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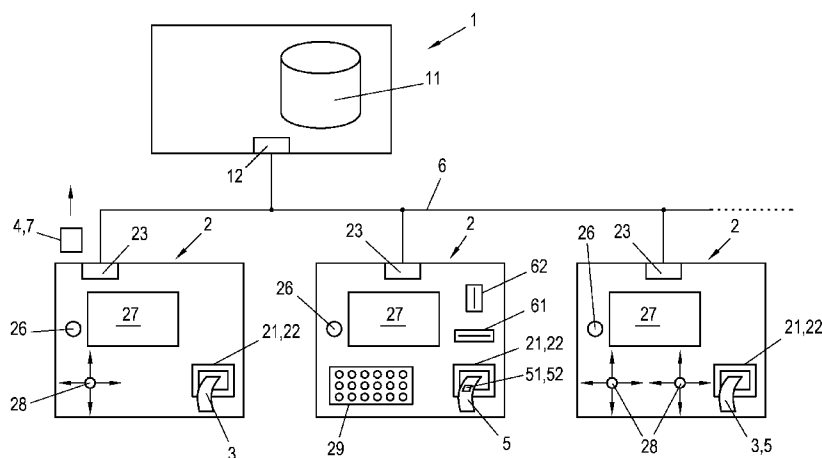


Fig. 1

(57) Abstract: A gaming machine for and method of tracking the activity of a user of a gaming machine includes a server with a database, the server being connected in communication with the gaming machine. Assigning an account number to a user and creating a tracking ticket for said user. The tracking ticket, in one embodiment, is erasable and re-printable and includes a respective code for the account number, but may not display personally identifiable information. The gaming machine provokes creation of a record in said database and assigns the account number to the record as a key value.