



Impact Report

2021

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Julius Černiauskas | CEO of OxyLABS

Introduction

We're starting a more consistent sustainability journey

Since the beginning of OxyLABS in 2015, we've been growing swiftly in an industry that was new, not yet established, and widely misunderstood. Soon becoming one of the market leaders, we knew that our choices and behaviors as a company would be shaping the entire industry and its reputation. The apprehension of this huge responsibility, naturally led us towards sustainable growth, constant innovation and ethical solutions.

Now we see that many of the choices we made intuitively fall under the umbrella of sustainable development. However, up until now, we didn't have a comprehensive sustainability strategy. This is where we need to catch up.

We are starting a more consistent sustainability journey – one with a clear set of goals and calculated improvements. We begin with this report – a baseline from which we will measure our progress. Each year, we will assess our efforts and streamline them where needed.

For the very first OxyLABS impact report, we collected a list of actions we are involved with now to identify areas that require more attention. We'll focus our efforts on those areas for the rest of the year.

About the report

For our first impact report, we chose the [17 Sustainable Development Goals adopted by the United Nations](#) as our point of reference. We went through our activities and their impact with regards to SDG targets and indicators.

Our focus areas

As a global tech company, we feel that we can achieve the best results by focusing our efforts towards two key areas: education and innovation. Therefore, we chose **SDG4 Quality education** and **SDG9 Industry, innovation and infrastructure** as our main objectives.

Quality education

Operating in an innovation-driven environment, we view lifelong learning as critical and aim to promote it wherever possible.

We seek for the betterment of education in three key areas:

- Learning and development opportunities for Oxylabs employees.
- Learning and development opportunities for the tech and data society.
- Partnerships with academia, NGOs, communities and public institutions by providing knowledge, tools, and infrastructure pro bono.

Industry, innovation and infrastructure

As one of the industry leaders, we seek to be at the forefront of innovation and inspire not only cutting-edge technologies, but also an ethical approach to web scraping.

Our efforts focus on:

- Research and development to power industry innovation.
- Developing and registering new patents to support cutting edge technology.
- Providing reliable infrastructure to ensure efficient operations of our clients.



About Oxylabs

Established in 2015, Oxylabs is a premium proxy and public web data acquisition solution provider, enabling companies of all sizes to utilize the power of big data. Constant innovation, a large patent portfolio, and a focus on ethics have allowed Oxylabs to become a global leader in the data acquisition industry and forge close ties with dozens of Fortune Global 500 companies.

In 2022, Oxylabs was named the fastest-growing public data gathering solutions company in Europe in the Financial Times' FT 1000 list.

FT FINANCIAL
TIMES
statista

1000 EUROPE'S
FASTEST GROWING
COMPANIES 2022

Our mission and vision

We share all the know-how that we collected over the years in the industry to create a future where big data is accessible to all businesses. We seek to create a healthy environment for everyone to grow and thrive in.

Our values

As a leading company in the proxy and web scraping industry, we ensure that the highest business ethics standards lead all our operations. Our core values guide us toward achieving our mission.



Fairness



Quality



Security



Transparency



Social Responsibility

Our sustainability vision

Oxylabs is a sustainable, prosperous business bringing benefit to the planet and people by ensuring the accessibility of open web data.

Our sustainability strategy

Integration of economic, social, and environmental goals to the company strategy in order to create long-term value to the company, planet and people.

Employees

Equality, diversity and inclusion

We believe that our strength lies in our differences. We embrace them by welcoming everyone as they are and providing each employee with equal opportunities and equal rights.

We follow the *Equal Opportunities policy* in our daily work. It defines the main principles of impartiality and non-discrimination in the areas of recruitment, working conditions, remuneration, appraisal, etc.

Our *Whistle-blower policy* protects those that want to inform on any indecent, unethical, or illegal behavior at work.

Despite having English as our working language, as a tech company based in Lithuania, we are still very homogeneous by nationality as is Lithuanian society.

Oxy Ethos

Oxy Ethos define our values and principles, encouraged practices, and the way we operate.



Focus on results

Clear focus toward our goals helps us reach excellent results.



Feel proud, stay humble

We feel proud of our achievements, but we stay humble in the spotlight.



Own it

Take initiative and lead the way – we will support you all along.



Team up

Working together, sharing knowledge, and supporting each other drive our teams.



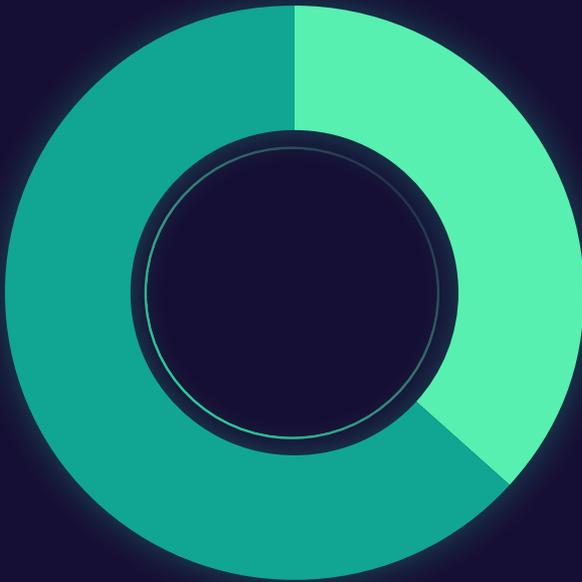
Stay hungry for knowledge

Curious minds are the driving force in the world of innovations.



Keep it playful

We are having fun on the way to great results.

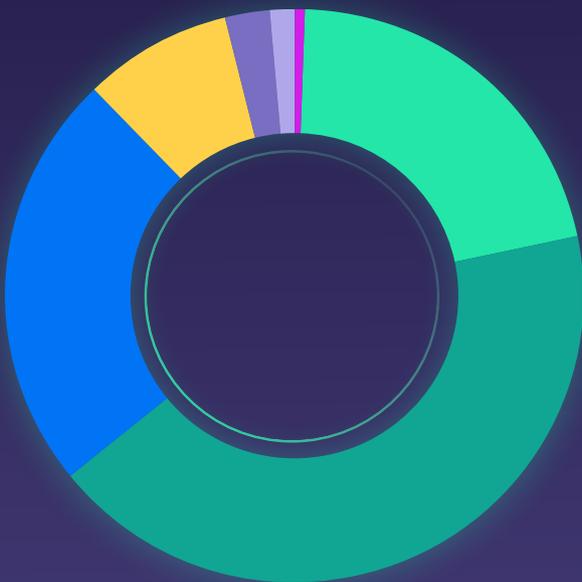
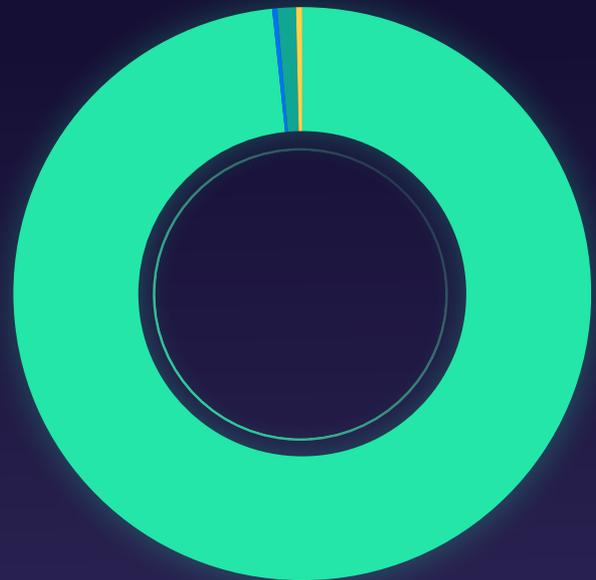


Employees by gender 2021

- Female – 36.7%
- Male – 63.3%

Employees by nationality 2021

- Lithuanian – 98.36%
- Estonian – 0.33%
- Indian – 0.98%
- Belarusian – 0.33%



Employees by age 2021

- <20 – 0.6%
- 20-24 – 21.3%
- 25-29 – 42.3%
- 30-34 – 23.8%
- 35-39 – 8.4%
- 40-44 – 2.5%
- >45 – 1.12%

Health, safety & wellbeing

Health check-ups onsite

We organize health checks and flu shots regularly to ensure all our employees are healthy.

Private health insurance

All Oxylabs employees (after the probation period) receive private health insurance to ensure timely health check-ups and treatment. A selection of different plans is available depending on personal needs.

Physical wellness specialists

on-site

Several physiotherapists and trainers provide physical wellness consultations and workout sessions onsite and online. All employees can use their services during working hours.

Mental well-being

Improving emotional well-being is as important as staying fit and healthy physically. Oxylabs private health insurance covers up to 10 psychotherapy sessions for each employee. Three different premium apps providing meditation or emotional balance guidance are available as well.

Work-life balance

Flexibility is key at Oxylabs. We trust in adaptable working arrangements – our employees have flexible working hours, can mix remote and onsite work, and are able to work from anywhere if needed.

In 2021, 72% of all employees used the opportunity to work from home at least to some extent. 18% of employees used *Work from Anywhere* as their working arrangement.

For more possibilities to enjoy summer after continuous lockdowns we had 4 hour work days for all Fridays in July and August 2021.

Additional vacation days

We value loyalty. As a thank you, our employees get additional vacation days after spending more time at the company – 1 additional day after 1 year, 2 extra vacation days after 3 years, 3 days after 5 years and 4 extra vacation days after 10 years at Oxylabs.

Additionally, special occasions require uninterrupted time. That's why we offer paid days off for weddings, the birth of a child (for dads) and the start of the school year. The same goes for unfortunate life events – employees may use paid bereavement leave.

Additional payouts on special occasions

To support employees on their special days, we also offer additional payouts on occasions of: work anniversaries, weddings, the birth of a child, graduation from college or university and funeral.

Talent attraction and retention

By the end of 2021 Oxylabs employed over **300** people. Being one of the market leaders in a highly specialized market, we foster the culture of innovation and experimentation.

These factors are well appreciated by our team:

70

An average Employee
NET Promoter Score

100%

Returns to Oxylabs after
parental/maternity leave

66

Employees promoted /
switched career path

10

Open positions filled
by internal candidates

+100%

Average salary in comparison
to Lithuanian national average
(before tax)

Additionally, stock options were available for the senior professionals.

Events and leisure

The foundation of Oxylabs culture is teamwork. Thus, we dedicate a lot of time to bonding, getting to know each other and spending quality time together.



We celebrate our achievements (or failures) each quarter at OKR events.



We gather for annual summer and winter events, regular TGI Fridays, quizzes, knowledge sessions, and much more.



We enjoy team building activities every quarter covered by the company's dedicated budget.

Talent development

Staying hungry for knowledge is one of Oxylabs Ethos. To foster the culture of continuous learning, we offer a wide range of learning opportunities for all employees. From regular internal training to external conferences and online learning platforms – there's always a chance to learn something new.

Learning at Oxylabs starts with onboarding – each new employee gets a mentor that makes the transition to the new job easier.

37

different trainings are available for Oxylabs employees

9

online platforms available

20

external lectures

899

participants in internal trainings in 2021

3

an average number of internal training attended per person in 2021

Range of topics of company wide lectures: equality and diversity, managing anxiety and burnout, effective time management, etc.

In addition to training sessions, we share a library. Every employee can participate by adding a specific book of their interest to the collection.



Oxylabs, as an organization, has a culture that supports growth. Individuals are empowered to do what they can while striving to do better. There is a lot of encouragement to create new products or try new technologies, not to mention professional growth opportunities.

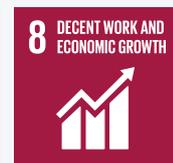
We trust each other's decision-making, thus making the ideal environment for trying, failing and getting up again. Allowing people to make mistakes and sharing feedback in a secure setting naturally nurtures growth. Other tools for personal development are relatively common, like internal and external training opportunities, subscriptions to online learning platforms, and a vast library for various work-related topics.

A big kudos goes to our HR department, who always looks out for us. They care for us as individuals, supporting our mental well-being and creating an environment where people can truly feel safe and open. Growth comes naturally when you combine a challenging environment, colleague support, and the ability to learn from your mistakes.



Monika Gerybaitė | Web Product Owner at Oxylabs

We support the Global Goals to which our business can have the most impact





Community

As one of the global market leaders, we see giving back to the community as an integral part of our mission. Our community engagement programmes focus on academic and social partnerships, educational initiatives, and ecosystem talent development.



Partnerships

Oxylabs partnerships programme [4β Project](#) is a dedicated platform that enables solving critical public, social, academic, or other missions with the help of public web data.

The programme invites individual academics, researchers and educators, universities and organizations to use Oxylabs resources – time, know-how, tools or infrastructure for free in order to solve critical questions and missions.

Initiatives in 2021

Since 2020 Oxylabs has fostered a pro-bono partnership with the Communications Regulatory Authority of Lithuania (RRT). Our team created an AI-powered tool that scans the internet to detect illegal visual content related to child sexual abuse. The partnership helps RRT get more proactivity in their ongoing mission – to safeguard the Lithuanian web space.



With the help of AI driven image recognition systems, now we can identify illegal content even if it was modified in order to overcome classic detection systems, which use fingerprints of already known images.

Vaidotas Ramonas | Director of Digital Services Department at RRT



The Oxylabs and RRT partnership is shortlisted for the Global Good Awards, Technology for Good category.

Industry education

Public web data acquisition involves complex and constantly changing technologies as well as many legal questions. We place high importance on educating both the market and the wider public on web scraping and its ethical use.

Internal initiatives

-  **An annual web scraping conference Oxycon.** With a wide range of presentations focused on business, technical and ethical/legal topics, it provides a comprehensive view into the technology's landscape, its uses and innovations around it. In 2021, Oxycon united the leading experts from organizations like UCL and Stripe, gathering an audience of over 1000 people.
-  **Regular webinars on industry-related topics.** In 2021 we organized 3 webinars and one knowledge sharing session.
-  **Educational blog.** [Oxylabs blog](#) is a free learning platform, providing educational material and step-by-step guides for using web scraping technology. In 2021 93 blog articles were published.



I've had the pleasure of attending all OxyCon's conferences throughout the years, and I can confidently say it's THE best, not one-sided, Web Data conference out there currently. All of us involved in the public web data field need to collaborate, share knowledge, and continuously improve outcomes for our data consumers. That's exactly what we are doing with OxyCon.



Allen O'Neill | CTO of The DataWorks and Microsoft Regional Director



Ecosystem talent development

We partner with educational projects, conferences and events to help develop the future generation in tech.

Initiatives we've partnered with in 2021:

- **PyCon** – an annual conference that brings together hundreds of Python and data enthusiasts and professionals in Lithuania.
- **HR Hackathon.** Organized by CVO Recruitment Simplika, it was the first hackathon in Lithuania dedicated solely to HR issues. Oxylabs provided a challenge, mentorship and prizes for participants.
- **Creative Shock** – global social business case competition and conference organized by ISM University's Student Association. Thousands of participants every year are gathered to solve finance, marketing, PR and strategy problems for social businesses. Oxylabs is a partner of the event, in 2021 we provided a seminar on choosing the right market.

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to which our business
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Economic Impact / Governance



Industry innovation and infrastructure

AI & ML Advisory Board

Oxylabs AI & ML Advisory Board supports our commitment to innovation providing expertise and guidance on new technology developments. The Board comprises leading figures in the machine learning, AI, and data science industries, many of whom have experience working for highly reputable organizations such as NASA, Massachusetts Institute of Technology (MIT), and UCL.



Adi Andrei

AI & ML expert



Pujaa Rajan

Machine learning engineer



Ali Chaudhry

Artificial Intelligence Consultant



Jonas Kubilius

AI Researcher



Gautam Kedia

Applied ML systems Scientist



Innovative Oxylabs solutions

The inventions listed below increase the quality of our services and, in turn, provide innovative solutions to anyone engaged in web data gathering.

Scraper APIs

All Oxylabs [Scraper APIs](#) employ innovative AI and ML-based solutions:



Proxy Rotator. It allows clients to get successful results each time they make a request during a scraping project.



Adaptive Parser. The ML-powered Adaptive Parser aids every business engaged in web data gathering as there is no need to take care of building and maintaining in-house custom parsers. Adaptive Parser automatically detects products' attributes from most websites using ML-based algorithms, adjusts to the e-commerce website changes, and delivers parsed data in JSON.



AI-powered fingerprinting. AI-powered dynamic fingerprinting adopts the most appropriate fingerprint for any given site instantly. This ability maximizes the success rate and ensures that the high-quality data is collected timelessly and effortlessly. There is no other feature available on the market, which could perform anything like this.

Next-Gen Residential Proxies

Powered by AI, [Next-Gen Residential Proxies](#) guarantee a 100% success rate when scraping even the most advanced websites.

Research and development

Oxylabs' R&D team is constantly working to create new innovative solutions in the areas of residential proxy infrastructure and big data extraction. In 2021 the United States Patent and Trading Office issued 8 US patents while Germany issued 3 utility models for the inventions of Oxylabs. [Patents](#) mainly cover residential proxy management, quality, security and anonymity aspects, and big data collection innovations.

Client relations

One of Oxylabs business strengths is our flexibility and personalized approach to each client.

- We help find a solution which is better for the individual client from the perspective of efficiency and costs.
- If they use our scraper, they don't have to manage proxies and less resources are required for data extraction.
- Oxylabs has flexibility in commercial engagements with clients and can provision customized solutions if needed.

According to our client survey conducted in 2021, 93% of respondents are satisfied with the quality of our products, support services, and technical expertise. The average rating* of self-service clients in 2021 was 4.6 out of 5 (*CSAT).

WHAT OUR CUSTOMERS SAY



Oxylabs not only gives us keyword data but also interprets it and refines it for us. This is not possible with many competing providers. We probably save 1 full time dev-ops engineer because of Oxylabs.

Karsten Madsen

CEO of [Morningscore](#)

Initially, we looked at three providers. I tried them all, but the other services weren't particularly fast. Yours were much faster and had more to offer in terms of scope.

Ian Sims

The founder of [Rightlander](#)

Your team has been very helpful getting us situated with solutions to best meet our needs as they have changed and grown over the years.

Todd Price

CTO of Page Vault

Service reliability

Oxylabs offers one of the largest proxy pools in the market – 102M+ IPs in 195 countries worldwide.

There were zero incidents with Oxylabs products during 2021. The average uptime for our products is listed in the table below.

Product	Average uptime
Residential proxies	99.98%
Next-Gen Residential Proxies	99.76%
Scraper API – Push-pull	99.96%
Scraper API – Real Time	99.78%

Excellent   (as of July 2022)



In 2021, Oxylabs was proclaimed Best Premium Provider in the annual Best Proxy Service Awards by ProxyWay.

Insurance

We take extra precautions to guarantee our client's business continuity in case of our objective fault. Our products are covered by Technology Errors & Omissions (Technology E&O) and Cyber insurance by the world's leading specialist insurance company – Lloyds.



Corporate governance, compliance

Oxylabs complies with local, national, regional, and international laws. The Oxylabs legal team closely follows the developments on relevant legal events and adjusts our business model accordingly. We analyze case law, which has the potential to impact the data scraping process and other related industries. Finally, corporate governance structures ensure efficient processes and communication in the company.



Intellectual property

Our technology and intellectual property rights are protected by patents, copyrights, trademarks, domain names, trade secrets, and know-how. Confidentiality agreements and procedures with our partners and employees help ensure protection of our confidential information.



Privacy

As a Lithuanian company Oxylabs fully complies with the requirements of GDPR and other applicable laws. Company processes data in a lawful, fairly, and transparent manner that ensures appropriate security of the personal data. Employee, customer and related data is only collected for specified, explicit, and legitimate purposes. Oxylabs does not collect any sensitive data or special category data about its customers.



Risk and information management

The Risk Management team is responsible for assessing and managing internal and external risks. Our Risk Management team takes care of the following processes:

- **Payment risks.** Taking care of fraudulent payments, trial system abuses, and contract-breaking chargebacks as well as managing customers who fail to make payments for provided services.
- **Compliance risks.** Client onboarding, KYC, and monitoring for ethical and legal use of our solutions.
- **Business continuity.** Creating failsafes, drafting plans for continued operations during crises, managing unprecedented events.
- **Process audit.** Risk Management team goes through and audits all departments such as HR, IT, Finance, etc. Taking inventory of all processes, they outline the potential risks and propose solutions.
- **Employee awareness.** Our Risk Management team spends a considerable amount of time ensuring that employees are aware of possible business and process risks and either work internally to resolve them, or escalate them to Risk Management teams. Regular training on various business aspects for new and existing employees are conducted.

Ethical use of technology

As market leaders, we feel responsible for the direction the whole industry is taking. Oxylabs are active advocates of an ethical approach to web scraping. There are several ways we do so: by checking the reasons for which our potential clients want to use our products and by using ethical proxy infrastructure.

Ethical proxy acquisition framework

All Oxylabs residential proxies are ethically sourced. To ensure that, we have developed a grading system for all non-ISP residential proxy acquisition practices in the industry. We only consider the highest-grade tiers – A+ and A ethical, as they fully inform end-users about the participation in the network, and/or provide financial reward for it (Tier A+). Such an approach sets Oxylabs apart in the market compared to our competitors.

Tier		Description	Result
Tier A+	<ul style="list-style-type: none"> ✓ Financial reward ✓ Clear information ✓ User awareness ✓ User consent 	A platform/app rewards in the monetary value end-users in exchange for participation in the residential proxy network	End-users are fully aware, consenting and financially compensated for participation
Tier A	<ul style="list-style-type: none"> ✗ Financial reward ✓ Clear information ✓ User awareness ✓ User consent 	A platform/app clearly informs and asks permission to include the end user in the residential proxy network	End-users are fully aware and consent using their device as an exit node
Tier B	<ul style="list-style-type: none"> ✗ Financial reward ✗ Clear information ✗ User awareness ✓ User consent 	A platform/app has hidden functions and misleading or confusing consent forms, which turn the end-user into an exit node	End-user's consent is acquired in a manner, which prevents true awareness of the participation in the residential proxy pool
Tier C	<ul style="list-style-type: none"> ✗ Financial reward ✗ Clear information ✗ User awareness ✗ User consent 	A malware automatically connects end-users to the residential proxy network	End-users are not consenting and not at all aware of their participation

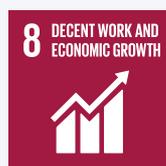
Know Your Customer

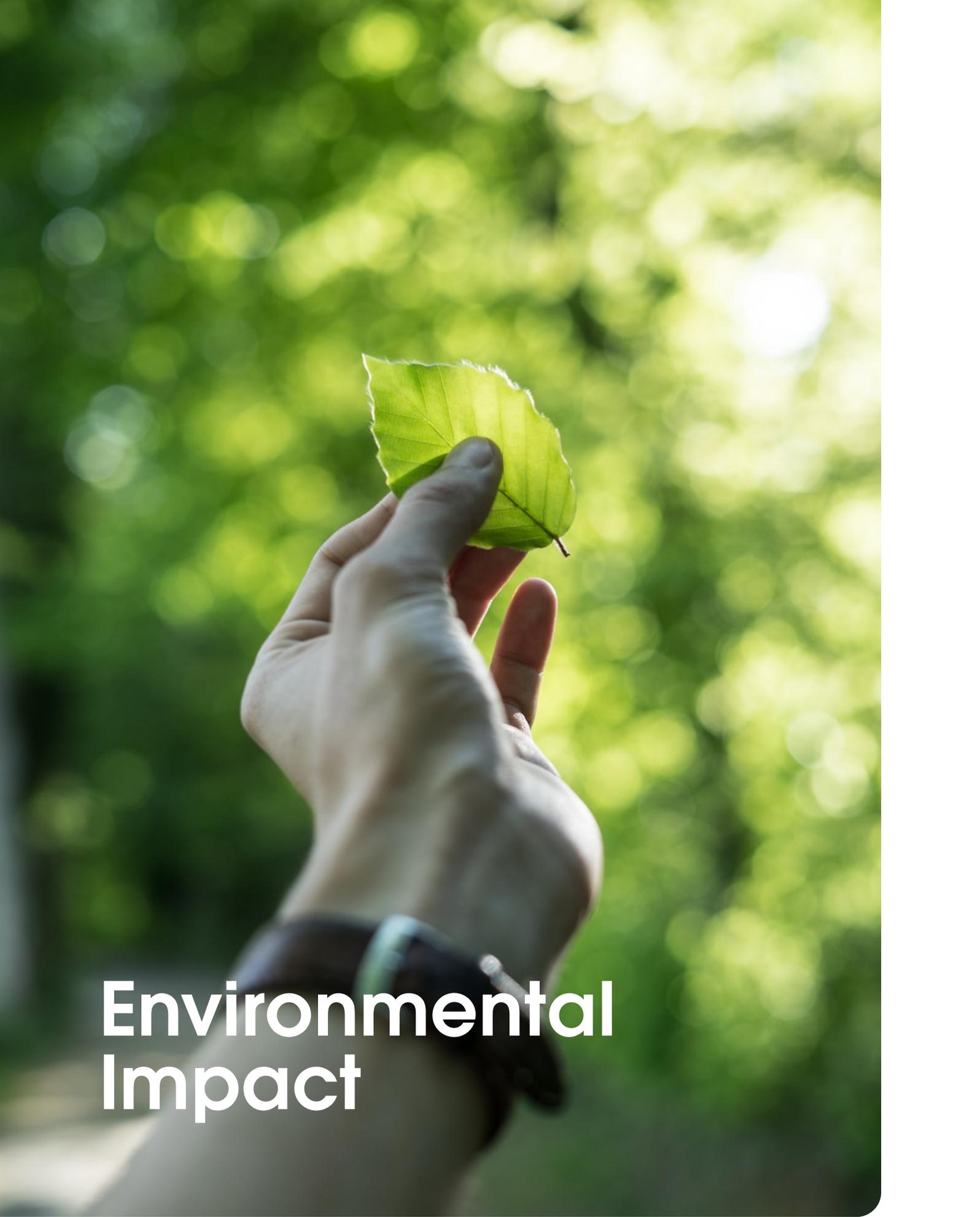
We have a strict Know Your Customer policy which helps to check our potential clients profile before providing infrastructure.

Ethical use cases

We require all of our clients to adhere to our Acceptable Use Policy, which lists certain activities that are prohibited while using our services and allows us to swiftly suspend the provision of services should we identify that it was breached.

We support the Global Goals
to which our business
can have the most impact





Environmental Impact



Responsible consumption and production

With each passing day, the team of Oxylabs is becoming more aware of the necessity of sustainable development and are looking for ways and methods to add to it. We start with small steps in our everyday activities.

Green workplace

Oxylabs does not own real estate and leases all their offices. More than a half of our premises have BREEAM certificates, which demonstrate the quality, performance and sustainable credentials of the building.

Paper use

The company is almost paperless – paper is only used for about 5% of the documents, such as those required by local laws and regulations. This transition was reached over the past two years with the introduction of safe and effective tools for signing agreements electronically and maintaining document databases (Dokobit, Docusign, Adobe, Dropbox).

E-waste

Besides sorting general waste, we take e-waste into consideration as well. Oxylabs complies with the Directive 2012/19/EU on waste electrical and electronic equipment (WEEE) as that is the area where we ought to be extremely environmentally conscious. We partner with environmentally responsible IT asset Disposition Services to ensure that all regulations are adhered to. By doing so, we not only comply with all the relevant environmental laws and regulations but also ensure that these disposition services are making a difference in re-using parts of the disposed electronics and dispose of the unusable ones safely.

We also conduct internal training about hardware lifecycle extension methods, such as ensuring that the systems are up-to-date, the computer is free of unneeded apps, etc.

Energy consumption

In 2021 the Oxylabs team spent the majority of time working remotely. This allowed decreasing energy consumption in leased premises. This year, we've started measuring our carbon emissions with the goal to have more precise calculations in the near future.

Data center procurement

As our business model suggests, we partner up with various server providers to ensure smooth services for our customers.

More than 70 % of our servers are powered by renewable energy sources. For example, this is ensured in Finnish and German Data centers by certified partners who work with wind energy and hydropower distribution.

Most importantly, a big part of our servers were recycled from prior generations to provide the hardware the longest life cycle possible, which ensures that each piece of hardware is used up to its full potential. When servers and hardware are no longer in use, they are most often donated for social purposes.

We support the Global Goals
to which our business
can have the most impact



Commitment for the future

Taking the year 2021 to evaluate our impact on key social, environmental and economic areas, allowed us to identify key areas for future ambition.

Concerned about climate challenges, Oxylabs is willing to participate in a common goal to **limit global temperature rise by 1,5°C.**





With the strong current emphasis on economic, social, and governance pillars our strategic future goal is to integrate environmental actions into our daily and long-term activities:

- accounting and reducing our GHG emissions;
- switching to renewable energy sources where possible;
- increasing efficiency in our supply and value chain;
- responsible consumption and reduction of the use of resources and waste;
- R&D and innovation to result in more sustainable products;
- taking climate action;
- neutralizing our carbon footprint.

In addition to environmental goals, more attention will be paid to:

- social responsibility towards local communities;
- human rights watch in supply chain;
- diversity, equality and inclusion topics in our internal culture;
- partnerships with NGOs, academia and public institutions;
- ethical web scraping and sustainability education programmes to our stakeholders.

The updates on how we are achieving our goals towards people and the planet will be covered in our *Sustainability report for 2022*. This will be released in 2023 and follow widely accepted global standards. We hope our efforts would add a positive change in the global fight for a better future.

SUSTAINABLE DEVELOPMENT GOALS

Oxylabs current and planned SDG focus



Want to Know More?

If you would like to know more about any of the topics mentioned in this Impact Report, please get in touch! Our team is ready to answer any of your questions related to Oxylabs' sustainability strategy.

[Get in touch with Oxylabs](#)