



# 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
- Personal information harvesting
- 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

#### Protect your online revenue

Stop bots from accessing pages at scale and scraping content, protecting your pricing information and valuable data from theft and abuse.

#### Prevent personal and confidential information harvesting

Prevent confidential information harvesting, safeguarding your business from the risk of costly and brand damaging data breach.

#### Improve efficiency and reduce costs

Increase platform profitability, make better business decisions, 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

### Stop content scraping and personal information harvesting

Stop competitive assaults, PII harvesting and mitigate the risk of breaches.

### 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)



Application SDK/Middleware



Load Balancers and Web Servers



Serverless and Cloud Frameworks



E-commerce Platforms



Logs and Metrics



## 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 500+ customers from digital attacks, fraud, and account abuse. We leverage a modern defense strategy —comprising visibility, network effect, and disruptions—to enable our customers to increase ROI and trust while decreasing end-user friction, data contamination, and cybersecurity exposure. Today we verify the humanity of more than 20 trillion interactions per week across advertising, marketing, e-commerce, and enterprise security, putting us in the pole position to win against cybercriminals. Safeguard your digital business with HUMAN. **To Know Who's Real, visit [www.humansecurity.com](http://www.humansecurity.com).**