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**FIG. 1**

(57) Abstract: Systems and methods for implementing a do-not-profile program for online advertising participants. An advertisement serving system receives a first request for an advertisement to be served to a device of a user, wherein the first request comprises an advertisement call to a compliant domain. The advertisement serving system provides to the user device based on the first request (i) a first advertisement and (ii) information associated with the first advertisement for storage local to the user device. A second request for an advertisement to be served to the user device is received, wherein the second request comprises an advertisement call to the compliant domain and the information associated with the first advertisement, and a second advertisement to serve to the user device is determined based on the information. Other information uniquely identifying the user or the user device is not stored by the advertisement serving system.
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CPC - H04L 29/08072
According to International Patent Classification (IPC) or to both national classification and IPC.

B. FIELDS SEARCHED
Minimum documentation searched (classification system followed by classification symbols) USPC: 705/14.73; CPC: H04L 29/08072; IPC: G06F 15/16 (2014.01)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 705/14.55, 705/14.4, 709/203; CPC: H04L29/06, H04L29/0809, H04L29/06047, G06Q3/002

Electronic database consulted during the international search (name of database and, where practicable, search terms used) PatBase, ProQuest Dialog, Google Web, Google Patents (Search terms: ad, advertisement, server, anonymous, client, user, recipient, client, device, terminal, computer, frequency coding, sequencing, unique, second, supplemental, subsequent, remarketing, retargeting, HTTP header, request, call, timestamp, history, list, etc.)

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