

ABSTRACT

A method for identifying an entity device using device signature of the entity device and location signature of a location. The method includes generating device signature for the entity device based on device and connection attributes and user agent strings obtained from
5 independently controlled data sources, generating location signature for the location based on latitude-longitude pair, shape or size of the location, and connection attributes of devices connecting from the location, receiving location data streams from the entity device, generating a cohort of device signatures for the location, generating indexed data stream for the location using combination of the location signature and the cohort of device signatures, building set of
10 rules or machine learning model based on indexed data stream, assigning unique generated identifier for entity device, and identifying, the entity device using the unique generated identifier from selected data stream that does not include device identifier of the entity device.

Fig. 1