⫴ HUMAN

HUMAN Scraping Defense

Protect your platform from malicious web scraping

Web scraping is the process of using bots to extract content and data from a website. Search engines and comparison sites rely on good bots to capture and aggregate pricing data and product descriptions from sites across the web, making it easy for humans to find the information they're looking for. However, malicious bots also crawl your site and scrape your content with more sinister motives: reposting your content as their own, reselling restricted content and data on the dark web, or otherwise using it to compete unfairly with your business.

Scraping bots are increasingly difficult to detect. Sophisticated bots imitate real user behavior to avoid the revealing traffic spikes caused by attacks at scale. This means that traditional bot defenses—such as web application firewalls (WAFs), and home-grown bot management tools— are no match for advanced scraping bots. Furthermore, such traditional defenses add friction to the user journey, frustrating site visitors.

### Stop content scraping and personal information harvesting

WEB SCRAPING CONSEQUENCES CAN INCLUDE:
- Competitive price scraping
- Increased infrastructure costs
- Restricted content theft
- Intellectual property theft
- Wasted website marketing spend
- Skewed platform analytics

HUMAN Scraping Defense

HUMAN Scraping Defense safeguards your web and mobile applications from web scraping bots. Our solution uses behavioral profiles, machine learning, and real-time sensor data to identify sophisticated scraping bot attacks with exceptional accuracy. At the same time, the solution recognizes legitimate search engine crawlers and allows them to crawl your site unimpeded.

When a malicious scraping bot is detected, HUMAN Scraping Defense delivers optimal bot management using a range of mitigation actions, including hard blocks, honeypots, misdirection, and serving deceptive content. The solution stops malicious bots without adding unnecessary friction to the user experience.
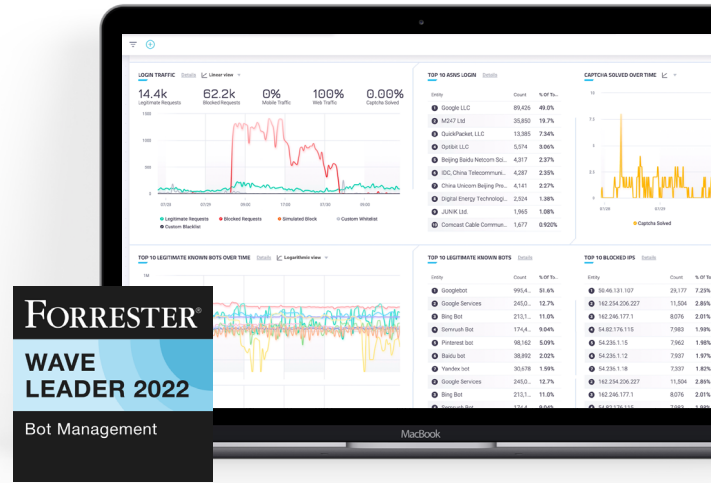
> **"The solution is invaluable in stopping the bots that can scrape or compromise our data. At the same time, the solution minimizes the false positives that can frustrate site users and waste our staff's time and resources."**
>
> Robert Conrad, Head of Engineering at Crunchbase

Benefits for digital businesses

Maintain your competitive edge
Stop bots from accessing pages at scale to scrape your content and protect your pricing information.

Prevent restricted data harvesting
Safeguard your valuable data from automated theft and abuse.

Improve your bottom line
Make better business decisions and prevent infrastructure and marketing budget waste.

How it Works

COLLECT
The sensor collects and sends hundreds of non-PII client-side indicators to the cloud-based detector for precise determination of human versus bot activity.

DETECT
The machine-learning-based detector continuously learns the normal range for human interactions and correlates it with customer-defined policies.

BLOCK
The enforcer tags bot traffic according to threat response policies and continuously updates the detector with relevant data. Responses include blocking, rate limiting, honeypots, misdirection and serving deceptive content.

LEARN
The portal features advanced reporting and analysis capabilities to investigate attacks and create custom reports. Integration with leading marketing platforms enables website analytics.

The HUMAN Advantage

Prevent Malicious Scraping
Stop competitive assaults and content scraping.

Enforce Decisions Effectively
Custom mitigation actions allow fast response to threats, integrating with your workflow.

Single pane of glass management
Manage all your HUMAN solutions from one console. It's easy to see key details, edit policies, and share knowledge.

Reporting for Specific Audiences
Out-of-the-box and custom reports for all stakeholders.

Easy Integration with Your IT Stack
Open architecture with key SIEM, marketing and monitoring integrations.

Enterprise Level Customer Service
24/7/365 proactive security services available.

Key Integrations

Edge Integrations (CDN, Cloud)

fastly   YOTTAA   CLOUDFLARE   amazon cloudfront

Application SDK/Middlware

node js   Java   Ruby   GO   python

Load Balancers and Web Servers

APACHE   NGINX   CiTRiX NetScaler   F5

Serverless and Cloud Frameworks

E-commerce Platforms

salesforce commerce cloud   Magento

Logs and Metrics

Adobe Analytics   Google Analytics   DATADOG   splunk>

Powered by the Human Defense Platform

HUMAN uses a modern defense strategy to safeguard organizations from digital attacks, fraud, and account abuse. Our solutions increase ROI and trust while decreasing customer friction, data contamination, and cybersecurity exposure. The Human Defense Platform powers an award-winning suite of application protection solutions enabling full visibility and control of your web and mobile applications and APIs.

About HUMAN

HUMAN is a cybersecurity company that safeguards 465+ customers from digital attacks, including bots, fraud and account abuse. We leverage modern defense to disrupt the economics of cybercrime by increasing the cost to cybercriminals while simultaneously reducing the cost of collective defense. Today we verify the humanity of more than 20 trillion digital interactions per week across advertising, marketing, e-commerce, government, education and enterprise security, putting us in a position to win against cybercriminals. Protect your digital business with HUMAN. **To Know Who's Real, visit www.humansecurity.com.**