

# Scraping Defense

Protect your content from scraping

## Scraping Defense

Scraping Defense keeps automated bots off of your sites and out of your apps. The solution leverages machine learning, behavioral analysis, and intelligent fingerprinting to protect valuable content and contextual data from unauthorized repurposing.

Scraping Defense is a module within Application Protection, a suite of solutions on the Human Defense Platform that secure web and mobile applications from a range of cyberthreats.

## What We Defend Against



CONTENT SCRAPING



CONTEXTUAL DATA SCRAPING



UNAUTHORIZED CONTENT MONETIZATION



INFRASTRUCTURE STRAIN

**“I would absolutely recommend HUMAN to any team that’s trying to battle bot traffic. The solution is invaluable in stopping the bots that can scrape or compromise our data. It minimizes false positives that can frustrate site users and waste our staff’s time and resources.”**

*Head of Engineering,  
Media Publisher*

## Benefits



### MAINTAIN CONTROL OF YOUR CONTENT

Stop bots from stealing your content and choose whether to block or display alternative content.



### STOP UNAUTHORIZED CONTENT UTILIZATION

Keep fraudsters from using your content elsewhere and stealing your deserved revenue.



### ENHANCE CONTENT & DATA MONETIZATION

Seamlessly serve bot paywall to monetize content access by both known and unknown bots

## How It Works



### COLLECT

hundreds of non-PII client-side indicators



### DETECT

human vs. bot activity using machine learning models



### MITIGATES

bot traffic according to customizable threat response policies



### REPORTS

incident details in intuitive dashboards for easy investigation and analysis



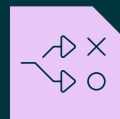
### OPTIMIZES

detections by continuously updating ML models with relevant data

## Key Capabilities



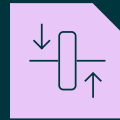
**Block** unknown, unwanted scraping bots, before they land on your site even once



**Choose** to allow, block, or request-limit bot traffic and suppress ads if desired.



**Get visibility** into AI bots, including their traffic volume and target paths



**Enforce** robots.txt directives with granular policies to prevent unauthorized content scraping by both known and unknown bots.



**Analyze** key details, such as understanding why an IP was blocked and what content it was targeting.



**Seamlessly integrate** bot paywall to ensure fair compensation from automated AI agents based on your paid access policies.

## The Human Advantage

### Scale

We verify more than 20 trillion digital interactions weekly across 3 billion unique devices providing unrivaled threat telemetry.

### Speed

Our Decision Engine examines 2,500+ signals per interaction, connecting disparate data to detect anomalies in mere milliseconds.

### Decision Precision

Signals from across the customer journey are analyzed by 400+ algorithms and adaptive machine-learning models to enable high-fidelity decisioning.

*HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We ensure that every digital interaction, transaction, and connection is authentic, secure, and human. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information, visit [www.humansecurity.com](http://www.humansecurity.com)*