

# External Brand Guidelines for Partners

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## How to credit data

### BRIGHT INITIATIVE BY BRIGHT DATA

Bright Initiative is the program that allows you access to Bright Data's technology. We refer to it as **Bright Initiative by Bright Data**. Use this when discussing our partnership.

### BRIGHT DATA

All data is credited to **Bright Data**. Use this for data sets.



### Describing Bright Data

Bright Data is the industry-leading public web data platform. Fortune 500 companies, academic institutions, non-profits and small businesses rely on Bright Data's solutions to retrieve and analyze public web data in the most efficient, reliable, and flexible way so they can make better and faster business-critical decisions.



### Describing Bright Initiative by Bright Data

The Bright Initiative by Bright Data partners with non-profits, researchers, universities, NGOs and public bodies to award pro-bono access to Bright Data's leading technology and expertise to drive positive change throughout the world.



### Public web data collection

The Internet is the largest public database in the history of mankind, housing what is known as public web data. It's not easily accessible to all organizations or to different parts of the world and needs technology to collect it from millions of websites, so organizations can research, monitor and analyze data to make informed decisions.



### Bright Data values

Bright Data greatly invests in driving forward industry-wide standards in addition to its internal operations - aiming to advance external policies for reliable and trustworthy data collection practices. It maintains a global, comprehensive compliance department to ensure that only approved and verified organizations can access Bright Data's web data platforms.



### Quotes are available upon request



### Include Bright Initiative boilerplate on press releases about partnerships

#### About Bright Initiative by Bright Data.

Bright Initiative by Bright Data is a pro-bono program for non-profits, researchers, universities, NGOs, public bodies and journalists. Bright Data is the industry-leading public web data platform. Fortune 500 companies, academic institutions, non-profits and small businesses rely on Bright Data's solutions to retrieve and analyze web data in the most efficient, reliable, and flexible way so they can make better and faster business-critical decisions.

Please share all materials to be printed or broadcast with Bright Data PR at [jennifer@brightdata.com](mailto:jennifer@brightdata.com) to ensure accuracy and quality. **Contact us here.**