

Cloudflare Use Cases

Web-Bot-Auth BoF

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Use case 1: Origin controls

Origin diversity

Large (Discord, Shopify), Medium (IETF), small (my website)

Allow/Block specific traffic

An unforgeable identity for crawlers help

Rate-limit

Per crawler, without tying IP ranges

Incentivizes crawlers

Paying for content should be simple



Use case 2: Crawler authentication and attribution

Crawlers

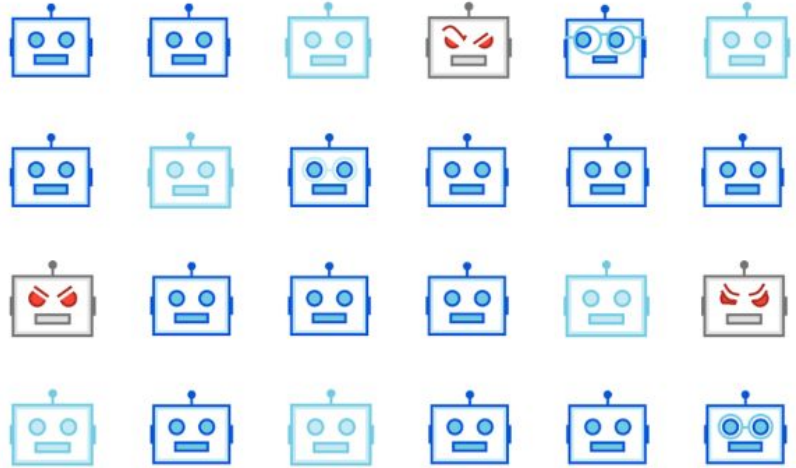
Search engine, AI training, Web archiver,
Academic research

Security scanners

Malicious links in emails, Privacy
checker, Online monitoring

On-behalf retrievers

AI agent, RSS fetcher, Link preview



radar.cloudflare.com/bots/directory

Use case 2: Crawler authentication and attribution

Non spoofable identity

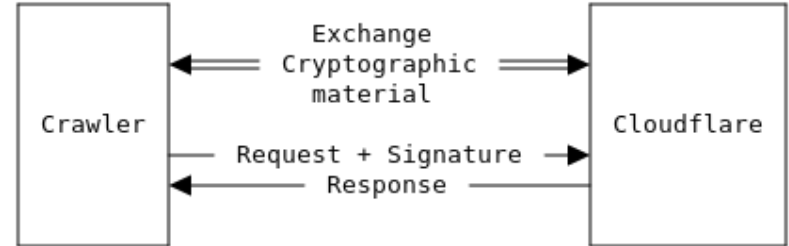
Cryptographic identity for known crawlers

Simplify management and discovery

Reduce IP/User-Agent allow-list churn

Free to deploy

Scale with the number of crawlers and companies, without a static cost per IP



[draft-meunier-web-bot-auth-architecture-02](#)

Use case 3: Proxy assertion

Cloudflare as on-behalf proxy

Workers, Browser Rendering, AI agents

Cryptographic assertion

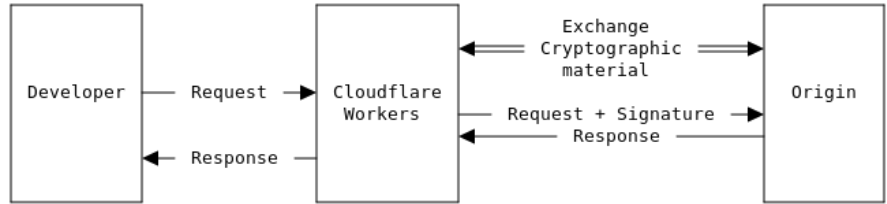
“This request is Bot X for Origin Y”

Empower origins

Distinguish user vs automated flows

Consistent identity

Across all our network



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Questions