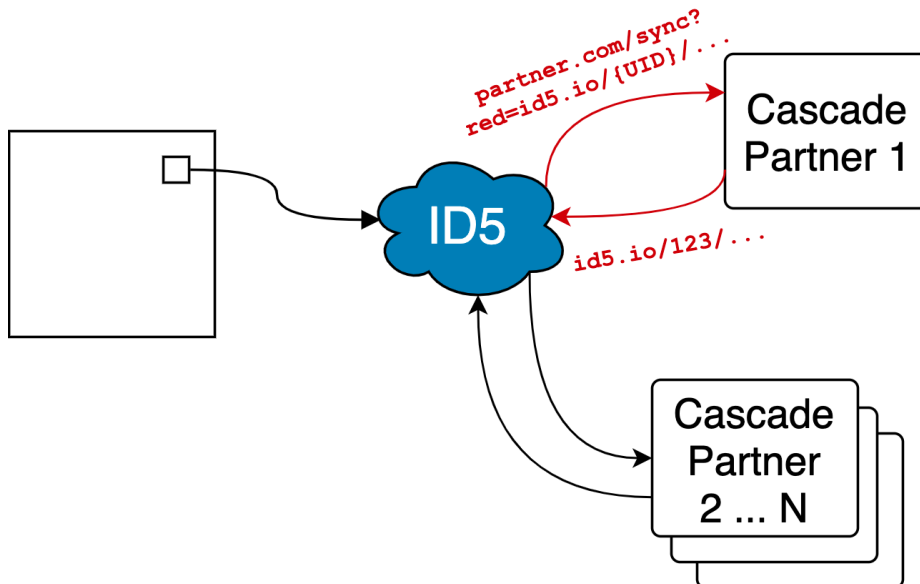


Receive Cookie Sync from ID5

04/24/2026 4:53 am EDT

Process Overview

As part of our synchronization process, we will need to make requests to your system that will return back to ID5 with your UID. There are several methods supported for this process that are explained in more detail.



1. ID5 will initiate ID synchronizations to you; we refer to these synchronizations as "cascades". In order to receive cascades, you will need to provide ID5 with your cookie sync URL (endpoint). ID5 relies on HTTP redirects (i.e. 302) to handle these cascades.
2. ID5 will call the URL you provide and expect to be called back by redirecting the user to a URL provided by ID5.



You must always redirect users to the callback URL provided by ID5, even if the user is unknown to your system. If the user is unknown, you should create an identity for this new user and return their new UID to ID5 in the callback, or pass a `0` as the UID.

GDPR Support

ID5 will check that you have consent before performing cookie synchronizations, in addition to checking that ID5 has consent before processing. Within the pixel URL that you provide us during integration setup, you may specify parameters for ID5 to pass you a GDPR flag and an IAB TCF consent string. Typically, the two querystring fields are `gdpr` (with a value of `0` or `1`) and `gdpr_consent`, respectively, but if you have a different setup, please let us know.

If GDPR applies to a particular request, we have a consent string, and you do not have consent, ID5 will not call your pixel. However, if we do call you and you then determine that you do not have proper consent for you to process data, you should still redirect back to ID5 like normal, and pass an empty string as the value for your UID.

Callback URL Options

We support three methods for callback URLs that you must supply us (step 2 in the diagram above). In all cases, we only support making calls to HTTPS endpoints.

1. Dynamic Callback URL

- If you support receiving a dynamic callback URL in the querystring, ID5 will provide a URL containing a macro to be replaced by your UID. This process allows ID5 to update its own synchronization URL without maintenance from you. **This is our recommended implementation.**

2. Static Callback URL

- If you are not able to use a dynamic URL callback in pixel redirection, ID5 can store the state of cascade in cookies or via parameters on the request.
- *NOTE: this means that you may have to update ID5's callback URL in case of major changes/updates in the process.*

Dynamic Callback URL

In these scenarios, ID5 will dynamically generate a callback URL to our system, providing a mechanism for you to include your UID back to us to complete the sync. We will pass this callback URL in the querystring of the pixel call to your system.

There are three types of callback URLs we can provide:

- Encoded URL with a macro (*recommended*)
- Unencoded URL with a macro
- Appendable encoded URL

Dynamic Callback URL Types

Encoded URL with a Macro

In this scenario, ID5 will call your pixel, passing an encoded URL with a macro into a parameter you define. Your endpoint is expected to decode the URL, replace the macro within the ID5 URL with your UID, and then redirect the browser with a 302 HTTP response to the URL.

URL Syntax

```
https://s.platform.com/cookie-sync?callback=[ENCODEDURL]
{{UID}}&foo=bar&gdpr_consent=[TCF_CONSENT_STRING]&gdpr=[GDPR_FLAG]&gpp=[GPP_CONSENT_STRING]&gpp_sid=[GPP_APPLICABLE_SEC
```

URL Parameters

Parameter	Type	Description
ENCODEDURL	String	A dynamically generated encoded URL that ID5 will populate in real time during the cascade process
UID	String	UID macro to be replaced with the <i>encoded</i> user identifier from your system. This will be placed inside the {ENCODEDURL} value by ID5. The macro text (i.e. {UID}) can be any string of text that you will replace with your own ID; this will need to be communicated to ID5 during the pixel set up phase.
TCF_CONSENT_STRING	String	(required in EEA) A valid IAB TCF consent string.
GDPR_FLAG	Integer	(optional) Whether or not GDPR applies to this request. We will send either 0 or 1.
GPP_CONSENT_STRING	String	(optional) A valid IAB Global Privacy Platform consent string.
GPP_APPLICABLE_SECTIONS	String	(optional) The GPP section ID(s) (integers) in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation

Unencoded URL with a macro

In this scenario, ID5 will call your pixel, appending an unencoded url with a macro onto your endpoint. Your endpoint is expected to replace the macro within the ID5 URL with your UID and then redirect the browser with a 302 HTTP response to the URL.

URL Syntax

```
https://s.platform.com/cookie-sync?callback=[UNENCODEDURL]
{{UID}}&foo=bar&gdpr_consent=[TCF_CONSENT_STRING]&gdpr=[GDPR_FLAG]&gpp=[GPP_CONSENT_STRING]&gpp_sid=[GPP_APPLICABLE_SEC
```

URL Parameters

Parameter	Type	Description
UNENCODEDURL	String	A dynamically generated unencoded URL that ID5 will populate in real time during the cascade process
UID	String	UID macro to be replaced with the <i>encoded</i> user identifier from your system. This will be placed inside the {UNENCODEDURL} value by ID5. The macro text (i.e. {UID}) can be any string of text that you will replace with your own ID; this will need to be communicated to ID5 during the pixel set up phase.
TCF_CONSENT_STRING	String	(required in EEA) A valid IAB TCF consent string.
GDPR_FLAG	Integer	(optional) Whether or not GDPR applies to this request. We will send either 0 or 1.
GPP_CONSENT_STRING	String	(optional) A valid IAB Global Privacy Platform consent string.
GPP_APPLICABLE_SECTIONS	String	(optional) The GPP section ID(s) (integers) in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation

Appendable encoded URL

In this scenario, ID5 will call your pixel, appending an encoded url without a macro onto your endpoint. Your endpoint is expected to decode the callback URL, append the ID5 URL with your UID, and then redirect the browser with a 302 HTTP response to the URL.

URL Syntax

```
https://s.platform.com/cookie-sync?
foo=bar&gdpr_consent=[TCF_CONSENT_STRING]&gdpr=[GDPR_FLAG]&gpp=[GPP_CONSENT_STRING]&gpp_sid=[GPP_APPLICABLE_SECTIONS]&
```

URL Parameters

Parameter	Type	Description
TCF_CONSENT_STRING	String	(required in EEA) A valid IAB TCF consent string.

Parameter	Type	Description
GDPR_FLAG	Integer	(optional) Whether or not GDPR applies to this request. We will send either 0 or 1.
ENCODEDURL	String	A dynamically generated unencoded URL that ID5 will populate in real time during the cascade process
GPP_CONSENT_STRING	String	(optional) A valid IAB Global Privacy Platform consent string.
GPP_APPLICABLE_SECTIONS	String	(optional) The GPP section ID(s) (integers) in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation

Example Implementation

1. ID5 calls your pixel:

```
https://s.platform.com/cookie-sync?callback=https%3A%2F%2Fid5-sync.com%2Ftcb%2Ft%3Fpuid%3D{{UID}}&foo=bar&gdpr_consent=BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA&gdpr=1&gpp=DBABMA-BOEFE
```

2. You decode the URL and replace `{UID}` with your UID for the user (in this example, ABCDE-12345), then redirect the user to:

```
https://id5-sync.com/tcb/t?puid=ABCDE-12345
```

3. ID5 continues cascading to other platforms

Static Callback URL

In these scenarios, you will hardcode a portion or the entire URL to call back to ID5 after receiving a cookie sync request from us.

There are two types of static callback URLs we support:

- Static Callback URL with Dynamic Parameters (*recommended*)
- Static Callback URL

Static Callback URL Types

- Static Callback URL with Dynamic Parameters
- Static Callback URL

In this scenario, your pixel endpoint will be expected to redirect the browser with a 302 HTTP response to a hardcoded URL that we provide below, while appending any querystring parameters we provided on the call to your servers.

This method is preferred over the normal static callback integration, as it doesn't rely on cookies to store the cascade state.

Callback URL Syntax

```
https://id5-sync.com/k/[id5AccountNum].gif?puid=[encodedPlatformUid]&[allQsParamsFromInitialCall]
```

Callback URL Parameters

Parameter	Type	Description
id5AccountNum	Integer	Your ID account number, provided by ID5
encodedPlatformUid	String	Your UID for the user, encoded as a url parameter
allQsParamsFromInitialCall	String	One or more querystring parameters that were originally passed to your platform on the request to you. These should not be modified

Example Implementation

1. ID5 calls your pixel:

```
https://s.platform.com/cookie-sync?p=123&c=2&ca=8
```

2. Your pixel would redirect to the following URL

```
https://id5-sync.com/k/113.gif?puid=ABCDE-12345&p=123&c=2&ca=8
```

3. ID5 continues cascading to other platforms

Self-Testing the Cascade

To test the cascade process by yourself, you can emulate the cascade by using the following values as the ID5 redirect URL, placing your UID macro at the end in place of `uidValueHere`:

```
[UNENCODEDURL] = https://id5-sync.com/tcb/t?puid=uidValueHere
[ENCODEDURL] = https%3A%2F%2Fid5-sync.com%2Ftcb%2Ft%3Fpuid%3DuidValueHere
```

The browser should reply with your own user ID. This will allow automated test on both side.

Example Testing

Load your pixel endpoint in a browser, substituting the `[ENCODEDURL]` or `[UNENCODEDURL]` macros from above, making sure to include your UID at the end of our test callback URL.
