Telling bots from humans used to be easier

THEN

Bot or human



HUMAN BOT

Web traffic was one or the other, and CAPTCHAs were fairly effective at separating the two.

NOW

Much harder to tell



HUMAN AGENTS ACTING FOR PEOPLE BOT

Agents browse for real people, and automation can solve CAPTCHAs. The old test no longer draws the line.

MoLE and the agentic internet

Trust based on how a client behaves, not who or what it is

Privacy-preserving

Mustn't reveal who the client is or how they're authorized.

Stops volumetric abuse

Must enable sites to provide effective rate limits and block bad behavior.

No central gatekeeper

Mustn't introduce a gatekeeper who controls access to the web. Sites must be free to set their own controls.

Room for every agent

Local agents and agents from outside the major platforms mustn't be boxed out.

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