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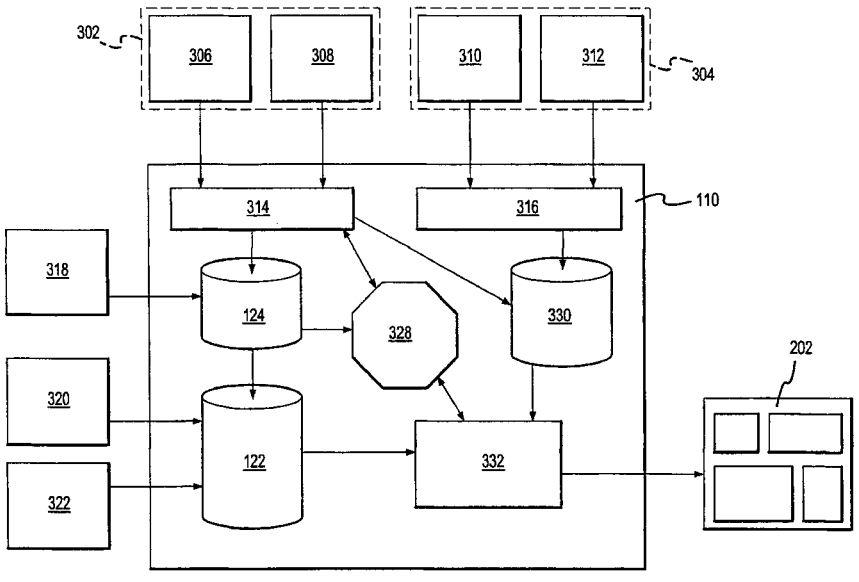
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(54) Title: SYSTEM AND METHOD FOR INTEGRATING PUBLIC AND PRIVATE DATA



(57) Abstract: A system and method for allowing an Internet user to create a web page which may simultaneously display public and private data as integrated data on one digital screen or other network interface device. Integrated data may derive from at least one internal content provider (120), but may also include data (320, 322) form one or more external content providers (116). The invention also allows an internal content provider (120) to create a personal profile of a user, based on proprietary data stores of the internal content provider (120) and/or on the user's choices of data (320, 322) for viewing on a web page. Finally, the invention allows an internal content provider to use the personal profile to personalize the user's experience on the provider's web site.

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