

CLAIMS:

1. An interactive platform for controlling interactive features in an amusement park, wherein the interactive platform comprises a control center configured to:
 - receive an account request from a user computer system;
 - populate forward facing data fields based on user inputs from the user computer system;
 - coordinate authentication of the account request with a separate system configured to utilize a login application programming interface to share authentication data;
 - receive the authentication data from the separate system and provide access to a user account based on the authentication data; and
 - populate hidden data fields of the control center based on user data provided by the separate system.
2. The interactive platform of claim 1, wherein the control center is configured to receive the authentication data and the user data in parallel from the separate system.
3. The interactive platform of claim 1, wherein the control center is configured to receive the user data embedded in the authentication data.
4. The interactive platform of claim 1, wherein the control center is configured to limit the user data received from the separate system based on a type of the user data.
5. The interactive platform of claim 4, wherein the control center is configured to block confidential portions of the user data but allow trivial portions of the user data to be received, and wherein the confidential portions and the trivial portions are defined by one or both of the control center and the separate system.

6. The interactive platform of claim 4, wherein the control center is configured to employ user input to dictate the type of the user data provided by the separate system that will be accepted and/or declined by the control center.
7. The interactive platform of claim 1, comprising one or more interface devices in an amusement park setting and configured to be controlled by the control center based on the user data.
8. The interactive platform of claim 7, wherein the control center comprises a programmable logic controller.
9. The interactive platform of claim 7, wherein the one or more interface devices comprise virtual reality glasses, augmented reality glasses, a display screen, an animated figure, a ride vehicle, or a combination thereof.
10. The interactive platform of claim 1, comprising a guest identification system configured to detect a guest in an amusement park venue and communicate an indication of a presence of the guest to the control center.
11. The interactive platform of claim 10, wherein the control center is configured to associate the presence of the guest with the guest data and control at least one interface device based on the guest data while the guest is present in the amusement park venue.
12. The interactive platform of claim 1, wherein the control center is configured to receive the authentication data and the user data as encrypted data.

13. A method of authentication and population of hidden data fields to facilitate control of interactive devices in an amusement park setting, the method comprising:
- receiving an account request at a control center from a user computer system;
 - populating forward facing data fields of the control center based on user inputs from the user computer system;
 - coordinating, by the control center, authentication of the account request with a separate system configured to utilize a login application programming interface to share authentication data;
 - receiving, at the control center, the authentication data from the separate system and providing access to a user account for the user computer system based on the authentication data; and
 - populating hidden data fields of the control center based on user data provided by the separate system.
14. The method of claim 13, comprising receiving and decrypting, at the control center, the user data provided by the separate system.
15. The method of claim 13, comprising providing a graphical user interface to the user computer system from the control center to acquire the user inputs for populating the forward facing data fields.
16. The method of claim 15, comprising requesting, via the graphical user interface, an authorization to share at least one type of data between the control center and the separate system.
17. The method of claim 13, comprising controlling one or more interactive devices from the control center based on data in at least one of the hidden data fields.

18. The method of claim 17, wherein the data in the at least one of the hidden data fields includes a user preference, user characteristic, or a combination thereof.
19. A system for populating hidden data fields and controlling interactive experiences in an amusement park based on the hidden data fields, the system comprising:
- a separate system configured to utilize a login application programming interface to share authentication data;
 - a control center configured to:
 - receive an account request from a user computer system and populate forward facing data fields based on user inputs from the user computer system;
 - coordinate authentication of the account request with the separate system based on interfacing with the login application programming interface;
 - receive the authentication data from the separate system and provide access to a user account based on the authentication data; and
 - populate the hidden data fields of the control center based on user data provided by the separate system; and
 - one or more interactive devices positioned in the amusement park and configured to be controlled by the control center based on the user data.
20. The system of claim 19, comprising a user identification system positioned within the amusement park and configured to activate the control center to control the one or more interactive devices based on detection of a user associated with the user data.