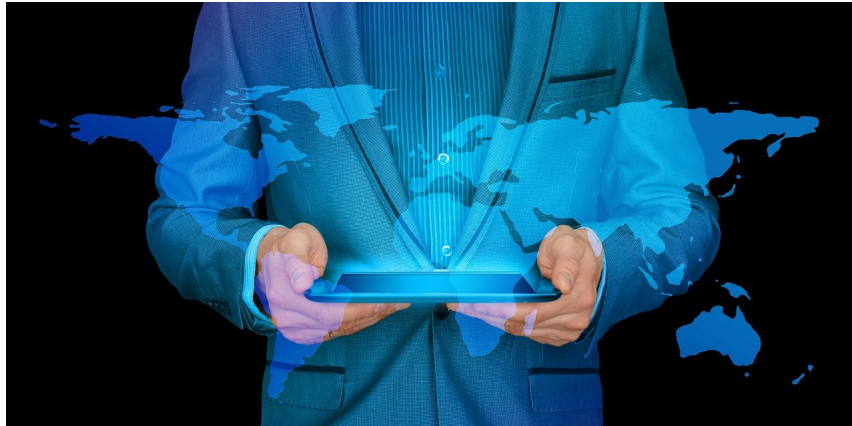# The Global Bot Monitoring Initiative

Operated by BotGuard OÜ

Join website owners and leading researchers in the **Global Bot Monitoring Initiative**. This initiative is aimed at gaining a better understanding of the nature of global web traffic and the effects of malicious traffic on eCommerce sites.

Who is this project for?

This project is a collaboration between website owners, hosting providers, and scientific researchers. Participation is entirely free and voluntary.

HOSTING PROVIDERS & WEBSITE OWNERS	Get a detailed analysis of the nature and safety of their incoming traffic
SCIENTIFIC RESEARCHERS	Get the data they need for their research projects

How does the project work?

During the course of this global research project, we collect the most complete data on global bot traffic and make it available to a wide range of academic researchers. The data is analyzed and the data contributors (Website owners and HSPs) receive personalized reports on their own traffic, as well as access to research results.

The project can be broken down into 3 stages:

1. **Participants Monitor Traffic**

   Website owners and Hosting Service Providers (HSPs) work with BotGuard as a platform supplier to set up traffic monitoring. All data is anonymized by design. Only website owners have access to the full version of their data. We use a copy of the

traffic data samples, which means that there is no impact to production and no security risk.

We provide several methods of integration including web server extension modules (for Apache or NGINX) and ingress traffic controllers, which can be installed on a separate virtual server and connected to the router to analyze a mirrored copy of the inbound traffic. We also provide detailed guidelines for choosing an integration method. No changes to the website code are necessary.

2. **Data Is Donated To Researchers**

   Anonymized traffic data is provided to researchers. Researchers use the real-world data to conduct any type of relevant research study or project that can benefit from this type of information. They also perform detailed analyses of web traffic for website owners.

3. **Participants Receive Valuable Analytics**

   All participants will have access to research results carried out on the basis of traffic monitoring. Website owners and HSPs will receive a valuable, in-depth analysis on the nature and sources of their own traffic, as well as access to the global eCommerce traffic data collected during the course of the project. All businesses participating in the project will receive the status of an official partner and the opportunity to use this status in their marketing activities.

Website Owners & HSPs

We welcome all businesses with websites, web servers, and eCommerce platforms to apply!

Participation for website owners requires a website (or several websites) with significant web traffic.

Hosting companies and server owners that have a high amount of traffic, or that prefer the traffic not to leave the data center where the web servers are installed, will need to provide a server to monitor the data. Server requirements are quite moderate, a regular VPS will be sufficient.

Scientific Researchers

Any type of relevant research study or project that can benefit from the type of data provided is permitted. Research participants from any academic field are welcome, and they may sign up as individuals or as an institution. We support researchers in a wide variety of fields, including but not limited to:

- Computer science
- Economics
- Geography
- Political science
- Psychology
- Linguistics
- Sociology

Frequently Asked Questions

<u>Where does the traffic data come from?</u>

The traffic data is sourced from participating hosting providers and website owners from around the world, including Germany (Frankfurt, Falkenstein, Nuremberg), Finland (Helsinki), United Kingdom (London), Italy (Milan), Netherlands (Amsterdam, Meppel), Poland (Warsaw), Russia (Moscow, Saint Petersburg), Singapore, USA (NJ, NYC, Silicon Valley), New Zealand (Auckland), Australia (Melbourne, Ipswich), and Brazil (São Paulo). We continue to install the necessary hardware and software in more locations to ensure maximum global coverage.

<u>What type of industry does the data come from?</u>

Inbound traffic data is provided by many different types of websites including media sites and eCommerce stores: lifestyle, electronics, fashion, sporting goods, groceries and food, health and medicine, beauty, etc. Virtually any type of business with an online storefront or website can contribute their web traffic data.

<u>Is there any cost?</u>

No. Participation is entirely free and voluntary.

Supported by Leading Academic Institutions

UNIVERSITY OF TARTU

Prof. Dr. Gholamreza Anbarjafari

Head of iCV Lab,
Institute of Technology,
University of Tartu,
Narva mnt 18, Tartu 51009
Estonia

About The Project Operator: BotGuard OÜ

BotGuard recognises the need for more transparency online, and has a unique platform to support a traffic monitoring initiative. We operate within this project as a platform supplier to set up traffic monitoring for participants. We work together with the scientific community to provide a clear and up-to-date picture of the global web traffic.

Apply For Participation!

Meet the project coordinator and our Head of Global Partnerships —
Danica Gallon

We are accepting applications until March 1st, 2022.

To participate or find out more about the program, please contact the project coordinator directly at danica@botguard.ee.