

# The Bright Initiative

## Accelerating social impact work through the use of public web data

The Bright Initiative is a global program that leverages public web data to drive positive change. Powered by Bright Data, one of the world's most powerful web data platforms, The Bright Initiative provides selected non-profit organizations, academic institutions, and public bodies worldwide with pro-bono data and expertise to tackle the most pressing global issues of our time.



### Data for Good

The Bright Initiative's arm that grants its partners the tools to leverage the power of public web data to drive positive change. Utilizing Bright Data's diverse solutions, partners can expand their impact and tackle the most pressing global issues of our time. These solutions include structured datasets, vast proxy networks, and web unlocking tools.

### Policy

Contributing to the development of policies and regulations to ensure public web data remains public while promoting responsible practices. We work to educate policymakers on the increasing value of public web data and the need for policies that allow its full potential to be realized.



### The Bright Academy

The Bright Academy is Bright Initiative's series of educational sessions that combine the vast knowledge and expertise of Bright Data and transform it into hands-on, practical workshops at your university. Led by data professionals, these workshops provide students with an opportunity to engage with public web data in real-world scenarios, equipping them with the skills necessary to become future data experts.

**Bright Data** is the world's largest data collection platform dedicated to helping global brands gather publicly available web data in an ethical manner and transform unstructured data into structured data. With over 22,000 customers, the company's first-of-its-kind data collection platform enables clients to view the internet in complete transparency, no matter where they are based in the world.