bright data

2025 Action Plan: Sustainability

About Bright Data

Bright Data is the leading web data infrastructure company, trusted by over 20,000 organizations to ethically access and collect public web data at scale. Bright Data's platform supports teams across AI, finance, e-commerce, travel, marketing and other markets with performance, reliability, and compliance standards needed for large-scale data operations.

Bright Data Sustainability Policy

At Bright Data, sustainability is a core pillar of our mission to responsibly leverage public web data for innovation and progress. In 2025, we will take concrete steps to enhance our environmental, social, and governance (ESG) impact. This action plan outlines our key initiatives and commitments for the year ahead.

Social Impact

In 2025, we will expand The Bright Initiative, our Data for Good program, to support more non-profits, academic institutions, and public organizations working on global challenges. Our focus areas will remain aligned with the United Nations Sustainable Development Goals, with an emphasis on:

- Expanding pro bono access to our technology for organizations tackling environmental sustainability, digital innovation, transparency, gender equality, health, labor rights, and human rights. In 2025, we aim to increase our donation to $2M in credits for Bright Data's platform.

- Creating new data initiatives for AI for Good and extending our support for the development of AI models for society and research on AI.

- Developing a new Data for Good package along with other leaders in the data ecosystem to offer not-for-profit and academic partners pro bono access to additional market-leading tools to assist them in their impact-driven projects.

- Enhancing data literacy programs by collaborating with more educational institutions to equip students and professionals with essential data skills.

We will continue to support impactful projects and strengthen our role in using data for positive global change.

Environmental Responsibility

Bright Data commits to reducing scope 1 and scope 2 GHG emissions by 42% by 2030 from a 2021 base year, and to measuring and reducing its scope 3 emissions.

We are proud to have already surpassed our target for scope 1 and 2 emissions, and we remain committed to continuous improvement across our operations. We are committed to reducing our environmental footprint and supporting data-driven sustainability initiatives. In 2025, we will:

- Maintain our achievement of 100% renewable electricity sourcing and continue progress toward carbon neutrality (achieved 100% renewable electricity use through REC purchases).

- Deepen supplier engagement to reduce our scope 3 emissions, with a focus on our largest categories: purchased goods and services.

- Improve office waste reduction, focusing on minimizing single-use disposables and improving recycling systems.

- Expand our sustainability partnerships through The Bright Initiative, supporting organizations that drive clean energy transitions, circular waste management, and sustainable living.

Our Commitment:

In 2025, Bright Data will take action to integrate sustainability into every aspect of our operations. Through measurable goals and strategic initiatives, we are committed to driving positive change for the planet, our employees, and the communities we serve. We will track our progress, hold ourselves accountable, and continue to innovate responsibly.

Employee Well-being and Inclusion

Our employees are at the heart of our success. In 2025, we will:

- Continue to monitor diversity and inclusion in leadership roles to ensure equal career growth opportunities.

- Enhance employee recognition through structured feedback, transparent communication, and company-wide celebrations of achievements, including a full-company three-day offsite.

- Improve employee satisfaction by conducting an Employee Satisfaction Survey and implementing actionable improvements.

We will continue to foster a supportive and inclusive workplace.

Employee Success and Talent Development

We are committed to fostering career growth and internal mobility. In 2025, we will:

- Prioritize and measure internal promotions, ensuring employees have clear pathways for advancement.

- Measure our success through internal mobility rates and employee feedback.

- Continue developing the internal Bright Academy, offering virtual courses to train new employees and educate them on new products and solutions.

Ethical Governance and Transparency

As a leader in ethical web data collection, we are committed to upholding the highest standards of transparency and responsibility. In 2025, we will:

- Enhance data ethics policies to ensure compliance with evolving global privacy regulations.

- Increase transparency by publishing regular updates on our ethical data practices and governance initiatives.

- Strengthen customer protection measures by investing in advanced security technologies.

- Expand regulatory engagement by working closely with policymakers, security firms, and industry leaders to shape responsible data collection standards.

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