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(54) **Title:** METHODS, SYSTEMS AND COMPUTER-READABLE MEDIA FOR GENERATING UNIQUE IDENTIFIERS USING HASHING

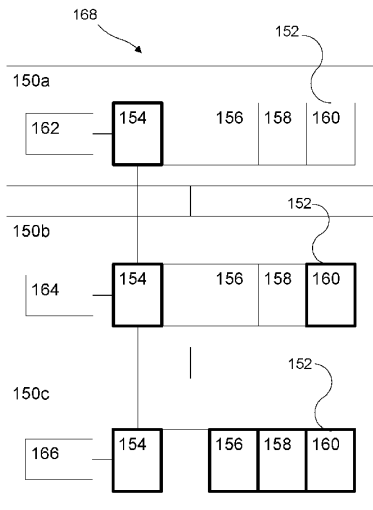


Fig. 1B

(57) **Abstract:** Systems, methods and computer-readable media for generating unique identifiers are disclosed. A method comprises determining a set of one or more entity attributes to populate an entity data object associated with an entity, populating one or more of a plurality of fields in the entity data object with the one or more entity attributes, each entity attribute populating an associated field of the plurality of fields, transforming the entity data object into a string, and generating a hash from the string to define a unique identifier which represents the entity data object. The method may further comprise determining an identification type of the entity data object on the basis of the subset of the plurality of fields which are populated, and associating the entity data object with the determined identification type.

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