



Sovrn Hashed Email > Cookie Linkage Delivery Spec

DESCRIPTION

Sovrn places a partner pixel on Sovrn web/email events and passes hashed emails to the partner. The partner can set their third party cookie on the browser only on USA web traffic.

TYPICAL USE CASES

- ID linkage/Cross-device mapping
- Onboarding/Offboarding
- Data append

PIXEL EXAMPLE

`https://PARTNERDOMAIN.COM?pid= <partner_id>&he=<place_hashed_email_here>`

Where:

- **pid** = This is where you would assign Sovrn a provider ID
- **he** = This is where a Sovrn would populate a hashed email (you may want several hashed email parameters for multiple hashing types)
- **OPTIONAL** = Provide a parameter where Sovrn can append the Sovrn cookie ID

AVAILABLE HASHED EMAIL TYPES

Name	Description	Notes
lc_md5	Email address first lowercased then hashed by the md5 hashing function	First casing changes occur, then hashing.
uc_md5	Email address first uppercased then hashed by the md5 hashing function	First casing changes occur, then hashing.
lc_sha1	Email address first lowercased then hashed by the sha1 hashing function	First casing changes occur, then hashing.



Name	Description	Notes
uc_sha1	Email address first uppercased then hashed by the sha1 hashing function	First casing changes occur, then hashing.
lc_sha256	Email address first lowercased then hashed by the sha256 hashing function	First casing changes occur, then hashing.
uc_sha256	Email address first uppercased then hashed by the sha256 hashing function	First casing changes occur, then hashing.
lc_domain	Email address domain ex: gmail.com first lowercased then hashed by the sha1 hashing function	First casing changes occur, then hashing.