



Impact Report

July 2022 (Q1 + Q2)

bright data

the **bright**
initiative

Table of Contents

03

Welcome to our 2022
Impact Report - A Message
From our CEO

04

The Web Data Impact
Enhanced - Driving Change
Through Inspiring Partnerships

05

About Bright Data

07

The Bright Initiative
by Bright Data

09

Bright Data 2022
Leadership Appointments

09

The Bright Initiative Team
Continues to Expand

10

Our Corporate
Responsibility Principles

11

Leading From the Inside
Out - Compliance &
Ethics at the Forefront

13

Creating a Great Place to Work
- Employee Satisfaction and
Retention are Front of Mind

15

Customer Satisfaction

17

Impacting the Future of
the Internet - Addressing
the Digital Divide

19

Fighting Intellectual Property
Infringement Online

21

Environmental Management

24

Addressing the Most
Critical Social Issues and
Enhancing Public Wellbeing

28

The Bright Academy -
Education at the Forefront

31

Public Policy: Driving Data-
Driven Strategies to Benefit
our Economy & Society

33

End Note

Welcome to our 2022 Impact Report

A message from our CEO

Dear friends,

I am proud to present our third Impact Report, which highlights our ESG and overall commitment to driving positive change in the world using web data tools and expertise.

Some highlights:

So far this year, we have made great advances in all aspects of this commitment. We have grown in numbers as well as in impact, and have launched several employee engagement and well-being programs and initiatives. And this is only the start.

On the environmental side, we have gone through a thorough study to learn where we stand with our Net Zero commitment in comparison to our industry and regions. The results that will be shared in this report indicate that we are on the right path.

I'm especially proud to share that The Bright Initiative by Bright Data has continued to expand its reach and is now partnering with over 600 organizations, including more than 200 academic institutions. As you will see, this program is actively involved in many groundbreaking projects. All these projects and partners truly make a valuable impact on the world using web data.

Alongside our commitment to our customers, our partners and our community, we have continued on the path of market leadership, taking every step to a better regulated, fully compliant web data domain. We appointed our first VP of Compliance and Ethics and have implemented additional industry-first practices, working with some of the most established security, data companies and leaders in this space.

I'm looking forward to continuing and growing the impact of public web data on the world – after all, without web data, so many of the benefits we enjoy today would not exist.

Whether it is running an openly competitive market, fueling academic research or contributing to life-saving organizations, web data is playing a major role.

Thank you for partnering with us – we are truly inspired by all of you.

Or Lenchner
CEO, Bright Data



The Web Data Impact Enhanced

Driving Change Through Inspiring Partnerships

To say that data, and more specifically public web data, can do a lot of good is a huge understatement. Web data is at the heart of everything we care about. It can even go as far as saving lives.

This is what our 600+ partners taught me this past year and are continuing to do so. Whether it is by their commitment to fighting social injustice and promoting equal access to some of the most basic human needs, like food, or whether it is by investigating and even stopping crimes, such as human trafficking, or it is by tackling one of the most pressing issues facing us today – climate change – web data comes to the rescue in more ways than one. Our partners can provide hundreds of truly inspirational causes that illustrate that and much more.

The Bright Initiative's now hundreds of partners have already made a massive impact with very valuable and noteworthy causes, and I hope to continue, together, to drive our world and planet to a better place as a whole.

I would also like to invite many other programs, research projects, non-profits, organizations and universities to contact us any time. The Bright Initiative is always ready and proud to help by offering the best web-based data-driven tools, expertise and customized and attentive support.

And to our partners, on behalf of
The Bright Initiative team, I thank
you for choosing to partner with us
and for putting your trust in us!

Keren Pakes
General Manager, The Bright Initiative



About Bright Data



Bright Data is an industry-leading public web data platform. Its technology and expertise in the web data space is well established across multiple industry sectors such as retail, finance, insurance and more.



At Bright Data, we believe web data is essential to driving a number of mission-critical causes. Because without data insights, these causes would not be able to advance. From fueling an openly competitive market, to providing academic researchers with key, publicly available insights for their studies, to providing non-profits and NGOs with a platform to fight the good fight and save lives – data can make or break success.



This and much more is the role of web data: It powers your important goals at every step with reliable information derived from the World Wide Web. After all, the internet is the largest informational database ever created in the history of humankind, and was designed to be open and accessible to all.

This is our mission.

Bright Data 2022 In Numbers



400+
employees



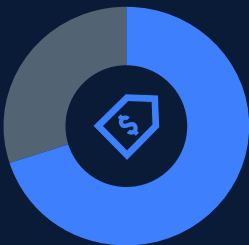
2 main offices,
USA (NYC) & Israel



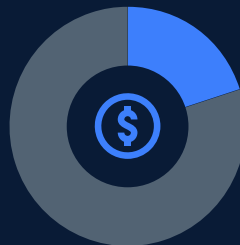
15,000+
customers



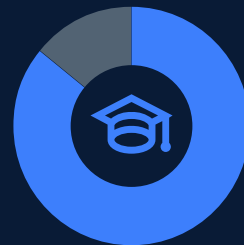
Who are Bright Data's customers?



More than half
of the 10 leading
e-commerce websites



2 out of the 5
leading US banks



87 of 100
leading universities

And many more from across retail, finance,
travel, marketing, insurance and more.

In December 2021 Bright Data's CEO announced:
"We surpassed the \$100 million mark in revenue."

The Bright Initiative by Bright Data

A pro bono organization and program using web data and data expertise to drive positive change across the world.

In Numbers

600+ partner organizations



The Bright Initiative goals

The future of the internet:
Driving web transparency initiatives & global regulations.

Environmental protection + public well-being:
Promoting environmental protection initiatives & powering public well-being organizations.

Future data generation:
Providing educational programs & supporting research.

Public policy:
Driving data-driven strategies to benefit our economy & society.

The Bright Initiative Partners - Expanding the Impact

UK Government
Department of Digital,
Culture, Media & Sport

**DATA SKILLS
TASKFORCE**

Member of
WIPO Alert

BDV BIG DATA VALUE
ASSOCIATION

NCoC National Conference
on Citizenship

MRS Evidence
Matters™
Company Partner

UNIVERSITY OF
OXFORD

**PRINCETON
UNIVERSITY**

**Stanford
University**

Northwestern

BROWN

ETH zürich

N Northeastern
University

**KING'S
College
LONDON**

**Duke
UNIVERSITY**

UC San Diego

NYU



THE UNIVERSITY OF
CHICAGO

SciencesPo

UCSB

upReach
Transforming Social Mobility

**Manchester
Metropolitan
University**

**ROYAL
HOLLOWAY
UNIVERSITY
OF LONDON**

**Amsterdam University
of Applied Sciences**

**VIRGINIA
TECH**

RICE UNIVERSITY

SUBAK

**Climate
Policy
Radar**

**women
in
data**

Humans Against Trafficking

hti labs

ELEMID

Bright Data 2022 Leadership Appointments



Rony Shalit
VP of Compliance & Ethics

Leading the company's extensive global compliance and ethics department to ensure delivery of reliable, quality-focused web data. Previously a partner at KPMG.



Erez Naveh
VP of Product

Leading the company's extensive product innovation team. Previously Product Team Lead at Meta (formerly Facebook).

The Bright Initiative Team Continues to Expand



Keren Pakes
General Manager



Jess Cammerman
Program & Content
Manager



Hadar Danino Zimring
Operations Manager



Shay Epstein
DataTech Expert



Aviram Bachar
Partnership Manager

Our Corporate Responsibility Principles



We strive for an openly available World Wide Web where everyone can access and view the same public web data no matter where they are based in the world.



We develop and support digital-inclusion initiatives that strive to give communities the opportunities, skills and knowledge to actively join today's data-driven world.



We are committed to leveling the playing field across markets and industries, fueling an openly competitive market to benefit the public as a whole.



We are committed to reducing our industry's environmental footprint through our innovative partnerships as well as using public web data tools to tackle climate change.



We work actively to power those communities in need who fight social injustice and widespread crime to save lives.

Leading from the inside out – Compliance & ethics at the forefront

Considering the uniqueness of our industry and a lack of a set of normative guidelines, we worked to compile the best compliance practices from other sectors – such as finance, with regard to our KYC (Know Your Customer) process – as well as created our own processes in order to eventually set the standard of ethics for the data collection industry.

We have since taken unprecedented steps in this arena as well, and it all sparks from our compliance-first approach as an organization – an atypical methodology for a company with just over 400 employees.

The bottom line is that what we do and the way we do it is not only unique, it is one-of-a-kind in our sector.

2022 Highlights

New automated process – comprehensive address to global regulation

As part of its commitment to global regulation and transparency, in early 2022, Bright Data launched a new automated process to notify people if, or when, their PII (Personal Identifiable Information) has been collected throughout the public domain by one of Bright Data's web data collection products.

Furthermore, to offer full transparency to the wider population, Bright Data has also opened a searchable database to allow verified email users the ability to view and manage their own online presence, including the presence of their PII (i.e., email addresses).

This database provides individuals with the ability to not only discover but also control whether their email addresses should appear in the public domain and to take steps to remove them from the public web.

Appointment of new VP of compliance & ethics

At the start of 2022, Bright Data announced the appointment of Rony Shalit as VP of Compliance & Ethics, whose role is to grow as well as shape Bright Data's ethical approach for years to come.



Shalit came into the newly formed role with a wealth of experience, which includes over 10 years with KPMG – three of which he served as a partner – ensuring the highest standards of compliance, ethics, risk management and increased corporate governance.

Compliance process and department

To ensure every use case of its technology meets Bright Data's strict standards, any customer who wishes to route traffic using Bright Data's infrastructure must be thoroughly vetted and approved by one of its compliance officers.

The Bright Data compliance officers personally handle every report of abuse, including investigating, warning and blocking suspicious clients. The multifaceted system includes a combination of internal safeguards in conjunction with external vendor reports to identify unethical activity patterns among clients.

Our one-of-a-kind multi-language compliance department diligently monitors each of our clients, both technically and ethically. Since July 2021, Bright Data's compliance and ethics team has reviewed thousands of KYC requests. The team has refused cases submitted for the following reasons:

- 30% attempts to create fake accounts
- 37% attempts to practice unethical use cases
- 30% fails to complete Bright Data's compliance requirement

Bounty program continues to succeed

In 2021 alone, more than 150 suggestions were made using the program, and over 30 were implemented to further elevate Bright Data's compliance-driven approach. The program financially rewards each successful suggestion.

In 2022, we expect to surpass this number.

ISO 27001 forward

Bright Data has launched a process to comply with the ISO 27001 process. This is an international standard on how to manage information security. At the end of the process, the company will be audited by a third party and will be granted the relevant certification.

For additional information, [click here](#).



Creating a Great Place to Work

Employee satisfaction and retention are front of mind

Updates

Over 30% of Bright Data's employee-base has been with the company for several years. This is highly unusual, specifically in Israel and particularly in the high-tech space, where the average employee turnover is a little over a year. During 2022, the Israeli tech market landscape has been overflowing with job opportunities, and high-cost recruitment campaigns are being rigorously implemented across the country.

Employee satisfaction – At the end of 2021, Bright Data undertook its first employee engagement survey to gauge employee satisfaction in a number of areas; from core values to role satisfaction. The average satisfaction score was 3.94 out of 5.

Employee development and career progression – Close to 45% of the second layer of Bright Data management has been promoted from within the company. Internal mobility and progression have always been at the heart of Bright Data's employee retention strategy. A formal employee review system was brought in to manage structured employee reviews and involvement in the company. It started in Q1 2022 but will be an annual process every February. Managers with the support of the HR department will be required to track employees' development on an ongoing basis and ensure that they are continuously evolving and meeting their personal and professional goals.



The Voices of Bright Data

“The company believes in the independence and responsibility of its employees. You manage your time as you see fit as long as you get the work done. There are lots of professional people to learn from and there are plenty of company activities for the benefit of the employees.”

Compliance Officer



“If you're a driven person who thrives under pressure, this is the place for you. You'll be surrounded by brilliant minds – extremely smart colleagues who will push you to be at your best.”

Marketing Manager

“The company provides you all the ideal conditions you may have thought about, giving equal opportunities for personal growth.”

Account Manager



“The company empowers you to succeed. Above the physical benefits, the company encourages its employees to act fast and smart. There's always a place for any new initiative, and the management's door is always open for new ideas.”

Marketing and Business Development Executive

Customer Satisfaction

Over the past six months, customers from a range of different positions, organizations, geographies and backgrounds gave us active input about their overall experience. We obtained feedback from dozens of our projects as well as public reviews. Our success was acknowledged by the multiple public customers' reviews we've received, as well as by the G2 peer-to-peer review site, which engages verified users, ensuring that each review is reliable and authentic.

Furthermore, our score on the well-known established users' feedback platform Trustpilot, is now an impressive 4.8 out of 5 stars with 520+ reviews from our customers.



Charmagne Cruz, Head of Reporting & Analytics, Business Technologies and Pricing at Shopee Philippines Inc.

"The excellent service is what I value most. With other data providers, I felt like they just wanted the business, but Bright Data is here to build a long-term relationship."



Ganesh K, Director of Products at Rakuten:

"What I like best about Bright Data is working with a self serviceability portal, prompt customer support, strong management relations as well as having a dedicated account manager."



Eduarda Dias, Head of Finance at Axur - A Leading e-commerce technology company in Latin America

"You really need to know the market in order to succeed here, and working together with Bright Data we have been able to corner off a large section of the Brazilian market, considering the full platform we provide, and we have been able to focus on improving our services further in the long-run."





Dori Stein is the CEO of Fornova, a company that “empowers the global travel industry to optimize distribution, generate demand, and increase revenue.” Boasting clients such as Marriot, Hilton, Hyatt, and Accor, Fornova sat down with us to discuss its partnership with Bright Data and what its experience has been like so far, as well as why exactly public web data is so critical for its customers.

YouGov Sport

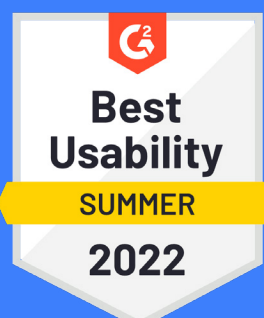
We sat with Sarah Melville, Media Director at YouGov Sport, a global sports entertainment research company and part of one of the world’s largest and most respected internet-based market research and data analytics firms, to learn more about the company’s reliance on public web data to fuel its core business practices (studying brand presence and reach on various mediums), and how Bright Data has enabled them to grow at record speed.



xChange



We sat down with David Amézquita, Product Manager at Container xChange, one of the top ten logistics tech companies worldwide, to learn more about the company and its success, how it uses public web data to thrive and its partnership with Bright Data.



Impacting the Future of the Internet

Addressing the Digital Divide

The Bright Initiative Partners with the Marconi Society

The Bright Initiative has partnered with the Marconi Society, a nonprofit organization that is shepherding the National Broadband Mapping Coalition, a group composed of academic researchers, practitioners, local leaders, and advocates to ensure the openness and transparency of broadband data collection efforts. The Coalition supports this goal by filing comments with the federal regulators and agencies and providing resources for communities.

U.S. policymakers, advocates, and researchers need access to more comprehensive and reliable data on broadband coverage in order to solve the digital divide. The data currently available is insufficient and often misleading. The Coalition partners with leaders who value transparent, peer-reviewed and open data with the goal of innovating a new approach to mapping broadband network analytics that will help stakeholders gain data-driven insight into this critical long-lasting issue.

The Marconi
Society

Background – addressing the growing digital divide

Millions of U.S. residents live without adequate broadband access. While the FCC collects self-reported broadband coverage data from Internet Service Providers (ISPs), that data is often inaccurate and incomplete and does not offer a detailed, granular picture of connectivity and affordability gaps. Without more complete data, local councils face barriers in making their case for securing state and federal funding that is intended to address these digital divides. Transparent measurement standards based on new and existing open-source and openly verifiable methodologies are necessary to provide communities with the tools they need to collect data on connectivity speeds, pricing and availability. State and local governments as well as the U.S. federal government restrict data collection and/or sharing for a variety of reasons - resulting in the inability to provide full transparency.

Partnering with The Bright Initiative

To address the growing challenge of U.S. broadband coverage and speed of internet service, the Marconi Society has partnered with The Bright Initiative to run a first-of-a-kind project.

Powered by Bright Data's newly developed PiggyBox device, the Marconi Society is set to launch a pilot starting in Cleveland, Ohio, with the potential of expanding it across the U.S.

About the project

The PiggyBox is an easy-to-use device that aims to form a network of millions of users worldwide who contribute to retrieving public web data that is crucial to running a competitively open and transparent market.

Once connected to your internet service router, the PiggyBox sends real-time data frequently, measuring the speed of the internet several times a day.

By doing this, the PiggyBox will provide the Marconi Society with geo-specific broadband speed measurements true to any location across the U.S.

With this data, the Marconi Society can not only generate a transparent database to address the digital divide but can also check and verify it with the different ISPs' commitments.

Fighting Intellectual Property Infringement Online

The Bright Initiative Partners with WIPO

The Bright Initiative has partnered with WIPO, the global forum for [intellectual property](#) (IP) services, policy, information and cooperation. WIPO is a self-funded agency of the [United Nations](#), with 193 member states. WIPO's mission is to lead the development of a balanced and effective international IP system that enables innovation and creativity for the benefit of all. Using Bright Data's technology, and the public web data we provide them, they are able to fight intellectual property infringing sites globally, and take action with government bodies as necessary.



“Public web data is an invaluable source of information as to the scale and location of infringement on the Internet. We are most grateful that The Bright Initiative's contribution has enhanced WIPO ALERT, a voluntary program which promotes online safety by helping advertisers avoid misplacement of ads on suspected illicit websites.”

Thomas Dillon
Legal Counsellor, WIPO

Member of
WIPO Alert

Bringing Transparency to Social Media Algorithms

The Bright Initiative partners with Tracking Exposed

The Bright Initiative has partnered with [Tracking Exposed](#), an organization that is currently working to bring transparency to the way in which algorithms operate and shape the way we are both exposed to and consume different troves of information.

Considering the true power algorithms have to shape consciousness, Tracking Exposed is attempting to shed a light on the influence they have by dissecting how different algorithms behave based on location, preferences, political positioning, likes and dislikes, etc.

From there, it passes over its findings onto organizations who are able to forward litigation, compose informative news articles or spread awareness surrounding the impact these emerging technologies have on our lives in order to bring it to the public's attention.

Within its most current endeavor, Tracking Exposed is working alongside YouTube Kids to determine how the YouTube algorithm tracks, profiles and collects information on children, and how YouTube presents its recommendations to these minors — whether it is ethical, and what information it is extracting.

The organization recently partnered with The Bright Initiative to enhance its geo-location capabilities, allowing Tracking Exposed to research algorithms not only based upon preferences but also by location, allowing it to better understand how these algorithms target users all across the globe and/or suppress freedom of expression.



“With geo-targeting being a complicated endeavor on its own, the partnership allows us to focus on other aspects of our organization as well as the complexities of creating the profiles that will ultimately help us determine how these algorithms react in real-time — freeing us up to make a real difference in the world.”

Claudio Agosti
Founder and Co-Director, Tracking Exposed

Environmental Management



Environmental driven partnerships – The Bright Initiative

2022 highlights:

The Bright Initiative has joined the fight against the climate crisis by partnering with startup accelerator [Subak](#). Launched in the UK, Subak selects, funds and scales organizations that want to work collectively to keep the planet habitable, using shared data, infrastructure and tools. It connects the best tech, environmental and science talent to drive mass behavior and policy change.

The Bright Initiative provides Subak's member organizations with direct access to the company's technology, know-how, support and expertise. This allows a wide range of organizations tackling climate change in varied ways to make use of large amounts of relevant, structured and publicly available data drawn from the web.

Jointly, the two organizations have released a paper that looks deeply into the ways data can support the fight against climate change. "Unlocking Net Zero: How data can power our fight against climate change" combines original insights, ideas and inspirational examples from around the world. The report makes five key recommendations for how global society can better harness data – including unstructured public web data – to help safeguard our future planet. More [here](#).

Subak features as a case study in the new paper. It is scaling climate impact through a mix of data, policy and behavior change. New AutoMotive, which is backed by Subak, is a green motoring consultancy supporting the switch to electric vehicles in the UK. They harness diverse datasets to help infrastructure providers and the government support demand and ensure that no community is left behind in the transition to EVs.

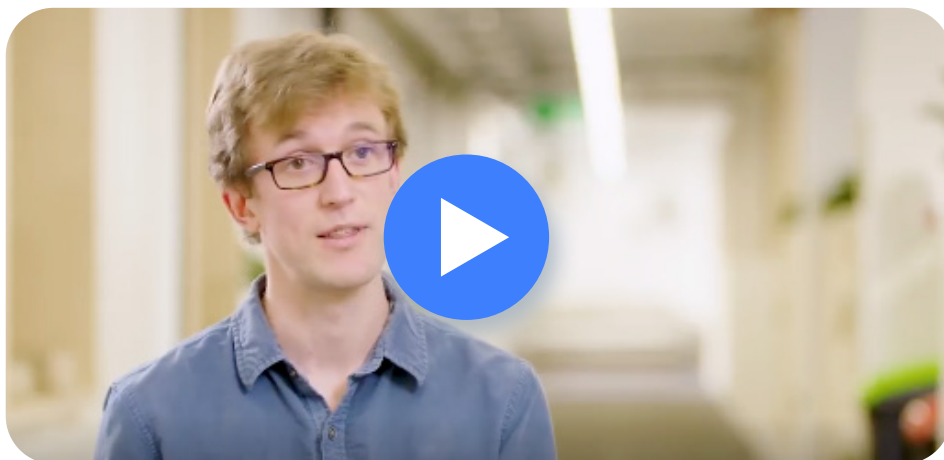


"It is more urgent than ever to equip ourselves, our organizations, and policymakers with the best data and knowledge available to make critical decisions for our planet. We need to drastically transform our approach to data management towards an intrinsically collaborative approach, with an unrelenting North Star of climate action."

Amali de Alwis
CEO, Subak

To read the full study click [here](#).

Ben Nemes, Co-founder and Head of Policy at [New Automotive](#) on how data sharing can tackle climate change:



Elodie Read, Program Lead at [Subak](#) on her wish for the future and her recommendation for anyone who cares about climate change:



Addressing the Most Critical Social Issues and Enhancing Public Wellbeing

Women in Data Summit supported by The Bright Initiative by Bright Data sets direction for data-driven action to enhance women's safety

On June 29, 2022, The Bright Initiative hosted a major gathering of data leaders on behalf of Women in Data. The event addressed how data can be used to combat violence against women and girls. All attendees were members and allies of Women in Data, whose membership includes over 25,000 data professionals. The event resulted in a declaration of intent to develop ideas and policy recommendations to ensure that the full power of data is used in making society safer for women and girls.

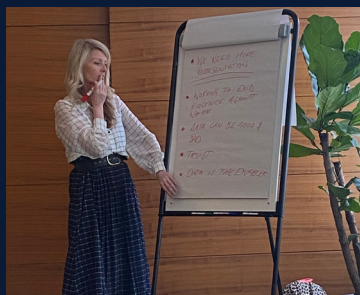
A group of the UK's most senior data leaders and policy experts took part in the meeting, held in London's prestigious Langham Hotel. Participants included chief data officers (CDOs) from a number of UK government departments and public agencies as well as CDOs and senior data leaders from companies including Microsoft and IBM. The event was also attended by campaigners for gender equality, including the President of the Royal College of General Practitioners, Professor Dame Clare Gerada, who has previously led groundbreaking work on gender inequality in the healthcare system as well as victims/survivors who were able to tell their stories and share their recommendations.

The meeting was led by Payal Jain, CEO of Women in Data, with presentations from Or Lenchner, Bright Data CEO, who is also a Women in Data committee member, and senior strategist at BAE Systems, Holly Armitage. Their presentations set out the scale of the issue.

The discussion that followed covered a wide range of issues and barriers that need to be cleared to ensure that data helps drive change. In particular, participants looked at:

- Problems with data regarding the scale and nature of threats to women due to underreporting as a result of a lack of trust in relevant institutions;
- The need for data to be better shared within and between relevant agencies;
- The opportunity for data-driven insights to inform preventative interventions, including efforts to tackle the culture of “toxic masculinity” that normalizes aggressive behaviors.

Following the summit, The Bright Initiative and Women in Data have agreed to continue their partnership with a program of work exploring the issues that arose in detail, further drawing on the expertise and enthusiasm of the senior figures that took part in the event. Bright Data, which powers all of The Bright Initiative’s work, has also committed technical expertise and engineering time to develop innovative new tools that can apply web data to enhance women’s safety.



Holly Armitage, Chapter Lead at [Women in Data](#), talks about their partnership with The Bright Initiative to ensure a safer UK for women and girls.



Fighting Human and Sex Trafficking Through Data-Driven Research



Human Trafficking Initiative HTI Labs is an organization that works to fight human trafficking in the commercial sex industry and issues of domestic violence through data driven research.

It combines mathematics, computer science and international political theory to create a theoretical model of international trafficking flows — using web based commercial sex advertisements, data science and network analysis to identify potential trafficking networks within the commercial sex industry.

Over time the project evolved to deal with the near-complete lack of data on domestic trafficking. As it became more developed, HTI Labs then began to take on law enforcement partners from all across the United States.

Within its early moments, the project successfully brought down a large sex trafficking network that was marketing nearly 70 women from across the country, which led to a case that helped bring a dozen human traffickers to justice to face their crimes.

Considering the success of the project, which was a more manual process at the time, HTI Labs eventually scaled the project using the Bright Data tools provided by The Bright Initiative.

The tools help deal with the growing sophistication of online sex advertisers — who developed ways to restrict access to their website. Using Bright Data's products and tools ensures HTI Labs has open access to web data, and then continue with the rest.



“We truly saw the need for the partnership with The Bright Initiative by Bright Data to deal with the growing sophistication of online sex advertisements. As a software developer my colleagues and I quickly realized that this problem is not an easy fix, considering at the time, we are essentially three people doing all the backend work, and a few front end developers handling the load on their end - we were stretched pretty thin, and we couldn't afford to devote that kind of time to solving technical issues. This is why we are so grateful to The Bright Initiative for providing us this critical support.”

Pavel Patino
Senior Software Engineer, HTI Labs

Protecting Teenagers in Times of Personal Crisis



Elem has served the population of Israeli youth at-risk for over 37 years now. It helps teens deal with specific problems of adversity ranging from normative adolescence to personal crisis situations, including sexual exploitation, substance abuse and domestic violence, to name a few.

Elem found that abused youth often leave digital footprints that allow them to be traced, whether subconsciously or directly, varying from the posts and photos they share over, to the profiles they follow.

Elem partnered with The Bright Initiative to work towards building a platform using public web data that can help identify the profiles of youth at risk, mainly victims of abuse, to make sure they receive support from Elem, as well as government welfare authorities, to help reduce the risk level and bring these cases to the attention of the proper authorities.

With the support of The Bright Initiative, Elem is working to create a smart system that will use AI and machine learning to collect data based on flagged social media characteristics, with the eventual goal of being able to identify the profiles of youth suffering from intrafamilial abuse, as well as drug addiction, prostitution, forms of domestic violence and more.



“Today, we are able to provide for and protect tens of thousands Israeli at-risk teens with the support of the Bright Initiative, whereas previously we were only able to identify hundreds of these abuse cases within the same time frame, as a best case scenario, if we employed our entire team to focus on just this aspect of our work.”

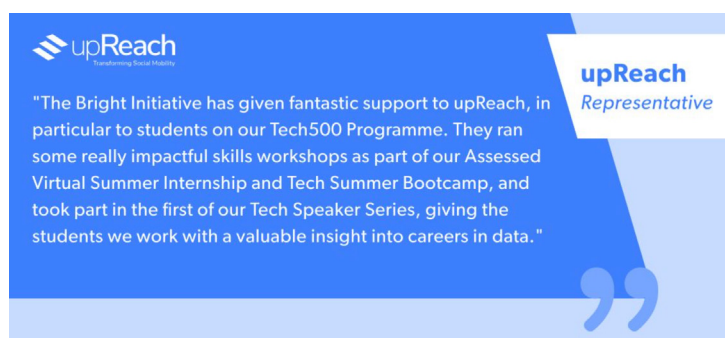
| Smadar Ben Ami
Elem

The Bright Academy – Education at the Forefront

Recent Highlights

[UpReach – National Reach](#)

Together with upReach, The Bright Initiative is helping to build data skills among students at multiple universities. upReach, an award-winning UK social mobility charity, helps undergraduates from less-advantaged backgrounds access and maintain top graduate jobs. As part of the collaboration, The Bright Initiative hosted a series of workshops to build students' understanding of the global data industry and develop the skills needed to thrive in a real-time data-driven economy.

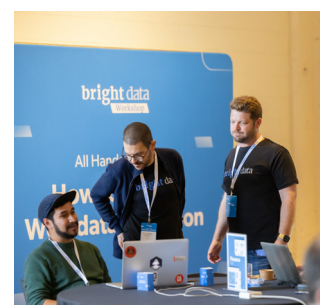
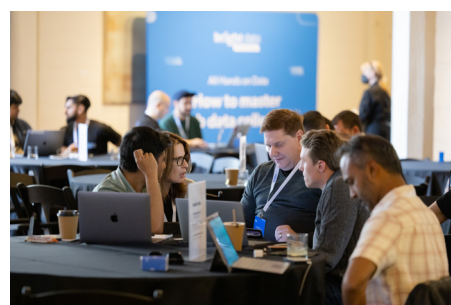


"I was just at the upReach x Bright Initiative 'big data' talk! Thanks again for a really engaging session!"

Aida
upReach member

Rise at Manchester Met

Part of The Bright Initiative's goals includes advancing and upscaling data skills globally. It ran a free data science course at Manchester Metropolitan University as part of its Rise program for students in business or tech-related courses. The eight-part course included industry-specific sessions as well as topics that dominate the data domain such as the recommended guidelines for ethical conduct, public trust and many more.



[WIPO Young Expert Program](#)

WIPO is the global forum for [intellectual property](#) (IP) services, policy, information and cooperation. WIPO is a self-funding agency of the [United Nations](#), with 193 member states.

WIPO's mission is to lead the development of a balanced and effective international IP system that enables innovation and creativity for the benefit of all.

The WIPO "Young Experts Program" (YEP) is set to train the next generation of global IP leaders to help build innovation ecosystems around the world.

As part of the continuous partnership between The Bright Initiative and WIPO, we ran an in-depth session discussing the recent [US Federal Court ruling of HiQ Labs/LinkedIn](#). This compelling session led to a newly launched series of courses addressing WIPO's Young Experts Program, starting September 2022.

Northeastern University



Alex Gamero-Garrido, Ph.D., and Northeastern University Faculty Fellow, recently partnered with The Bright Initiative to power his joint research paper 'Quantifying Nations' Exposure to Traffic and Selective Tampering.'

Alex's research dives deep into the complex nature of the internet's tens of thousands of networks, with a small number of them playing a critical role in terms of delivering traffic to many countries. So, identifying which networks are in that critical, privileged, position is important in terms of understanding how users get their traffic, who may be able to observe their traffic, and who may even be able to tamper with their traffic.

The biggest challenge in getting these answers is that only an incomplete network is in view, due to the way networks exchange traffic (through business agreements). Just like in any industry, they have some parameters about how much traffic they are going to exchange for how much money, or for free, and so on. Those agreements are secret usually, and so what Alex had to do was try to find ways to look at those networks with transparency.

The way he was able to do so, was by running active measurements and by relying on some companies that cooperated and shared their information with him. Where The Bright Initiative was able to help Alex, was by giving him the ability to essentially explore the public internet from more networks, giving him an opportunity to reveal more of these crucial business agreements that are central to the connectivity of the countries studied.



"The density of information that we can reveal through Bright Data's platform, thanks to The Bright Initiative, is much bigger than the density of information that we can reveal from the alternatives. And so, it is really qualitatively and quantitatively a big jump in terms of how much visibility we gain for our research."

Alexander Gamero-Garrido
Ph.D

Jason Beck, an academic economist at Georgia Southern is currently taking a deep dive into the level of competitiveness within the American residential real estate brokerage market.

His research could be deemed particularly beneficial to the work of researchers, regulators as well as the U.S. Department of Justice (DoJ) - the latter considering in the U.S. residential brokerage market there are all sorts of potential areas for collusion, bringing up antitrust concerns.

It's difficult to gauge the competitiveness of the US real estate market, given how fragmented it is from city to city, state to state and even zip code to zip code. What's more, collecting web data from public websites like Zillow or Realtor is becoming even more challenging as these websites create preventive measures to suppress this public information.

Beck performed similar research back in 2007, and was able to measure the level of competitiveness within 90 U.S. markets. This time around, with the help of The Bright Initiative, Beck was able to paint a representative picture of the competitiveness of 200 markets - refreshing the original 90 markets, plus another 110 - because it was "so much easier to collect data using the Bright Data tools."



"If it wasn't for The Bright Initiative, I would have never done this project or at least of this scale. I would have had to collect all this information by hand, which is completely impractical. However, I've got the public web data now, and when my research is complete it will be able to paint a pretty representative picture of the competitiveness of the US real estate market for everyone and anyone who is interested - benefiting consumers in the long-run and holding brokerage firms accountable to keeping the market competitive."

Jason Beck
Academic Economist, Georgia Southern University

Public Policy: Driving Data-Driven Strategies to Benefit our Economy & Society

Expanding Support for the UK's National Data Strategy With New Partnerships

The Bright Initiative has stepped up its support for the UK's National Data Strategy (NDS) with two new major partnerships. Already part of the NDS Forum, which the Department of Digital, Culture, Media and Sport (DCMS) established to drive the Strategy forward, the Initiative is now set to provide industry-leading expertise, insight and data-collection capabilities in support of work looking at skills and ethics.

Significantly, the Initiative has joined the [Data Skills Taskforce](#). Backed by the UK government, the Taskforce brings together figures from industry, the public sector, academia and others to share knowledge and develop innovative solutions to meeting the UK's data science and AI skills needs. As a member of the Taskforce, the Bright Initiative will play a vital role in ensuring that action is taken to guarantee the skilled workforce needed to meet the NDS' aim of establishing the UK as a pioneering data economy.

The Initiative will also work with members of the UK Parliament on an Inquiry looking at issues around ethics and governance with data and AI. The Initiative is to join with cross-party members of the [All Party Parliamentary Group on Data Analytics](#) to look in depth at how regulation and policy can keep up with the fast pace of technological change. The Inquiry will gather evidence and carry out research over the coming months towards publishing a report later this year. The Bright Initiative will help guide the process as a member of the inquiry's steering group.

These new partnerships build on the work that the Bright Initiative has done to support the NDS over the past year, which has included facilitating discussions among industry figures and education institutions and advising government officials developing plans to implement the Strategy.

UK Government
Department of Digital,
Culture, Media & Sport

**DATA SKILLS
TASKFORCE**

All-Party Parliamentary Group on
dataanalytics

BDVA – New Bright Initiative Partnership



The Bright Initiative has joined The Big Data Value Association – BDVA (from 2021, DAIRO – Data, AI and Robotics aisbl), an industry-driven international not-for-profit organization powered by the European Commission. The organization includes over 230 members from all over Europe and a well-balanced composition of large, small and medium-sized industries as well as research and user organizations.

Bright Data is expected to actively participate and drive initiatives relevant to the web data domain, starting with questions relating to ethics and required regulation, ensuring that this domain will advance toward the highest possible standards.

End Note

As we advance toward the second half of 2022, we look forward to enhancing and expanding our reach to make an even greater impact. Data is at the heart of everything we do today and is the magic that fuels our industry, communities, and the general public. This magic must work for all, not only for those fortunate enough to leverage it.

Bright Data is committed to making public web data available where it matters the most. As market leaders this is our commitment.

We invite you to partner with us in making this widespread commitment even more ubiquitous.

For more details, please reach out to info@brightinitiative.com.

bright data

the**bright**
initiative