Infatica's Residential Proxy Pool Handbook

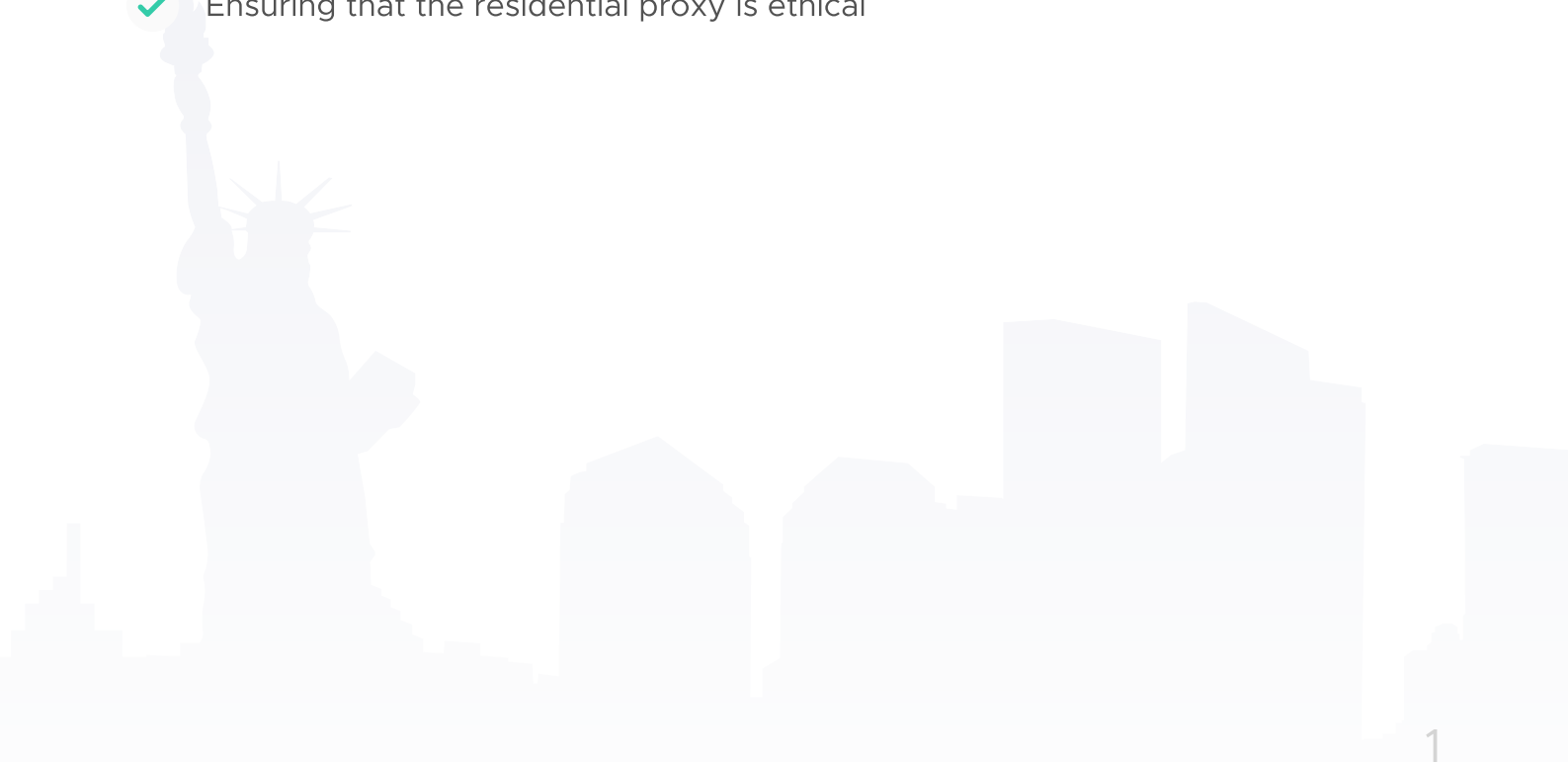## Infatica's Guide To Residential Proxies Sourcing

Exploring the measures that help Infatica build an ethical proxy network

With the rise of the data-as-a-service model in recent years, restrictions followed suit: geo-restrictions and other content blocks are preventing users from accessing web data. One of the most effective tools for addressing these problems is ethical proxies – and in areas like cybersecurity, marketing, and academia, more and more businesses are adopting them.

However, ethical proxy as a technology still remains unknown to some users. Thus, we've written this guide to shed some light on ethical proxies advantages – and show our existing and prospective customers the ins and outs of the ethical proxy sourcing process, covering these topics:

- ✓ Sourcing a residential proxy
- ✓ Using Infatica SDK to connect peers with the network
- ✓ Ensuring that the residential proxy is ethical

Creating a residential proxy ethically

A proxy network uses peers, special exit nodes, to route the user's web traffic, allowing them to bypass geo-restrictions and other blocks.The key difference with residential proxies lies in those peers, which are oftentimes desktop and mobile devices of regular people. This is the most valuable peer type – and the one that requires the most careful management.

Upon joining the residential proxy network, users start to lease a small portion of their devices' bandwidth resources to said network. Operating as a peer, therefore, may be an inconvenience to some users, so an ethical residential proxy provider must address this problem in three ways:

- ✓ **Inform** potential peers about the possible effects of contributing to the network
- ✓ **Ensure** potential peers provide explicit consent to contribute to the network
- ✓ **Reward** peers for contributing their resources to the network

Infatica's ethical residential proxy is engineered to facilitate trust between the peers and the network: We inform and educate users via promotional materials and policies that are easy to understand; We obtain informed consent at different stages; We reward peers via Infatica SDK.

Infatica SDK: Connecting peers, developers, and proxy providers

Infatica SDK is a software component that enables our peer-to-business ecosystem, connecting user-driven monetization with companies. It offers developers a new way of monetizing their Windows, MacOS, and Android apps – and provides them with a sustainable financial model: They earn money for their apps' monthly active users, who become peers in the Infatica proxy network.

In return, peers are rewarded with access to mobile and desktop apps with user-friendly monetization models: A developer that utilizes Infatica SDK doesn't have to rely on aggressive ads or in-app purchases to sustain their app's development.

Building blocks of an ethical residential proxy

With numerous proxy providers on the market, it's tempting to think that the proxy's technical features (IP address count, bandwidth, etc.) are the deciding factor

User consent

Consenting peers is the component that differentiates an ethical proxy network from its counterparts: This way, we ensure that the given proxy wasn't sourced through uninformed or misinformed users. Incidentally, consenting peers improve the overall quality of the proxy network: Understanding the effects of leasing their device's resources, they're likely to use devices with a more stable connection.

User awareness

Trust is another important component of an ethical proxy network – and we build trust by informing peers about the role their devices play. When creating our marketing materials and other informational content, we always try to highlight and answer these questions: Why does the proxy network need your device? Which types of information can be collected? Which rewards can you expect for participating in the network?

Informed peers have a clear understanding that the network may use some idle bandwidth resources of their devices, so they tend to remain peers for longer.

Participation bonus

To make proxy sourcing sustainable, we motivate future and current peers to enter and remain in the Infatica network. This is achieved via user rewards, which typically come in the form of free access to desktop and mobile apps from Infatica's partnered developers.

User rewards ensure that all parties are on a level playing field, providing value to network peers in return for the value that they bring in.

4

Conclusion

We created Infatica after seeing how countless geo-restrictions and similar measures were making the web more closed off – and preventing new products from emerging. In this market, we noticed, technical prowess wasn't the only X factor – people were also looking for an ethical provider they could trust, so we started building our proxy network with these qualities in mind.

By late 2022, these values are still driving every decision Infatica makes – and inspiring new products that we've introduced recently. Year by year, Infatica helps to make the web more open, providing our clients – both home users and companies – with easier access to worldwide data.