

March 16, 2022



# Cloudflare's commitment to Japan and approach to copyright protection



# Who we are

# The Cloudflare global network

**250+**

cities in 100+ countries

**10,000**

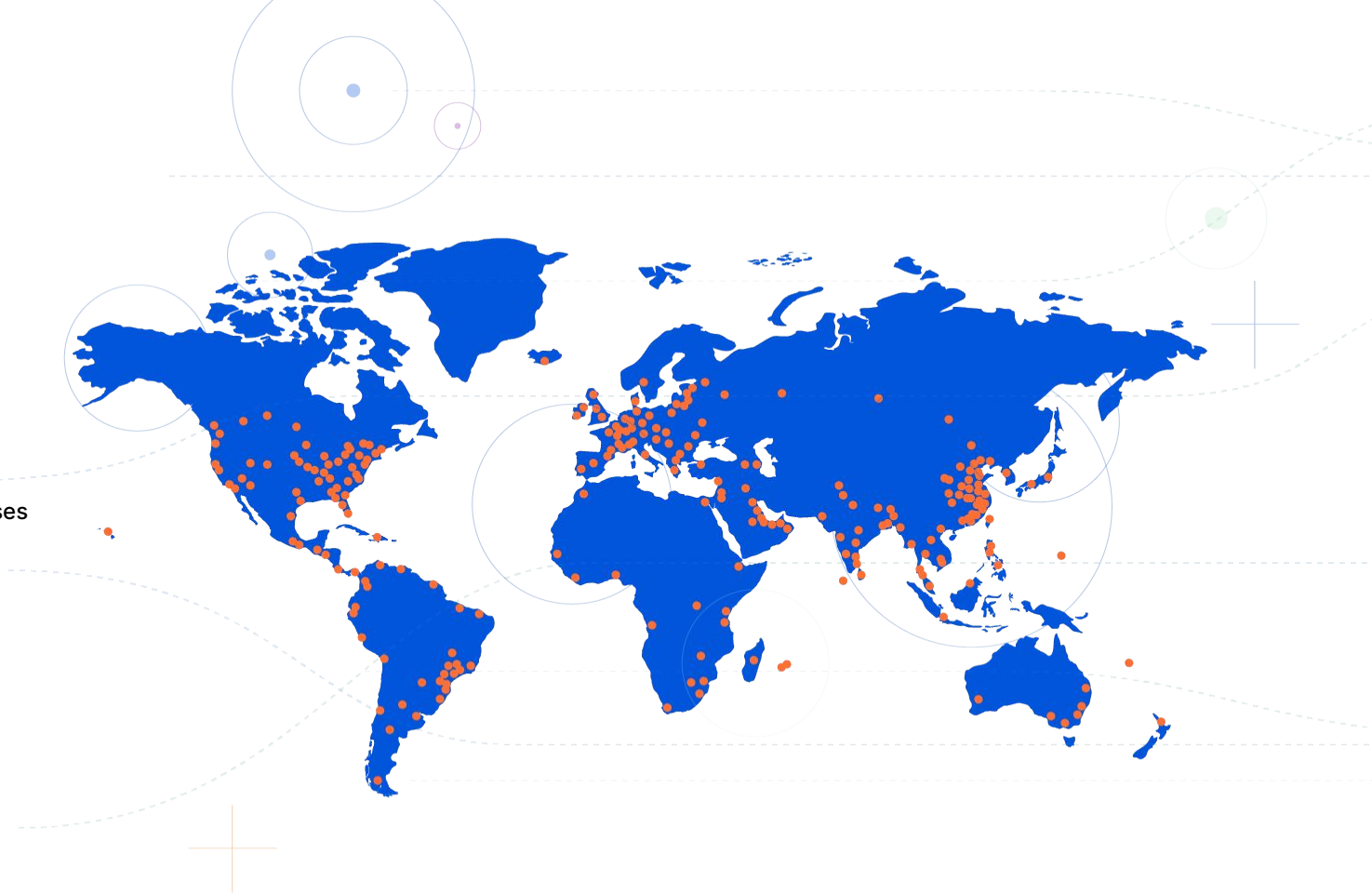
networks directly connect  
To Cloudflare, including ISPs,  
cloud providers & large enterprises

**121 Tbps**

of network edge capacity  
& growing

**86B**

Cyber threats blocked  
each day \*Q4'21



# Cloudflare in Japan

**1.9**  
Billion

**Attacks mitigated  
per day**  
(Q4 2021 average)

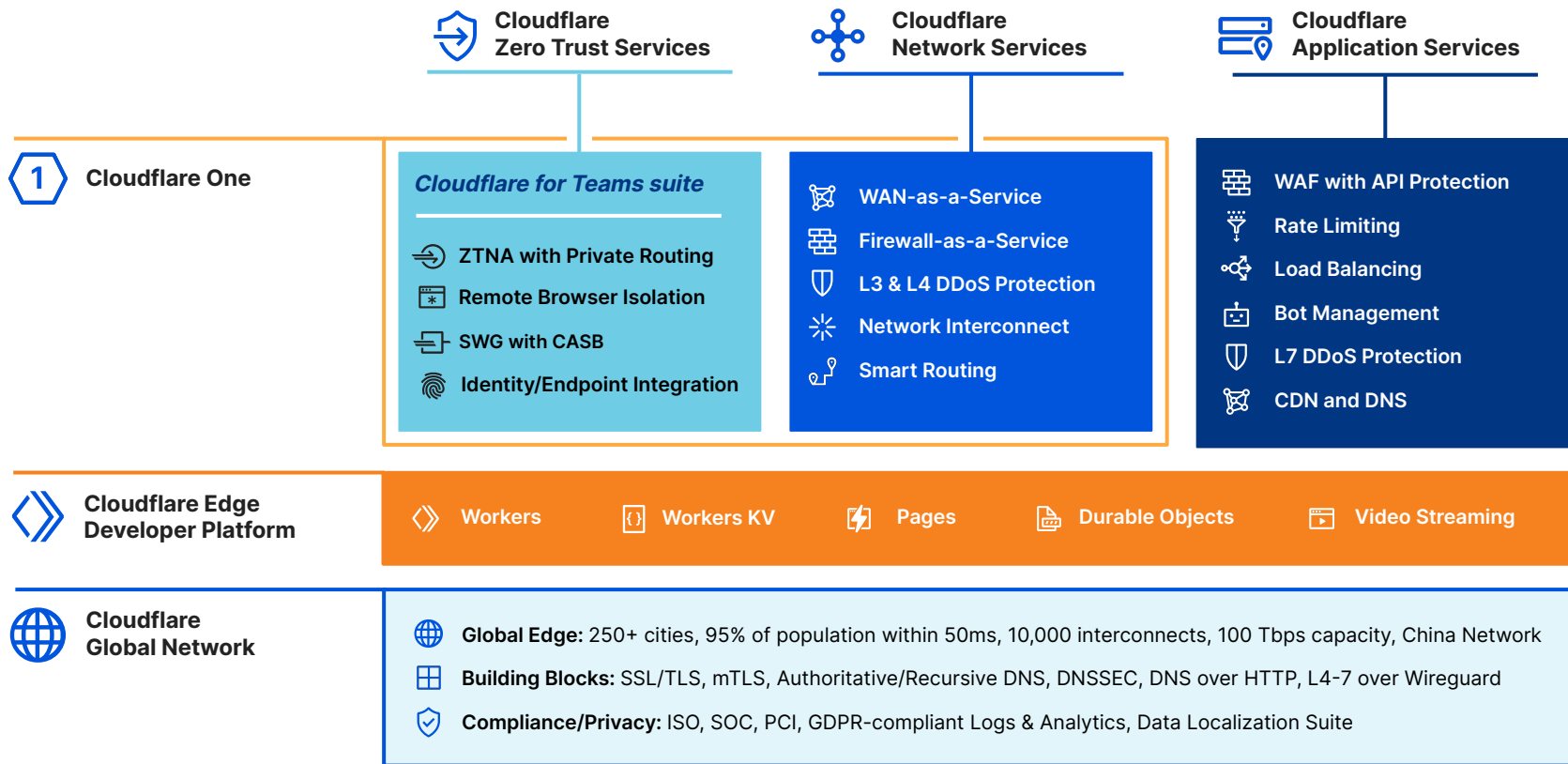
**7**

**Points of Presence**  
Tokyo (3), Osaka (2),  
Fukuoka, Naha



**Growing  
customers and  
partners**





# Our service tiers

## Free

For organizations that do not have access to internet security and performance tools

\$0/month

- Fast, Easy-to-use DNS
- Unmetered DDoS mitigation
- Globally Load Balanced CDN
- Universal SSL Certificate
- 3 page rules
- Simple bot mitigation

## Pro

For professional websites that aren't business-critical.

\$20/month

- Fast, Easy-to-use DNS
- Unmetered DDoS mitigation
- Globally Load Balanced CDN
- Universal SSL Certificate
- **Web Application Firewall (WAF)**
- **Lossless Image Optimization**
- **Accelerated Mobile Pages**
- **20 page rules**
- Advanced bot mitigation
- Email support

## Business

For small businesses operating online.

\$200/month

- Fast, Easy-to-use DNS
- Unmetered DDoS mitigation
- Globally Load Balanced CDN
- Universal SSL Certificate
- Web Application Firewall (WAF)
- Lossless Image Optimization
- Accelerated Mobile Pages
- **PCI DSS 3.2 compliance**
- **Sophisticated bots and basic bot analytics**
- **100% uptime SLA**
- **50 page rules**
- Email **and chat** support

## Enterprise

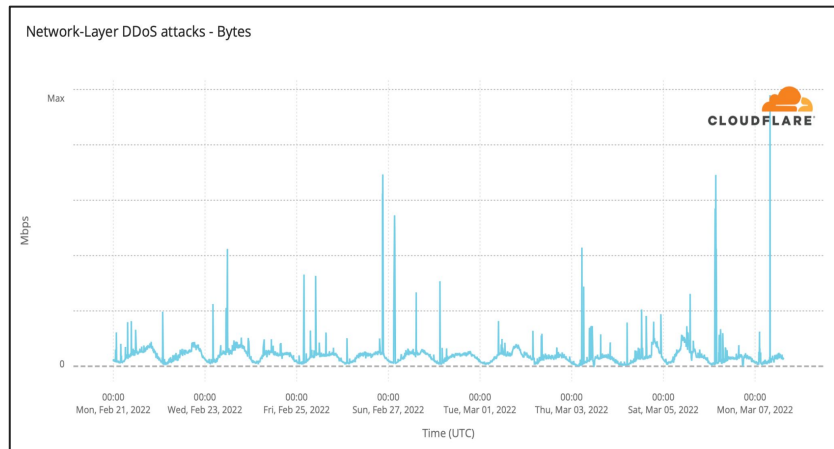
For mission-critical applications that are core to your business.

Custom

- Fast, Easy-to-use DNS
- Unmetered DDoS mitigation
- Globally Load Balanced CDN
- Universal SSL Certificate
- Web Application Firewall (WAF)
- Lossless Image Optimization
- Accelerated Mobile Pages
- PCI DSS 3.2 compliance
- **All bots, anomaly detection, custom CAPTCHAs & threat response, advanced bot analytics**
- 100% uptime SLA
- **Single-Sign-On (SSO) Support**
- **125 page rules**
- **24×7×365 Email + Chat + Phone**

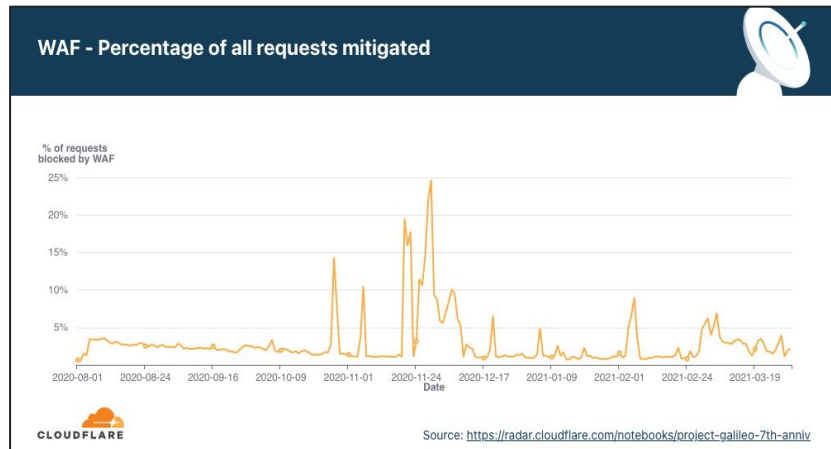
## Protecting vulnerable organizations from cyberattacks

### DDoS attacks targeting Ukraine mitigated by Cloudflare services



Colo: UA, Kyiv

### Project Galileo: Protecting against cyber attacks on journalism, human rights, and health sites



## Our Mission: To Help Build a Better Internet

### Providing services globally to millions of web properties

**Millions**

of customers,  
including more than  
140k paying  
customers

**~20%**

of global websites use  
our service

**1600+**

Non-profit  
organizations provided  
free services under  
**Project Galileo**

**100M+**

COVID-19 vaccine  
appointments scheduled  
using Cloudflare  
waiting room



# Our approach to copyright protection

## Assisting copyright holders

### Protecting rightsholders

- **Protecting customers' intellectual property** against malicious bots and crawlers attempting to scrape or alter the content of their sites.



### Making connections

- Ensuring that rightsholders' complaints of infringement are **transmitted to those who can remove that content**.



### Developing tools

- Developing and providing **tools that make our abuse process easy and efficient** for rightsholders.



### Working with stakeholders

- Engaging with rightsholders organizations, government entities, and law enforcement to **improve our assistance to rightsholders** consistent with the nature of our services.



## Guiding principles in handling abuse reports



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Privacy is a core Cloudflare value. Cloudflare only uses our customers' personal information for the purpose it was collected, and we **require appropriate legal process** before providing customer personal information to third parties.



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Requests to take action on service availability are best evaluated through **independent legal process** that provides an opportunity to respond.



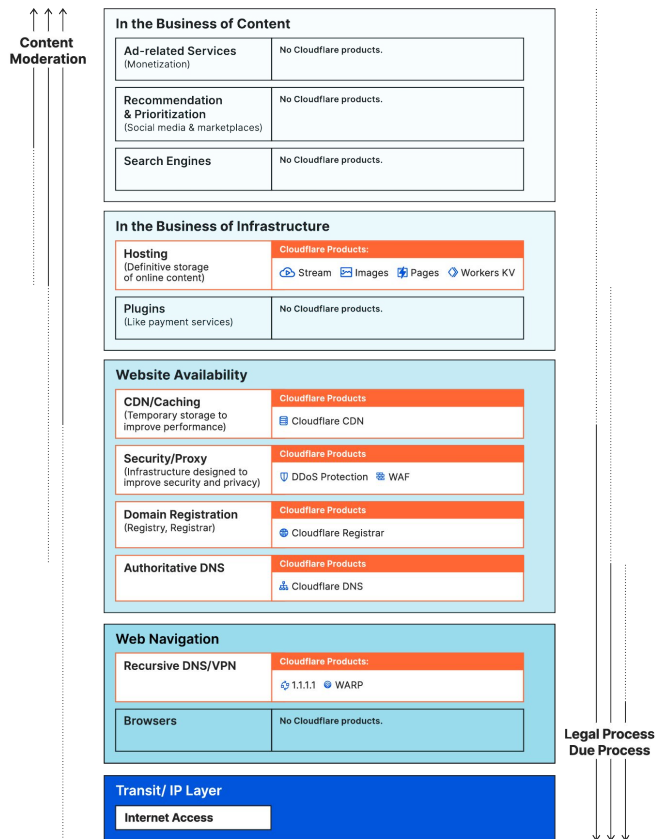
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We believe in **being transparent** about the government and civil requests we receive and how we take actions to address abuse, to the extent consistent with privacy.

## Why does the service being used matter?

- ❖ Different types of providers have varying abilities to take action on content, at different levels of granularity.
- ❖ Copyright laws around the world recognize this distinction, and **differentiate between hosting, caching and conduit services**.
- ❖ The more significant or less targeted the impact, the more important **formal, government due diligence and transparency** becomes before taking action.

### The role of Internet service providers in addressing harmful content online



## Responding to copyright complaints

Process is service specific and designed to get complaint to entity best positioned to address it.

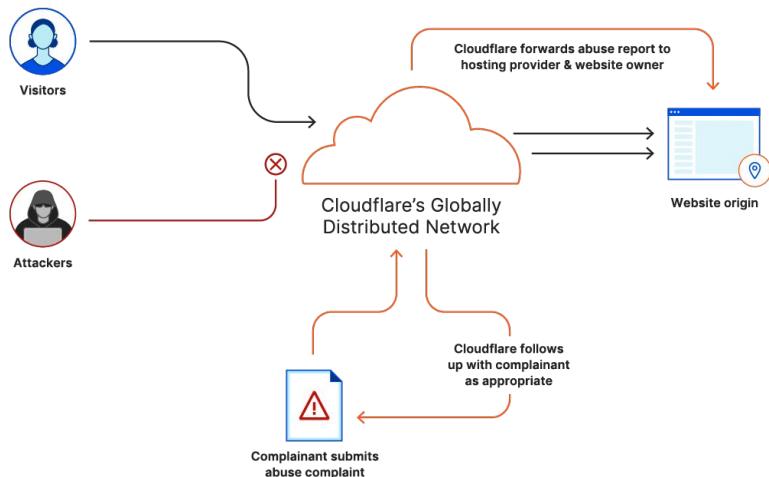
### Hosting services

When Cloudflare hosts content, we respond to copyright complaints by blocking or removing content, a process known as **notice and takedown**.

- This includes providing the website operator notice of our action and an opportunity to respond to the complaint.

### DDoS protection and CDN

Cloudflare cannot remove content from the Internet we do not host, so our abuse system connects complainants with those that can.



## Role of caching and security services

### Actions on caching

- ❖ **What is caching?** Temporary storage, to improve Internet efficiency.
- ❖ Cloudflare will **clear cache** when requested if the material has been removed or blocked from the originating site.
- ❖ Cloudflare may **terminate caching** services in appropriate circumstances, including under settlement framework in Japan.

### Judicial view of effect of Cloudflare services on infringement

- ❖ *"If Cloudflare were to remove the infringing content from its cache, the copyrighted image would still be visible to the user..."*
- ❖ *"From the perspective of the user accessing the infringing websites, these [security] services make no difference."*

US District Court, N.D. California, Mon Cheri Bridals, LLC v. Cloudflare, available at <https://blog.cloudflare.com/in-a-win-for-the-internet-federal-court-rejects-copyright-infringement-claim-against-cloudflare>

## Responding to Japanese concerns



### Unique settlement framework

- Extensively negotiated and designed to address specific Japanese stakeholder concerns about caching.
- Enables Japanese publishers to have **cache terminated promptly**.
- **Improves Japanese publishers' access** to hosting information.



### Proactive engagement

- **High-level meetings** between Cloudflare's global and Japan-based executives and Japan's Ministry of Internal Affairs and Communications and Japanese publishers.



### Robust ongoing dialogue

- **Ten detailed letters** answering specific MIC and Japanese rightsholder questions, explaining our services and support for rightsholders, and our approach to copyright abuse.

# Thank you

