data Cloud, TiVo Research directly matches household-level TV viewing data with both visitation and purchase data in several key categories such as CPG, Auto, Rx, Retail and QSR/ CDR. TiVo Research also matches second-by-second viewing data to digital datasets and CRM databases.

Description of Data Types:

TiVo Research data comes from a nationally representative sample of set-top box data from TiVo and six other providers covering 200 DMAs.

Standard segments

- Heavy/light viewers by network
- Viewers by program
  - » For top 100 primetime programs
  - » All NFL, NHL & MLB games
  - » News: early morning, talk, news magazine, weekday morning
- Heavy/light viewers by genre
- Rankers by network, program & genre
- Spanish-language segment

Customer segments available upon request.

Collection Methodology:

TiVo Research gathers passive second-by-second set-top box tuning data in a privacy-compliant manner. Tuning data is aggregated, anonymized, normalized and weighted to U.S. Census. It provides the base for audience metrics covering programs, networks, dayparts and genres. Standard segment data comprises live viewing plus three days of playback, with other time periods available upon request. Data comes not only from TiVo DVR boxes, but also from other cable, telco, satellite and over-the-air households. TiVo Research segments are refreshed quarterly, or more frequently as needed, to account for TV seasonality. Customized reports, including TV campaign exposed audiences, are available upon request.

Use Our Data For:

Cross-platform targeting – Use TiVo Research segments to identify the online placement that will reach the people exposed to a TV campaign

Optimizing frequency – Use TiVo Research segments to meet your cross-platform frequency goals across TV and digital

Extending reach – TiVo Research offers the ability to locate hard-to-reach television viewers online by matching TV data deterministically to digital identifiers like cookies, tags, pixels, IP Address and CRM datasets. TiVo Research is also able to probabilistically match TV data to Device IDs

Improving TV tune-in – Measure and optimize how digital campaigns drive TV tune-in

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VISA

Visa Audiences: A Buyer's Guide

DATA TYPES: Entertainment, Grocery, Restaurant, Retail, Seasonal, Travel

Visa Audiences Data 101

The world's largest retail electronic payments network is now at your fingertips. Visa Audiences powered by DLX provide audiences based on $1.4 trillion of annual U.S. credit card spend. They are uniquely built from Visa-purchase data combined with Oracle Data Cloud known demographic, financial, purchase and other data on more than 110 million U.S. households.

Description of Data Types:

Choose from pre-built audiences or build custom audiences from criteria such as merchant category, frequency of spend, spend amount, time period and offline vs. online spend.

Visa Audiences categories Include:

- Automotive
- Entertainment
- Grocery
- Restaurant
- Retail
- Seasonal
- Spend Profile
- Technology
- Telecom
- Travel

Collection Methodology:

Aggregated spending insights such as high or frequent spend are culled from U.S. Visa credit-card transactions. These insights are then combined with Oracle Data Cloud demographic, purchase and other data to create Visa Audiences powered by DLX. Visa aggregates and de-identifies all transactional data output for Visa Audiences to protect cardholder and merchant privacy.

Visa Audiences powered by DLX are fueled by:

- $1.4 T of annual Visa credit-card spend & 16B captured transactions
- Demographic, purchase & other Oracle Data Cloud attributes on 110MM+ HHs

Use Our Data For:

Reaching customers and prospects based on actual retail spending patterns. Choose from more than 100 pre-built audiences or opt to have a custom audience built with purchase-based categories, such as QSR and Entertainment.

ORACLE

http://www.oracle.com/us/solutions/cloud/data-directory-2810741.pdf

fingerprinting FELICE
Cosa non sapete, cosa pensate di sapere, cosa siete sicuri di sapere (sbagliando).

Welcome to the Age of Digital Currency.

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Now What?

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Programmatic RTBm Cookie Sync & Match (DMP)

- http://www.adopsinsider.com/ad-exchanges/cookie-syncing/
- https://developers.google.com/ad-exchange/rtb/cookie-guide
- http://clearcode.cc/2015/12/cookie-syncing/
- http://www.programmatic-rtb.com/cose-funziona-cookie-syncing-la-magia-delle-dmp/

Cross Device Tracking

- https://iapp.org/news/a/cookies-are-so-yesterday-cross-device-tracking-is-insome-tips/
- https://www.yahoo.com/tech/cross-device-tracking-how-the-ad-industry-will-165933847.html
- http://www.slideshare.net/howiechang/e-tail-howie
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Cross Device Identity

- http://adexchanger.com/data-exchanges/2016-edition-marketers-guide-cross-device-identity/
- https://www.yahoo.com/tech/cross-device-tracking-how-the-ad-industry-will-165933847.html

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- http://arstechnica.com/tech-policy/2015/11/beware-of-ads-that-use-inaudible-sound-to-link-your-phone-tv-tablet-and-pc/
- http://www.pcworld.com/article/3005249/legal/ad-tracking-tech-uses-high-frequency-audio-to-communicate-between-devices.html
- http://motherboard.vice.com/read/silverpush-ftc-stop-eavesdropping-with-audio-beacons
- http://thehackernews.com/2016/05/audio-fingerprint.html
- http://phys.org/news/2014-12-next-generation-tracking-technology-gadgets.html

DMP

- http://www.oracle.com/us/corporate/acquisitions/bluekai/general-presentation-2150582.pdf
- https://g.twimg.com/business/partner-page/attachments/BlueKai_Twitter_TA.pdf

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VAI E SII PARANOICO!

http://go.mgpf.it/fingerprinting-felice

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