bright data

OFFICIAL BRIGHT DATA PARTNER DOCUMENTATION

Partner Program Guide

Introduction

Bright Data is the world's leading web data infrastructure platform, trusted by 20,000+ organizations globally - from Fortune 500 companies to the fastest-growing AI startups.

We give businesses the ability to collect, access, and use public web data at scale - powering competitive intelligence, AI training data, market research, pricing intelligence, eCommerce analytics, and more.

As a Bright Data partner, you gain access to one of the most trusted brands in web data infrastructure - and the commercial opportunity that comes with it. Our partner program is designed for firms who want to build something real. We are selective about who we partner with, and we invest seriously in the relationships we choose.

This guide covers everything you need to know about how the program works, what we expect from each other, and how to get the most out of the relationship.

About This Guide

This guide provides all Bright Data partners with an overview of the program structure, benefits, requirements, and operating procedures. It is intended for use by partner leadership, sales, technical, and compliance teams.

This guide supplements your agreement and may be amended periodically by Bright Data. You will be notified by email of any material changes with 30 days' notice. The most current version is always available at brightdata.com/partners.

Definitions

TERM	DEFINITION
"Partner"	a company or individual who has signed a Bright Data Channel Partner Agreement or Referral Agreement and is authorized to resell or refer Bright Data products under the terms of that agreement.
"Channel Partner Agreement"	the agreement signed between a Channel Partner and Bright Data granting the right to resell Bright Data products in a defined territory.
"Referral Agreement"	the agreement signed between a Referral Partner and Bright Data governing the terms of the referral relationship.
"Bright Data"	Bright Data Ltd. and its subsidiaries.
"Bright Data Products"	Bright Data products approved for resale or referral as listed in the applicable Purchase Order and at brightdata.com/pricing, as updated from time to time. The current portfolio includes: Web Unlocker, Browser API, SERP API, Scraper APIs, Datasets, Web Archive, Retail Intelligence, and Managed Data Acquisition.
"Acceptable Use Policy (AUP)"	the Bright Data Acceptable Use Policy at brightdata.com/acceptable-use-policy, defining permitted and prohibited uses of Bright Data products.
"List Price"	the standard published price for each Bright Data product at brightdata.com/pricing, as updated from time to time.
"Partner Purchase Price"	the List Price less the applicable partner discount as set out in the Channel Partner Agreement.
"Net Revenue"	amounts actually received by Bright Data from the customer, excluding taxes, credits, refunds, and adjustments.
"Deal Registration or Referral Registration"	the formal process by which a partner notifies Bright Data of a sales opportunity or customer introduction and receives commercial protection or commission eligibility, as described in this guide.
"Customer"	a company that purchases or uses Bright Data Products, either through a Channel Partner or directly from Bright Data following a referral introduction.
"Territory"	the geographic territory defined in the Channel Partner Agreement within which a Channel Partner is authorized to sell.

Partner Program Structure

The Bright Data Partner Program offers three partner types:

PARTNER TYPE	ROLE	WHO IT IS FOR
THREE PARTNER TYPES - EACH WITH ITS OWN AGREEMENT, BENEFITS, AND REQUIREMENTS		
Referral Partner	Introduces potential customers to Bright Data. Bright Data owns and manages the sale.	Trusted advisors, consultants, and specialist firms with relevant customer networks.
Certified Channel Partner	Purchases and resells Bright Data products directly to customers in a defined territory. Manages pricing, invoicing, and collection.	Commercially active firms with strong local market presence and an active sales function.
Premier Channel Partner	Manages the full customer lifecycle - from sale through onboarding, support, and growth.	Data consultancies, SIs, and managed service providers with deep technical and delivery capability.

Each partner type has its own agreement, benefits, and requirements. These are described in detail in the relevant chapter of this guide.

What Bright Data Sells - Products Available to Partners

The full and current product list and pricing is available at brightdata.com/pricing. Bright Data will notify partners of new products and of any changes or discontinuations with reasonable advance notice.

CATEGORY	PRODUCTS
Web Access	Web Unlocker, Browser API, SERP API
Data Feeds	Scraper APIs, Datasets, Web Archive
Data and Insights	Retail Intelligence, Managed Data Acquisition

Compliance and Ethics

Bright Data's commitment to ethical, compliant data collection is central to our brand and the value we bring to customers.

- Acknowledge and comply with the Bright Data AUP at all times
- Ensure customers agree to the Bright Data License Agreement (brightdata.com/license) and AUP (brightdata.com/acceptable-use-policy) before any deal is processed
- Conduct business in a manner that reflects favorably on Bright Data's reputation and brand
- Notify Bright Data promptly upon becoming aware of any customer use that may violate the AUP
- Comply with all applicable laws and regulations including privacy, anti-spam, and anti-fraud legislation

Partners who knowingly facilitate customer misuse of Bright Data products risk immediate suspension and termination of their agreement.

Trust Center | Acceptable Use Policy | License Agreement

Badges

Bright Data issues two types of badges to recognize partner achievements.

Individual certification badges

Awarded to individual staff members upon completing each training level:



LEVEL 1
Bright Data Foundations



LEVEL 2
Bright Data Sales Specialist



LEVEL 3
Bright Data Solutions Specialist



LEVEL 4
Bright Data Technical Expert

Individual badges may be displayed on LinkedIn profiles, email signatures, and partner websites.

Company status badges

Awarded to the partner organization upon program activation:



Bright Data Referral Partner



Bright Data Certified Channel Partner



Bright Data Premier Channel Partner

Company badges may be displayed on partner websites, proposals, and marketing materials in accordance with Bright Data's brand guidelines published here: brightdata.com/design-guidelines

CHAPTER 1

Channel Partners

Certified and Premier

01

What Is a Channel Partner

A Channel Partner is a company authorized to purchase Bright Data products at a discount from List Price and resell them directly to customers in a defined territory. Channel Partners own the commercial relationship with the customer - including pricing, invoicing, and collection. Bright Data powers the product.

All new channel partners begin at Certified tier. Progression to Premier is based on demonstrated performance and reviewed annually by your Partner Manager.

How the Channel Partner Program Works

1. You identify a customer opportunity in your territory
2. You submit a deal registration before engaging with the customer on Bright Data
3. Bright Data approves the registration within 3 business days
4. You own and run the sales motion - Bright Data supports
5. When the deal closes, you submit a Purchase Order referencing your deal registration ID
6. You invoice and collect from the customer
7. You pay Bright Data the Partner Purchase Price within 30 days of invoice

Commercial Model

Discount rates

Discount rates are determined by your approved tier and are set out in your Channel Partner Agreement. Certified partners receive a standard rate; Premier partners receive a higher rate reflecting greater commitment and performance. Contact your Partner Manager or partnerships@brightdata.com to discuss the specifics.

Payment terms

- Invoices payable within 30 days of invoice date
- Currency: USD
- You are liable for all amounts due to Bright Data regardless of whether your customer has paid you

Resale pricing

Maximum resale price: none - you may charge above List Price to reflect the value of services, implementation, or support you provide.

Late payment

Late payments accrue interest at 1.5% per month from the due date. Bright Data may suspend your ability to place new Purchase Orders if amounts remain unpaid more than 30 days past due.

Deal-level pricing exceptions

Modified discount for a specific deal may be approved by the Bright Data VP of Channels on written request before deal closure. Verbal commitments are not binding.

Benefits

BENEFIT	CERTIFIED	PREMIER
COMMERCIAL		
Channel Partner discount from List Price	Standard rate	Higher rate
Deal registration	✓	✓
Lead sharing from Bright Data	-	✓
Assigned Account Executive	✓	✓
ENABLEMENT		
Partner portal access	✓	✓
Level 1 - Bright Data Foundations	✓	✓
Level 2 - Bright Data Sales Specialist	✓	✓
Level 3 - Bright Data Solutions Specialist	✓	✓
Level 4 - Bright Data Technical Expert	-	✓
Partner Manager	✓	✓
Dedicated Solutions Engineer	✓	✓
On-site training	✓	✓ upon early commitment
MARKETING		
Bright Data logo and branding usage subject to brand guidelines	✓	✓
Company status badge	✓ Certified Channel Partner	✓ Premier Channel Partner
Individual certification badges	✓	✓
Standard marketing kit	✓	✓
Enhanced marketing fund	-	✓
Guest blog post	-	✓
Joint PR release	-	✓
Event support	-	✓
SUPPORT		
24/7 tech support portal	✓	✓
First-tier support responsibility	Bright Data	Partner

Requirements

REQUIREMENT	CERTIFIED	PREMIER
AGREEMENT		
Valid Bright Data Channel Partner Agreement	✓	✓
COMPLIANCE		
AUP acknowledgment at signing	✓	✓
Ensure customers agree to AUP and License Agreement before deal is processed	✓	✓
Notify Bright Data of suspected AUP violations within 1 business day	✓	✓
Comply with all applicable laws	✓	✓
TRAINING		
Level 1 - Bright Data Foundations	✓	✓
Level 2 - Bright Data Sales Specialist	✓	✓
Level 3 - Bright Data Solutions Specialist	✓	✓
Level 4 - Bright Data Technical Expert	-	✓
Minimum certified persons	2	4
Annual recertification	✓	✓
SALES AND MARKETING		
Deal registration for all opportunities	✓	✓
Bright Data logo on partner website with partnership description	✓	✓
Self-sufficient demo capability	✓	✓
Promote and market Bright Data on a continuing basis	✓	✓
Work on upselling Bright Data products with customers	✓	✓
PERFORMANCE		
Minimum active paying customers - Year 1	3	5
Minimum customer ARR - end of Year 1	$10,000	$30,000

Training and Certification

Bright Data offers four certification levels. Each level builds on the previous and is required for the corresponding role at each partner tier.



Level 1 - Bright Data Foundations

Topics	• What Bright Data is and what we do • Our product portfolio and key use cases • Who our customers are and what problems we solve • The Bright Data AUP - what is permitted and what is not • How the referral program works
Required for	All tiers - all partner staff
Format	Self-paced online
Duration	1-2 hours
Assessment	Online quiz
Badge	Bright Data Foundations



Level 2 - Bright Data Sales Specialist

Required for	Certified and Premier - sales and BD staff
Format	Self-paced online
Duration	4-6 hours
Assessment	Online quiz + Role-play qualification call
Badge	Bright Data Sales Specialist



Level 3 - Bright Data Solutions Specialist

Required for	Certified and Premier - presales and technical sales
Format	Self-paced + 2 live sessions
Duration	8-12 hours
Assessment	Online quiz + Live demo assessment
Badge	Bright Data Solutions Specialist



Level 4 - Bright Data Technical Expert

Required for	Premier only - implementation and support staff
Format	Self-paced + live sessions
Duration	To be confirmed
Assessment	Technical implementation review
Badge	Bright Data Technical Expert

Minimum certified persons

TIER	MINIMUM CERTIFIED PERSONS
Certified	2
Premier	4
1.5x for 25-100 employees | 2x for 101-300 | 3x for 300+	(multipliers)

Recertification

Annual recertification is required for all levels. You will be notified 30 days before any certification expires. If a certified person leaves the partner organization, you have 30 days to certify a replacement.

Deal Registration Process

Why registration matters

Deal registration protects your commercial rights on a specific opportunity. Bright Data will not bypass an approved registration to sell direct. Without an approved registration, you have no commercial protection and your discount may not apply. There are no retroactive registrations.

How to register

Submit via: https://brightdata.com/partners/channel_dr

You will need to provide:

- Customer legal entity name and country
- Description of the customer's intended use case
- Current stage of your conversation
- Primary contact name and title
- Estimated deal size and expected close date
- Products you intend to resell

Process

STEP	DETAIL
1 **Submit**	Complete the registration form at brightdata.com/partners/channel_dr
2 **Acknowledgment**	Automated confirmation with reference number sent immediately
3 **Review**	Bright Data responds within 3 business days - approval, rejection, or request for more information
4 **Approval**	90-day protection window begins. Discount confirmed.
5 **Sales motion**	You own the sale. We support. Provide monthly status updates.
6 **Deal closes**	Submit Purchase Order referencing your DR ID

Approval criteria

- Customer does not have an active account or open opportunity with Bright Data
- No other partner holds an approved registration for the same customer
- Opportunity is within your approved territory
- Customer's intended use case complies with the AUP

Protection window

- 90 days from approval date
- One 90-day extension available on written request before expiry - email partnerships@brightdata.com
- Email partnerships@brightdata.com with your reference number to request

Important rules

- No retroactive registrations under any circumstances
- Provide a brief monthly status update per active registration
- Consistent failure to update may result in registration review and release
- Bright Data will not bypass an approved registration to sell direct

Conflict resolution

Any unresolved conflict escalates to the VP of Partnerships within 5 business days for a final written decision.

CHAPTER 2

Referral Partners

02

Commission-based introductions

What Is a Referral Partner

A Referral Partner is a company or individual who introduces potential customers to Bright Data and earns a commission when those introductions result in paying customers.

As a Referral Partner, you are never responsible for selling, implementing, or supporting the product. Your value is the introduction. Bright Data owns and manages the full sales process from the point of introduction onward.

How the Referral Program Works

1. You identify a company in your network that could benefit from Bright Data
2. You submit a referral registration before making any introduction
3. Bright Data approves or rejects the registration within 3 business days
4. Once approved, you make the introduction and notify Bright Data immediately
5. Bright Data owns and manages the full sales process from that point
6. When the customer pays their first invoice, your 12-month commission period begins

Benefits

BENEFIT	DETAIL
Commission	10% of Net Revenue for 12 months
Referral registration	90-day protection for pre-approved referrals
Partner portal access	✓
Referral Partner company badge	✓
Bright Data Foundations individual badge	✓
Standard marketing kit	✓
Bright Data logo and branding usage	✓ subject to brand guidelines
Partner Manager	✓

Compensation

Commission rate

10% of Net Revenue generated by the referred customer for a period of 12 months from the date of their first payment to Bright Data.

Commission cap

Up to $50,000 per referred customer, based on net revenue tiers.

Payment

Payment is made within 30 days of the month end in USD. You do not need to submit an invoice; payment is made automatically based on Bright Data's records.

Disputes

Raise a written dispute within 30 days of receiving a statement. Undisputed amounts are paid on the standard schedule.

Clawback

If a referred customer's account is terminated due to an AUP violation that you knew or reasonably should have known about at the time of referral, Bright Data may recover commissions paid in relation to that customer.

Requirements

REQUIREMENT	DETAIL
Valid Referral Agreement	Must be signed before any referral activity
AUP acknowledgment	Required at agreement signing
Training certification - Bright Data Foundations	Must be completed before first referral registration, with annual renewal
Referral registration for all introductions	All introductions must be registered and approved in advance
Bright Data logo on partner website	Required with a description of the partnership
Do not refer AUP-violating use cases	You must not refer any customer whose intended use case you know or reasonably suspect to be in violation of the AUP

Training and Certification

Level 1 - Bright Data Foundations

Topics	• What Bright Data is and what we do • Who our customers are and what problems we solve • How the referral program works • Our product portfolio and key use cases • The Bright Data AUP - what is permitted and what is not
Required for	All Referral Partners before first registration
Format	Self-paced online
Duration	1-2 hours
Assessment	Online quiz
Badge	Bright Data Foundations

Referral Registration Process

Why registration matters

Registration establishes your right to earn a commission on a specific customer. Without an approved registration, you have no guarantee of commission - even if the customer signs up as a direct result of your introduction. There are no retroactive registrations.

How to register

Submit your referral registration through the dedicated web form at: https://brightdata.com/partners/referral_DR

You will need to provide:

- Customer legal entity name and country
- Description of the customer's intended use case
- How you intend to make the introduction
- Primary contact name and title
- Nature of your relationship with the customer

Process

STEP	DETAIL
1 **Submit**	Complete the registration form at brightdata.com/partners/referral_DR
2 **Acknowledgment**	Automated confirmation with reference number sent immediately
3 **Review**	Bright Data responds within 3 business days - approval, rejection, or request for more information
4 **Approval**	90-day window to make the introduction begins
5 **Introduction**	Make the introduction and notify Bright Data immediately by emailing partnerships@brightdata.com quoting your reference number, or by copying your Partner Manager on the introduction email
6 **Sales process**	Bright Data owns everything from this point and will keep you updated
7 **Commission**	Begins on customer's first payment to Bright Data

Approval criteria

- Customer does not have an active account or open opportunity with Bright Data
- No other partner holds an approved registration for the same customer
- Customer's intended use case complies with the AUP
- Submission is complete

Protection window

- 90 days from approval to make the introduction
- One 30-day extension available on written request - email partnerships@brightdata.com
- Email partnerships@brightdata.com with your reference number to request

Important rules

- No retroactive registrations under any circumstances
- Undocumented introductions may result in disputed commission claims
- Do not make any introduction before receiving written approval

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Term

This guide is effective from the date of your Channel Partner Agreement or Referral Agreement and remains in effect for its duration. Bright Data reserves the right to modify this guide with 30 days' written notice. The most current version is always available at brightdata.com/partners.

RESOURCES & CONTACT

Questions? Contact Us | Full Partner FAQ | Bright Data Trust Center

Acceptable Use Policy | License Agreement | Bright Data Website

This document is intended solely for authorized Bright Data partners. The information contained herein is subject to the terms of your partner agreement and applicable law.