Claims:

1. A method for recording information within first-party cookies on a web browser, including propagating recorded information from a second cookie associated with a second domain to a first cookie associated with a first domain, wherein the first cookie and the second cookie are each first-party cookies, such that a first web resource of the first domain and a second web resource of the second domain each have access to the recorded information via its associated first-party cookie, wherein the web browser does not allow access to third-party cookies, the method comprising:

instructing the web browser, during a current communication instance, to communicate to a propagation server associated with a propagation domain different to the first domain, and receiving from the propagation server propagation information such that the web browser is enabled to record as a first cookie the recorded information, wherein the propagation information accessible to the web browser during the current communication instance.

2. A method as claimed in claim 1, wherein:

the recorded information is propagated to the first cookie during the current communication instance between the web browser and the first web resource of the first domain; and/or

the recorded information is propagated to the first cookie in dependence on a determination of the absence of the first cookie.

3. A method as claimed in claim 1 or claim 2, wherein the web browser initiates the current communication instance via a communication to a first web server requesting content for display, the first web server associated with a first domain server wherein both said servers are associated with the first domain, and wherein the instruction to the propagation server is received from the first domain server, preferably wherein the first web server provides the content for display to the web browser in dependence on the recorded information after propagation of the recorded information from the second cookie to the first cookie.

4. A method as claimed in claim 3, wherein, as part of the instruction, the web browser provides information stored in a propagation cookie to the propagation server, and wherein the propagation information is based on the information stored in a propagation cookie.

5. A method as claimed in claim 4, wherein:

the information stored in the propagation cookie and the propagation information are the same or wherein the propagation information is an encoded representation of the information stored in the propagation cookie.

6. A method as claimed in claim 4, wherein the propagation information is generated according to propagation rules available to the propagation server, wherein the propagation rules are applied to the information stored in a propagation cookie, preferably wherein the propagation rules are stored within the propagation cookie and provided to the propagation server as part of the instruction.

7. A method as claimed in any one of claims 3 to 6, wherein the propagation information is provided to the web browser in association with an instruction received from the propagation server, such that the web browser is caused to communicate with the first domain server and provides the propagation information with the instruction, preferably wherein the web browser receives an instruction from the first domain server, in response to providing the propagation information to the first domain server, to set the first cookie comprising the recorded information.

8. A method as claimed in any one of claims 1 to 7, wherein the first domain and second domain are determined to be related domains for which propagation is allowed before allowing propagation for the recorded information from the second cookie to the first cookie.

9. A domain server configured for communication with web browsers for facilitating propagation of recorded information between first-party cookies associated with different domains, the domain server configured to:

receive a communication from a web browser due to an instruction provided to the web browser from a first web server associated with the first domain to communicate with the domain server; and

determine whether a first cookie is present with the communication, the first cookie associated with the first domain,

and wherein, in response to determining that there is not a first cookie present, the domain server is configured to:

obtain from the web browser propagation information, the propagation information derived from recorded information of a second cookie associated with a second domain, wherein the recorded information is derivable from the propagation information;

determine the recorded information from the propagation information; and

instruct the web browser to record in a first cookie the recorded information,

wherein the web browser in communication with the domain server does not allow access to third-party cookies.

10. A domain server as claimed in claim 9, further configured to instruct the web browser to communicate with the first web server to enable generation of content for the web browser utilising the recoded first cookie.

11. A domain server as claimed in claim 9 or claim 10, further configured to, when obtaining the intermediary information:

instruct the web browser to communicate with a propagation server associated with a propagation domain different to the first domain, wherein the propagation information is provided to the web browser from the propagation server in response to the instruction; and

receive the propagation information from the web browser after the web browser is instructed to communicate again with the domain server.

12. A domain server as claimed in claim 11, wherein the propagation information is generated according to propagation rules available to the propagation server, wherein the propagation rules are applied to the information stored in a propagation cookie, preferably wherein the propagation rules are stored within a propagation cookie stored in the web browser.

13. A domain server as claimed in any one of claims 9 to 12, wherein the recorded information is only propagated from the second cookie to the first cookie when the second domain is identified as being related to the first domain.

14. A network system for facilitating propagation of recorded information between first-party cookies associated with different domains on a web browser in communication with the network system, the system comprising:

one or more domain servers, each domain server according to any one of claims 9 to 13;

a propagation server associated with a propagation domain different to that of the, or each, domain server,

wherein each domain server is configured to, when obtaining the intermediary information:

instruct the web browser to communicate with the propagation server associated with a propagation domain different to the first domain; and

receive the propagation information from the web browser after the web browser is instructed to communicate again with the domain server by the propagation server, and

wherein the propagation server is configured to:

determine the propagation information based on information provided from the web browser with the instruction.

15. A network system as claimed in claim 14, wherein the information comprises, if present, that stored in a propagation cookie readable by the propagation server.

16. A network system as claimed in claim 15, wherein the propagation server is configured to generate the propagation information according to propagation rules available to the propagation server, wherein the propagation rules are applied to the information stored in a propagation cookie, preferably wherein the propagation rules are stored within a propagation cookie stored in the web browser and are therefore received by the propagation server via the communication from the web browser.

17. A network system as claimed in claim 15 or claim 16, wherein in a case where a propagation cookie is not present, the propagation server is configured to determine a value for a propagation cookie and to communicate an instruction to the web browser to set the value as a propagation cookie, and wherein the propagation information are generated in accordance with the newly determined value.

18. A network system as claimed in any one of claims 14 to 17, wherein the recorded information is only propagated from the second cookie to the first cookie when the second domain is identified as being related to the first domain.

19. A network system as claimed in any one of claims 14 to 18, further comprising a web server for each domain server, wherein the web server is configured to instruct a web browser to communicate with its associated domain server, and wherein each web server shares a domain with its associated domain server.