



Impact Report

2023

the **bright**
initiative

| by Bright Data

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Dear valued customers, partners,
and data enthusiasts,

As we reflect on 2023 and look forward to 2024, it's evident the past year was pivotal for the public web data industry. It was a year when the significance of public web data became undeniable, driven by the rapid expansion of AI-based products and demand for data-driven business. Access to public web data is crucial in shaping our future, which has sparked lively debates among global regulators about the necessity of equitable data access.

We maintain our deep commitment to support organizations with data for good initiatives. The 2023 report highlights the positive impact these data partnerships have made on the world.

Our vision at Bright Data is to keep public web data accessible to all. The Internet was designed and intended for the collective benefit of mankind and we remain dedicated to ensuring this information stays in the public domain.

Thank you for your ongoing support

Or Lenchner
CEO, Bright Data

Letter from The Bright Initiative General Manager:

Dana Mazia

Dear Community,

I had the honor to join as the General Manager of The Bright Initiative mid 2023. As we reflect on the journey of The Bright Initiative, I am grateful to present you with this year's impact report. The Bright initiative offers a unique opportunity to make sure Bright Data's amazing assets and technology are used to do good.

In today's environment, the demand for public web data has become increasingly critical. Organizations face challenges in attaining their objectives without embracing a data-centric approach and maturing in their data utilization strategies. The Bright initiative is committed to assisting various use cases, from participating in impactful research endeavors to developing cutting-edge AI for Good models with tangible benefits while also supporting online safety initiatives that ultimately save lives.

During 2023, we grew our partner network, adding 144 organizations and contributing \$1.6 million in data products and services to empower their projects. We're more focused than ever on delivering the support needed to make a positive impact- from social good or protecting the internet.

We honed our mission to support non-profit and non-governmental organizations, academic institutions and public bodies focusing on social causes aligned with the UN's sustainable development goals and public web data transparency. Additionally, we have deepened our partner relationships by initiating Quarterly Impact Reviews (QIR) to measure achievements with each partner.

Lastly, our policy activities have become more relevant than ever, in response to the growing interest in ethical AI and the safety of social media platforms. We participated in policy processes and contributed to conversations about regulation related to AI ethics and digital safety, educating about the importance of accessibility to public web data.

We have many partner stories we are proud of and picked a few to share with you in the following report.

I look forward to sharing our accomplishments in the year ahead of us.

Dana Mazia

General Manager, The Bright Initiative



2023 at a Glance

Over \$1.6M invested
in our partners' work

Collaborated with
144 new partners



2023 at a Glance

3 years of impact
around the world



Partnered with researchers from
the top **10** universities' including:



Data Ethics, Transparency, and Compliance

Rony Shalit

Bright Data is the world's #1 public web data platform, and has set the gold standard for ethical public web data collection. Our vision is to keep public web data public in that it is both universally accessible and free.

In 2023, we upheld our commitment to data ethics, transparency, and compliance across our products, services, and partnerships. Here are some of the highlights of our achievements in this domain:

We published our Acceptable Use Policy for anyone to see, which has always been part of our process and disclaimer. Now it is available for anyone to read our do's and don'ts that are clearly defined with examples.

We have always been compliant with the strictest data laws, but with the sensitivity of personal information, we have taken extra steps that go beyond the law to protect this type of data. We understand the sensitivity and importance of protecting PII and complying with applicable regulations and we continue to incorporate processes and technological solutions for continuous improvements.

We launched our new and improved Trust Center, a comprehensive resource that showcases our security, privacy, and compliance measures, as well as our certifications and accreditations. The Trust Center also provides our customers, partners, and users with clear and transparent information about how we collect, store, and use data, and what rights and responsibilities they have when using our platform.

We recognize that data ethics is a dynamic and evolving field, and we are constantly improving our practices to ensure we remain the model for ethical public web data collection. We welcome feedback and collaboration from our customers, peers, partners, and the data community, as we strive to use public web data as a force for good in the world.

Rony Shalit,
Vice President, Compliance & Ethics



The Bright Initiative's Areas of Focus



Human Rights: Advocating for the inherent rights and freedoms of all individuals through identifying harmful materials and acts to children, promoting free will by combating slavery, forced labor, and sex trafficking, and promoting freedom and liberties by exposing disinformation in conflict

Environment & Sustainability: Protecting the environment through the promotion of clean energy, preservation of oceans and animals and advancement of climate action



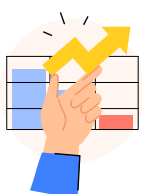
Equality: Promoting equal treatment and opportunities for all individuals

Hate & Discrimination: Fighting against hate, racism, xenophobia, discrimination, and corruption in both online, and offline environment



Health & Wellbeing: Addressing key areas such as food security, nutrition, access to clean water, healthcare, and humanitarian aid

Digital Innovation, Transparency & Regulation: Advocating for the advancement of digital innovation and regulation that protects an open Internet, while ensuring transparency, digital safety, and security as well as the development and utilization of AI for good



Labor, Economy, & Growth: Addressing poverty, industrial growth, and educational advancement within communities

2023 Partner Spotlights

Digital Innovation, Transparency & Regulation

AI For Good



AI for Good is a U.S.-based non-profit organization dedicated to driving forward technological solutions that measure and advance the United Nations' Sustainable Development Goals (SDGs). Founded in 2015, AI for Good operates with an international network of team members, partners, and volunteers.

Their mission is to bring together interdisciplinary researchers, non-profits, governments, and corporate entities to identify, prototype, and scale solutions that foster positive change. By offering partnerships to academic institutions, corporations, and data and institutional bodies, AI for Good aims to build a comprehensive catalog of datasets relevant to the UN's SDGs, facilitating meaningful progress toward societal good.

AI for Good faces the challenge of gathering extensive and diverse data required to measure progress toward the SDGs effectively. The complexity lies in accessing accurate, up-to-date information across various domains at scale. To address this challenge, AI for Good has employed Bright Data's readymade LinkedIn dataset.

This strategic partnership was initiated with the project [“Diversity, Equity, and Inclusion \(DEI\) Scorecard”](#) which tracks monthly workforce metrics, focusing on gender balance and inclusivity across different organizational levels. AI for Good receives detailed employee snapshots from various companies, enabling comprehensive analysis and visual representation of gender diversity in the workforce.

AI for Good's initiative is pivotal in advancing the understanding and implementation of the UN SDGs. The DEI Scorecard contributes to creating more balanced and inclusive workplaces. By harnessing cutting-edge data solutions, AI for Good is addressing its data collection challenges and magnifying its impact on global sustainability.

1,402,000

Records

Hate & Discrimination: Racism and Xenophobia

NCRI



The Network Contagion Research Institute (NCRI) is a non-profit organization and a pioneer in the field of cyber-security, working tirelessly to identify and forecast cyber-social threats that target individuals, organizations, and communities. Utilizing contagion models and machine learning, NCRI focuses on countering the spread of political lies, hate, and manipulation, particularly on social media platforms. Its mission aims to protect vulnerable communities, public health, democratic values, and civil society, by making the Internet a safer place for everyone.

NCRI faced the daunting task of monitoring a vast array of online manipulations and threats, which required a robust, efficient data collection platform. The digital age has amplified these challenges, making it imperative to access public web data across various social media platforms to track potential harm. The Bright Initiative provided the necessary support with Bright Data's proxy network, custom-made datasets, and web scrapers. These tools are instrumental in enabling NCRI to gather essential data and efficiently track online threats.

During 2023, the strategic partnership expanded significantly improving NCRI's ability to safeguard the digital space. In 2023 alone, NCRI released more than 14 critical reports, gaining widespread media attention.

Two notable reports include an investigation into the alarming [rise of financial sextortion of youth and children](#) and a study on [the prevalence of harmful content in search engine results](#) requested by the UK communications regulator, Ofcom. These reports have showcased NCRI's pivotal role in using technology and data for the greater good, ensuring the Internet remains a secure and ethical space for connection and community.

This collaboration exemplifies how advanced data tools can be harnessed to protect individuals and communities from digital dangers while maintaining the integrity of the virtual public square. Through this partnership, NCRI continues to make significant strides in protecting the digital world from cyber-social threats and manipulation.

56.3 TB

Data Center Proxies

5.32 GB

Residential Proxies

1.85M

Records



Network Contagion Research Institute (NCRI)

The Bright Initiative Data For Good



Equality: Women Rights and Empowerment

Women in Data



Women in Data, is a UK-based organization supporting women in data science to increase safety, workplace diversity, and inclusivity. In 2023, Women in Data released 'The Hidden Reality', a nationwide survey that quantifies societal, social and economic impact of reported and unreported gender based violence.

The second phase of the project included the "Women's Safety Hackathon", in partnership with Bright Data and Snowflake. 400 participants worked together to explore findings, uncover new insights and deliver recommendations using information from past surveys, crime data and custom social media datasets provided by Bright Data. The event focused on addressing solutions for violence against women and girls, particularly on understanding perpetrator characteristics, geographic variations, improving reporting and data availability, victim vulnerability, effective support strategies, workplace violence and its economic impact. The recommendations and analysis completed will be published in the next version of 'The Hidden Reality's' research and will be used to create policy suggestions to regulators.



8,718,470
Records

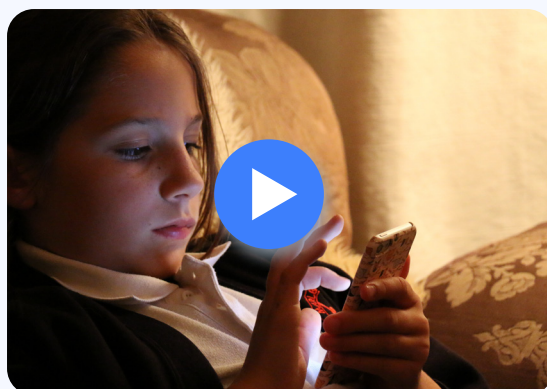
Digital Innovation, Transparency & Regulation: Digital Safety & Security

Molly Rose Foundation



The Molly Rose Foundation (MRF) is a charitable organization that aims to combat youth suicide. After 14-year-old Molly Russell tragically died by suicide, her family discovered she was struggling with depression, which worsened with the negative effects of social media. The Bright Initiative partnered with the Foundation to help quantify the extent of harmful social media content and its reach, especially among young teens. Without concrete data, the true scale of this digital danger was unknown.

The Bright Initiative supplied the MRF with access to comprehensive social media data and posts connected to various self-harm and suicide-related hashtags. This data enabled them to precisely quantify the extent of the harmful content's reach. They found that high-risk algorithms regularly recommend large volumes of harmful content to young users, often amplifying themes of self-harm and suicide. According to the [report](#), 48% of the most engaged posts on Instagram that were collected and 49% of the most engaged posts on TikTok that were collected promote or glorify suicide, self-harm, or contain themes of depression. One of the many disturbing findings in the report was Pinterest's "more to explore" section, which actively suggests content related to suicide and self-harm. Concern that social media companies prioritize a growing user base at the expense of user safety is epitomized in the report.



MRF and Bright Data are working with UK regulator, Ofcom, to create safer platforms under the UK Online Safety Act, in which it is tasked with enforcing.

5,027,923
Records



Hate & Discrimination: Racism and Xenophobia

Fighting Online Antisemitism



Fighting Online Antisemitism (FOA) is a non-profit organization established in 2020, dedicated to combating antisemitism and cyberhate through rigorous online monitoring and volunteer training. Their mission revolves around identifying and reporting antisemitic content on social media, raising public awareness about online hate speech, and promoting educational and cooperative efforts to tackle these issues effectively.

FOA confronts the challenge of systematically monitoring and analyzing the vast expanse of antisemitic content across various social media platforms. This task requires sophisticated data collection and analysis tools to efficiently track and report content in multiple languages and across different networks. To enhance their capabilities, FOA partnered with The Bright Initiative, leveraging the Dataset Marketplace and Web Scraper IDE tools. These tools enable FOA to collect publicly available posts and account details, which are crucial to effectively report and combat online antisemitism.

In their [2023 annual report](#), Fighting Online Antisemitism has decisively and innovatively tackled the alarming increase in both online and offline antisemitism. Their continued dedication and proactive steps demonstrated its crucial role in combating online antisemitism, which escalated during the Israel-Hamas War on October 7th. Key points included a threefold increase of antisemitic online content compared to 2022, alongside a 15% improvement in content removal rates since the war began.

In the past year, the average content removal rate by FOA climbed to 27%, compared to 20% in 2022. Facebook and TikTok led with the highest removal rates of 37% and 35%, respectively, followed by YouTube (33%), Instagram (24%). As a "Trusted Flagger," FOA's reports were swiftly acted upon, yielding higher removal rates compared to similar initiatives.

The partnership with The Bright Initiative has significantly bolstered the organization's capabilities in data collection and analysis, leading to more effective monitoring and reporting of online antisemitic content. Its efforts not only highlight the prevalence of antisemitism on digital platforms but also demonstrate the power of coordinated action and advanced technology in tackling such societal challenges. Fighting Online Antisemitism's work continues to be pivotal in promoting a safer, more inclusive online environment and raising awareness about the pervasive nature of cyberhate.

5,866,050

Records

68,968

Pages were collected using the Web Scraper IDE to monitor the social media platforms



Fighting Online Antisemitism

The Bright Initiative Data For Good

Environment & Sustainability: Climate Action

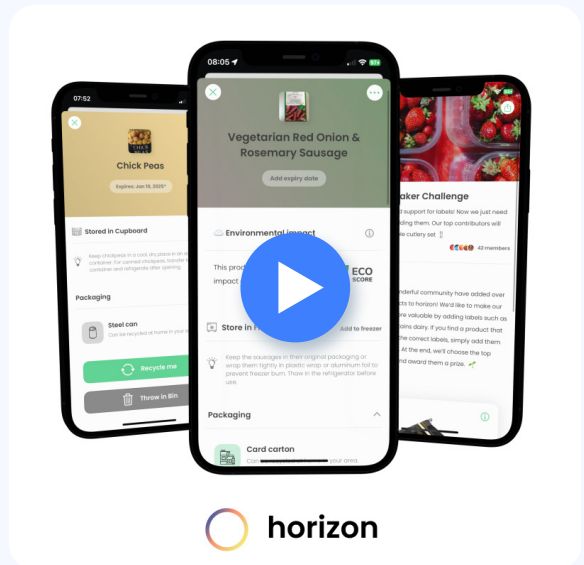
HorizonApp



Horizon App is an environmental tech organization that champions sustainable living through transparent, circular systems in food consumption and waste management, both in the UK and globally. With its app, users can scan product barcodes to access localized recycling guidelines, making recycling more effective and streamlined.

To make their app a reality, Horizon needed to map out recycling collection spots across the UK and provide detailed descriptions of plastic products to offer alternative usage suggestions. By partnering with The Bright Initiative, they collected data on more than 30,000 recycling collection locations in the region. Additionally, they received detailed information on over 20,000 food and beverage packages, which was then incorporated into their application.

Since the app's release, it has helped users recycle over 50,000 packaging components and educated 30,000 users on how to waste less at home. By providing actionable insights into recycling and waste reduction, Horizon is fostering a culture of responsible waste management, paving the way for a more sustainable future.



593,020
Records



"Their stance on giving 'pro-bono access to leading data technology and expertise to drive positive change', is admirable. Their product is also great. I haven't come across a better product in the data space."

Henry Bloom, Co-founder, Horizon App

 **Horizon**

Digital Innovation, Transparency & Regulation: AI for Good

AI Forensics



AI Forensics is a European non-profit that investigates influential and cryptic algorithms to shape and enforce responsible regulatory policies. They work to hold major technology platforms accountable by conducting independent and innovative technical investigations to uncover and expose the harms caused by their algorithms.

They set out to assess the reliability of information in popular AI tools. To assess chatbot behavior across different countries and to avoid IP blacklisting, AI Forensics partnered with The Bright Initiative and utilized Bright Data's Residential Proxies and Scraping Browser. The investigation centered around the Swiss federal elections and the German state elections in Hesse and Bavaria. During a two-month period, the chatbot was prompted with questions about election dates, candidates, polling numbers, and controversies. Experts then analyzed over 1000 prompts for information quality, checking for errors, fabrications, and instances where the chatbot struggled to respond.

Researchers from AI Forensics report Copilot frequently gave incorrect information, with one-third of its answers containing factual errors such as incorrect election dates, out-of-date candidates, and made-up controversies. Researchers found other issues such as avoiding answers, or inconsistent responses. These findings highlight the instability of generative AI and the need for regulation.

312 KB

SERP API

528 MB

Residential Proxies

345 MB

Web Unlocker

69.8 GB

Scraping Browser

[Read full report](#)



"In the realm of AI Forensics, our reliance on Bright Data and The Bright Initiative is pivotal, enabling us to replicate our research on a global scale. This partnership not only makes our work more relevant but also facilitates cross-national comparisons that were previously challenging. Until major platforms commit to consistently providing data to researchers, strategic collaborations such as this one to collect and analyze public data remain essential for advancing the public good."

Salvatore Romano, Head of Research, AI Forensics

Hate & Discrimination: Combating Corruption

Transparency International - Russia



Transparency International is a renowned global movement dedicated to combating corruption. Operating in over 100 countries, its mission is to eradicate corruption and promote transparency, accountability, and integrity at all societal levels. The Russian branch of Transparency International, a pivotal part of this movement, focuses on exposing corrupt practices and holding public officials accountable.

They have launched various projects that aim to create a comprehensive, searchable database of Russian public officials, laws etc. These initiatives are crucial for fostering a corruption-free society and ensuring public access to vital information regarding officials and legislation.

The primary challenge for Transparency International-Russia was gathering and processing vast amounts of public data from official websites. This task required sophisticated data collection and analysis tools to efficiently scrape, parse, and structure the information into a user-friendly, searchable format. To overcome these challenges, they reached out to The Bright Initiative for assistance. The collaboration involved utilizing Bright Data's Datacenter and ISP Proxies to access and collect publicly available data for their projects. These tools were critical in bypassing geographical restrictions and ongoing access limitations imposed on Russian official websites.

The collaboration with The Bright Initiative significantly enhanced the effectiveness and reach of Transparency International-Russia projects. By using advanced proxy infrastructure, organizations could gather data more efficiently, leading to a richer and more comprehensive database. This improved database has become an invaluable tool for journalists, activists, and citizens, enabling them to easily access and scrutinize meaningful and relevant information about Russian officials. The project's success is reflected in Transparency International-Russia's 2023 annual report, which highlights the vital role of such projects in promoting open governance and reducing corruption. The partnership stands as a testament to the power of collaborative efforts in leveraging technology for social good and the fight against corruption.

1.53 GB

Data Center and ISP Proxies

2023 Research Spotlights

Labor, Economy, & Growth: Community and Industry Development

University of Wisconsin Madison and University of Illinois Urbana-Champaign



A collaborative research project led by Florence Honoré from the Wisconsin School of Business, Shinjinee Chattopadhyay from the Gies College of Business, and Shinjae Won from the School of Labor and Employment Relations, University of Illinois at Urbana-Champaign, explores the unique dynamics of academic entrepreneurs in the AI startup landscape. Their study investigates how the academic background of founders affects the AI market opportunities pursued by their startups, offering valuable insights for entrepreneurs, investors, and policymakers.

The researchers' approach aimed to understand the distinctive contributions of academic entrepreneurs in shaping their ventures' growth trajectories and funding opportunities. To analyze the correlation between founders' prior experiences in academia or industry and the number of market opportunities their startups pursued, the researchers needed to access and collect publicly available data from B2B websites. They compiled a list of approximately 2,200 U.S.-based AI startups founded by both teams and solo entrepreneurs. By utilizing the structured and filtered datasets, the researchers were able to focus their efforts on analyzing the data instead of collecting and organizing it.

Artificial intelligence has radical implications for our society and day-to-day life. It affects how we work, communicate, and the way we live our lives.

Researchers discovered five key implications of the findings. First, it highlights the significant role of academic founders in the AI sector, guiding team composition in new ventures. Second, it offers insights into the different growth paths and market strategies AI startups adopt, and how these choices influence their funding opportunities. Third, the study offers a deeper understanding of the strengths and weaknesses associated

with the diverse professional backgrounds of startup founders that is beneficial to investors. Fourth, for policymakers, the research presents considerations regarding the support of academic research and the promotion of mobility between academia and industry. And fifth,, it addresses the choices startups make in targeting multiple markets versus focusing on specific scientific challenges, underscoring the trade-offs and opportunities within the AI sector.

The outcome of this research will provide valuable insights for entrepreneurs, managers, investors, and policymakers on fostering innovation in both new and established companies. This research is crucial to educate about the challenges faced in the AI startup landscape including what can hinder innovation.

| **1,026,650**
Records

“Bright Data provided us a reliable and efficient way to identify startups founders’ work history. We used this data to differentiate between academic and industry experiences. Having quick access to this data saved us numerous hours and allowed us to focus on the analysis and writing instead”

Professor Florence Honoré, Wisconsin School of Business



Hate & Discrimination

University of California Santa Barbara



Researchers Udit Paul and Jiamo Liu from the University of California Santa Barbara (UCSB) partnered with The Bright Initiative to explore the intricacies of internet availability across the U.S. Their primary focus was understanding the nature of broadband plans offered by major Internet Service Providers (ISPs) in various cities to shed light on the disparities in broadband offerings, particularly the possible discrimination against certain communities.

Through the use of Bright Data's proxy network, Paul and Liu curated a first-of-its-kind dataset comprising over 837k street addresses across the U.S., spanning 18k census block groups in 30 cities. Their analysis unveiled critical insights into the pricing strategies adopted by ISPs, highlighting the inter-city variation in ISP plans and the wide disparity in carriage value both between and within cities. They found that cable-based ISPs offer significantly higher carriage value, up to 30% more, when competing with fiber-based ISPs within a block group. Furthermore, the study emphasized the pivotal role of average income in dictating fiber deployment, indicative of a better carriage value, across different block groups. These findings are expected to influence policymakers and regulators in their efforts to ensure digital equity and enhance public understanding of broadband affordability in the U.S., while also serving as a foundation for further research and recommendations to advance this understanding.

46.113 TB

Data Center Proxies

1099.44 GB

ISP Proxies

2.29 TB

Residential Proxies



"Bright Data is simply amazing all around. We have been partners for over a year and I cannot overstate how fantastic the customer service is at Bright Data. Every problem I have encountered has been expressly resolved in a matter of minutes by the dedicated team over at Bright Data. In summary, the Bright Data suite of tools is exceptional and the service is of topmost quality. I look forward to working with this wonderful organization in the future."

Udit Paul Phd, University of California Santa Barbara

Equality: Women Rights and Empowerment

University of Washington at St. Louis



Anushri Jain, a PhD student in Finance at Washington University in St. Louis, undertook a research project to evaluate the impact of gender quotas on women's advancement in the corporate sector. The study was inspired by LeanIn.org and McKinsey & Company's "Women in the Workplace" report, which highlighted the barriers women face in climbing the corporate ladder. Jain's research specifically focused on assessing the influence of gender quotas, like California's SB826, on the hiring and promotion of women in entry-level and mid-management roles, as well as their impact on the wage gap.

The primary challenge of the research was the collection and analysis of extensive data on individual career trajectories. To address this, Jain utilized career data which allowed a comprehensive analysis of career progressions before and after the implementation of gender quotas. Jain's methodology involved cleaning and scrutinizing the data to determine whether women experienced more promotions in companies that adopted and implemented these quotas.

The research yielded positive results, particularly when examining S&P 500 companies, where a noticeable increase in the promotion of women was observed. These findings are significant as they provide empirical evidence supporting the effectiveness of gender quotas in promoting gender equality in the workplace. The success of this study has led Anushri to consider expanding her research to include smaller companies, aiming to measure the impact of gender quotas more broadly. The outcome of this research could shape future policies to address gender disparities in the workplace, demonstrating the potential of policy interventions like gender quotas in creating more equitable corporate environments.

5,617,274

Records



Policy Work

Contributing to the development of policies and regulations to ensure public web data remains public while promoting responsible practice is a major part of The Bright Initiative's activities. In 2023 we worked to educate and inform policymakers on public web data, contributed in formal policy processes, and worked with partners to address key issues.

Educating and informing policymakers on public web data

In 2023, we undertook extensive efforts to educate policymakers' understanding of the increasing value of public web data and the need for policies that allow its full potential to be realized. We met with senior members of the UK Parliament, including the Secretary of State for Education and the Head of AI Regulation and Governance.

Contributing to the formal policy making process

Alongside engagement with key stakeholders, The Bright Initiative participated in the official policy process to create digital safety, data and AI regulation by serving on a steering committee and advising on best practices through official inquiries and briefs.

Informing policy change with key partners

In 2023, we began working with partners throughout various sectors that share our interest in influencing policy to ensure that public web data is used for the benefit of society. In November we held a roundtable with our partner, The Molly Rose Foundation, and UK regulatory body, OfCom, where we presented a report that outlined the necessity of public web data to effectively regulate harmful content on social media platforms.

In 2024 we will expand our policy work to new geographic areas and new regulation activities, focusing on AI regulation and ethics, and collaborating with academia, organizations and businesses around the world to keep promoting the world standards for ethical and compliant data collection and public web data accessibility.



The Bright Academy

The Bright Academy is The Bright Initiative's educational series, wherein the extensive knowledge and expertise of Bright Data are translated into immersive, practical workshops hosted at academic institutions worldwide. Led by Bright Data's team of experts, these workshops offer students the chance to interact with publicly available web data in real-world scenarios, equipping them with the skills necessary to become future data experts.

In 2023 we ran these workshops at Brown University, Amsterdam University of Applied Sciences, and Queen Mary University of London with more scheduled in 2024.



The Bright Initiative Academy
By Bright Data

New Academy Programs:

Hackathon Support

We support data-centered and student-focused hackathons on various levels. Whether it's through providing datasets, granting participants access to Bright Data's platform, conducting workshops, or creating and sponsoring challenges for the competition.



"A HUGE thank you! It honestly wouldn't have been the same without your spotlight really bringing home the significance of what the hackers were working on!"

Molly Bevan, Founder, Impactic Volunteers

Practicing Data for Good

One of Bright Academy's distinctive offerings is the 'Data for Good' session, during which students engage with actual not-for-profit organizations, utilizing data to address their challenges and create real value. This presents a unique opportunity for students to gain practical experience in harnessing data for meaningful and positive impact.

See you in
2024!



the **bright**
initiative | by Bright Data