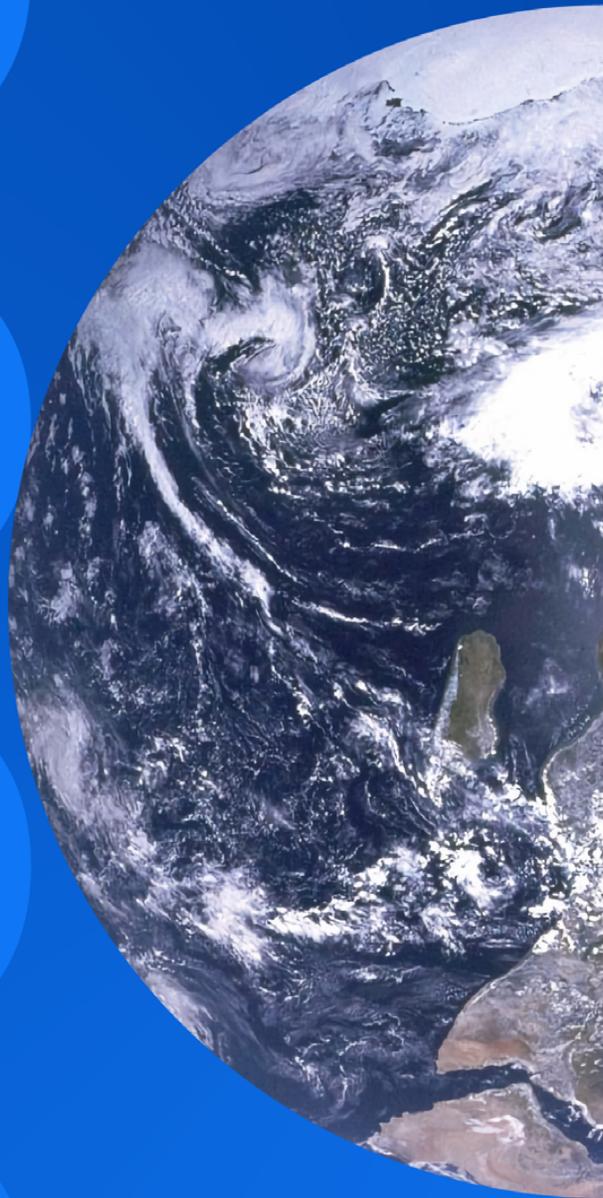


2020



Impact Report



We are proud to share our 2022 Cloudflare Impact Report. It is a collection of our work over the past year to advance our mission to help build a better Internet, and contribute to global initiatives like the UN Global Compact.

In the early days of Cloudflare, we made it a policy that every new hire had to interview with either of us. It's still the case today, though now that we have more than 3,000 employees, we have had to enlist a few more senior executives to help.

At first, these calls were about helping screen for new members of our small team. As Cloudflare grew, the primary purpose changed to making sure that everyone joining had a positive conversation with a senior member of our team, so if in the future they ever see something wrong they'll hopefully feel a bit more comfortable letting us know.

But, there's also another purpose. We get to hear firsthand why people chose to apply. That's a barometer for what we're doing right, evaluated by someone with a perspective outside the organization. And, nearly every day, we hear some version of the same thing: the most consistent reason new employees want to join Cloudflare is because of our mission and the breadth of our impact.

Our team wants the work they do to have a real, positive impact for the millions of users of our services and the billions of Internet users our decisions affect downstream.

As we release this year's report, although we certainly see a number of challenges for the Internet and our stakeholders, we remain optimistic that the opportunities continue to far outweigh those challenges.

- We have been inspired by the resolve and resilience of the Ukrainian people and the global community's support for the people of Ukraine amid the Russian invasion. Given the critical role the Internet plays in times of conflict, we were proud to join a disparate group of people and companies, working together to help maintain Ukrainians' access to the Internet and defend Ukraine from persistent cyber attacks.
- We celebrated the 8th anniversary of Project Galileo, describing our support for groups that unite [underprivileged girls in India](#), the [LGBTQIA+ community in the Nile valley](#), and [refugees needing healthcare services](#). In total, Project Galileo provides Cloudflare's services for free to more than 2,150 journalists, humanitarian groups, and human rights organizations in 100+ countries.
- We continue to make strides in improving the way Cloudflare focuses on our own impact through emissions, recycling, and waste, as well as applying those same lessons to our products and operations to make sure that we are being responsible stewards of the Earth's resources.
- We also keep working to ensure that everyone — not just large companies with big budgets — benefits from a more secure and reliable Internet. Specifically, this year we focused on helping groups such as local governments and critical infrastructure adopt new Zero Trust tools that are increasingly imperative for all organizations.

We take pride in the principles that lie at the core of what we do as a company, and we are energized by the Internet's ongoing promise to make life better for billions of people.



Matthew Prince
Co-Founder & CEO, Cloudflare



Michelle Zatlyn
President & COO, Cloudflare

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UN Global Compact @ Cloudflare

As a signatory to the UN Global Compact, we are continually working toward the UN Ten Principles and the Sustainable Development Goals (SDGs), with annual tracking of our progress.

We are joined by thousands of other companies in these shared values, and we see this commitment as a way to focus our efforts for helping the global Internet community.



In 2022, Cloudflare identified the following SDGs as most relevant to our mission to help build a better Internet.

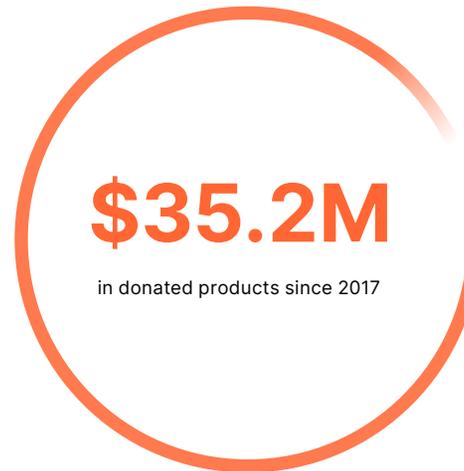


This report, which serves as our Communication on Progress, highlights ways in which we are fostering community, assisting underserved populations, and doing our part to move humanity forward. See the Appendix for more details.



Impact @ Cloudflare

Cloudflare Impact encompasses our programs that help Cloudflare and the Internet do good in the world, including our environmental, social, and governance initiatives.



Most Loved Workplaces

Cloudflare was named to Newsweek's 100 Most Loved Workplaces 2022, ranking at #55. Newsweek and BPI surveyed more than a million employees of hundreds of companies, asking about job satisfaction, emotional connection, collaboration, and many other factors.



Webby Award

In 2022, Project Fair Shot received a Webby Award in the category of People's Voice Winner. Project Fair Shot provides our Waiting Room tool for free to organizations distributing the Covid-19 vaccine to help registration websites stay online.



Best Place to Work for LGBTQ Equality

Cloudflare received a perfect score of 100% on the Corporate Equality Index from the Human Rights Campaign. This benchmarking tool assesses the inclusivity of policies, practices, and benefits for LGBTQIA+ employees.



Pledge 1%

As part of our commitment to Pledge 1%, Cloudflare has pledged 1% of our time and products to give back to our communities.

2022 spotlight: Cloudflare assistance to Ukraine

Since the Russian invasion, Cloudflare has protected Ukrainian government institutions, civil society organizations, and citizens from cyber attack at no cost. We have provided updates on the status of the Internet inside Ukraine, making sure valuable information gets out to the world.

Free services for Ukrainian government and infrastructure

On February 24, 2022, when Russia invaded Ukraine, Cloudflare moved quickly to offer free services and support to a wide variety of Ukrainian government and infrastructure providers. In addition to protecting the .ua top-level domain, we currently protect approximately 130 Ukrainian domains in this program, run by more than 50 different Ukrainian government agencies and companies.

Free services for Ukrainian nonprofits

We've also provided free assistance to nonprofit groups that are helping refugees, documenting war crimes, sharing information, and providing local services — these groups are simultaneously contending with cyber attacks. Overall, we protect 79 organizations in Ukraine, which includes 54 onboarded since the beginning of the invasion.

Cyber attacks on Ukrainian infrastructure

Since February, Ukrainian government and civilian infrastructure have come under a barrage of DDoS and other common cyber attacks. Ukrainian websites saw a significant spike in application layer firewall mitigated attacks in March 2022 and another spike in mid-September. Ukrainian sites have also seen a significant increase in the percentage of requests that were mitigated as attack traffic on a daily average, when compared with Q4 2021. Cloudflare was proud to play a role in ensuring that these types of widespread DDoS and other cyber attacks did not disrupt the Ukrainian Internet.

Ukraine Traffic and Firewall Mitigated - Percentage change
(based on Billing Country)



Note: our Firewall blocks malicious HTTP requests: e.g. L7 DDoS requests, hacking attempts, vulnerability scanning, brute force login attempts

“I want to mention Cloudflare because they reached out to us proactively and offered help. We took their help and we relied on them immensely and I really want to express my gratitude to the leadership and the team there.”

— Dmitry Kohmanyuk, .ua TLD strategist
in Heise Online interview, 3/24/22



2022 spotlight: Birthday Week

At Cloudflare, we celebrate our birthday by giving gifts back to the Internet — by offering tools and resources that improve the fundamentals of how the Internet works. This year, we turned 12 and celebrated with 36 announcements, including:

Unmetered rate limiting

Rate Limiting, a tool that helps defend against bots and a variety of attacks, is now available to all customers, including on the Free plan, without extra charges.

Magic Network Monitoring

With this free and powerful analytics dashboard, users can gain visibility into their networks and filter traffic data by protocol, source IP, destination IP, TCP flags, and router IP. This visibility is an important step toward improving security.

Turnstile, a free CAPTCHA alternative

With our open beta of Turnstile, any website owner can confirm visitors are real people without relying on CAPTCHA. Using the API does not require a Cloudflare account or sending traffic through our network.

workerd

The JavaScript/Wasm runtime based on the same code that powers Cloudflare Workers is now open source. workerd makes it possible for developers to self-host applications, conduct local testing, and serve as a proxy for applications.

Workers Launchpad

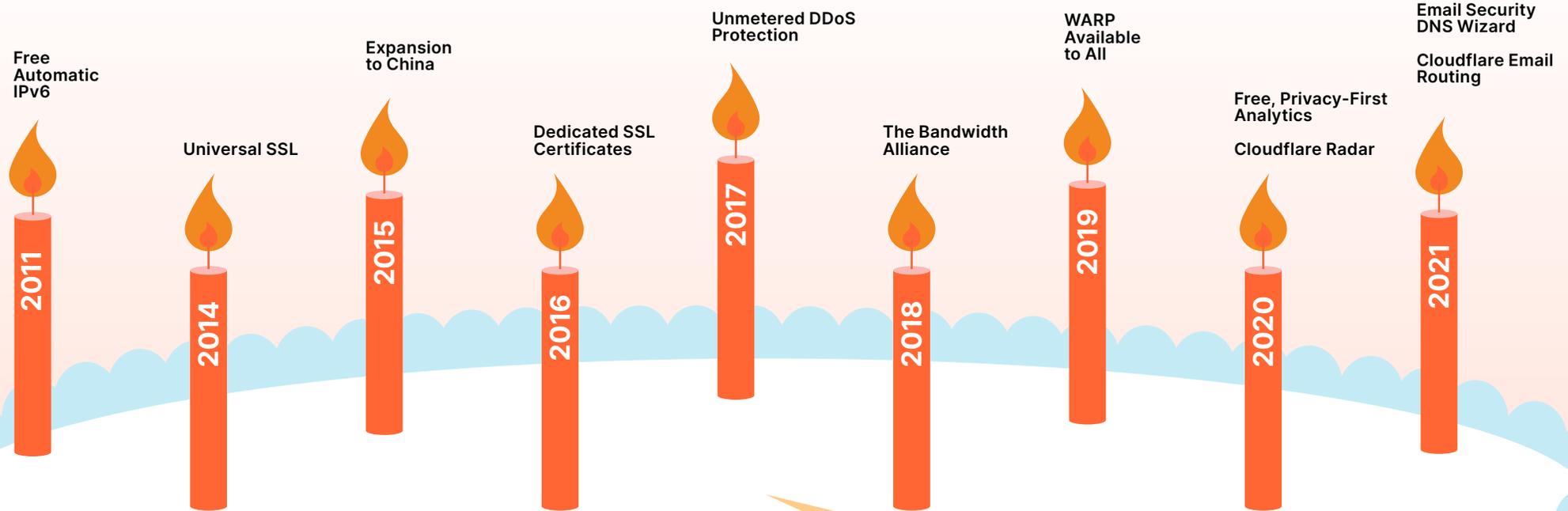
We partnered with venture capital firms to create a \$1.25B Workers Launchpad funding program that has since grown to \$2B. The program helps startups running on Cloudflare Workers launch their ideas, scale their businesses, and get products to market faster. The first cohort was announced in November 2022.

To see more details about Birthday Week, check out cloudflare.com/birthday-week.



2022 spotlight: Birthday Week

Highlights from past birthday weeks





A better Internet is principled.

Helping build a better Internet is a bold objective, and it encompasses initiatives to protect vulnerable voices, promote trust in democracy, relentlessly improve privacy measures, encourage ethical behavior, respect human rights, and many other goals.

Project Galileo

Project Galileo helps keep vulnerable sites online, with free cyber security services for groups working in the arts, human rights, civil society, journalism, or democracy.

Onboarding portal for participants

To celebrate Project Galileo's eighth anniversary in 2022, we unveiled the Cloudflare Social Impact Projects Portal, which aims to help Project Galileo and Athenian Project participants adopt security best practices and learn how to get the most out of their free services.

New partners

We partner with dozens of independent journalism, public interest, and civil society organizations to identify websites eligible for the project. This year, our new additions to our partnership network included International Media Support, CyberPeace Institute, and Digital Defense Fund.

Learn more at cloudflare.com/galileo and check out case studies of some of our participants at cloudflare.com/project-galileo-case-studies.

2014

year started.

2,150

participants in 100+ countries.

57.9M

cyber threats per day on average.*

\$4.2M

in services donated in 2022.

*Based on data from Cloudflare Radar from July 1, 2021, to May 5, 2022.

Athenian Project

Through the Athenian Project, Cloudflare provides its highest level of security services to US state and local government websites that host information on voting and polling places, voter data, and the reporting of election results.

Ensuring that election information is consistently and reliably available helps promote trust in the voting process. In preparation for the 2022 US midterms, Cloudflare stepped up efforts to onboard new domains, help Athenian Project participants improve their security, and troubleshoot problems. We also assembled an internal, cross-functional team of experts to provide rapid response to any attacks or requests for assistance on Election Day.

From October 1 through November 8, 2022, government election sites protected by the Athenian Project experienced an average of 16,170,728 threats per day. Fortunately, we did not identify any large-scale attacks on Election Day.

As part of the Joint Cyber Defense Collaborative, Cloudflare worked with the US Department of Homeland Security's Cybersecurity and Infrastructure Security Agency (CISA) to provide security briefings to state and local election officials preparing for the election, including webinars, security recommendations, and best practices.

\$5.9M

in services donated in 2022.

366

state and local government domains in 31 US states receive free Cloudflare services through the Athenian Project.



Cloudflare for Campaigns

In 2020, we launched Cloudflare for Campaigns, a suite of products focused on the needs of political campaigns, particularly smaller campaigns that don't have the ability to bring significant cyber security resources in-house.

In partnership with Defending Digital Campaigns, we protected 56 House campaigns, 15 political parties, and 34 Senate campaigns during the 2022 US midterm elections. From October 1 through November 8, 2022, campaign and party sites protected under this program faced an average of 149,949 threats per day.

Bringing Zero Trust to Project Galileo and the Athenian Project

At Cloudflare, we believe that limited budgets should not get in the way of groups doing important and necessary work in the world — efforts such as administering elections, reporting on corruption, assisting refugees, supporting LGBTQ youth, advancing women’s rights, and protecting free speech.

The battle to stay online

State and local election websites, which we protect under the Athenian Project, and at-risk public interest groups, which are eligible for Project Galileo, are frequently targeted by groups that seek to take them offline or compromise their data.

Zero Trust protection for Project Galileo and Athenian Project participants

The shift to remote work has further complicated all organizations’ abilities to defend against attacks, protect data, and maintain visibility and security controls over how users move and store data across cloud environments.

To further support Project Galileo and Athenian Project participants, we are now adding Zero Trust protections to these programs. Website administrators will have a wide variety of tools to:

Block phishing and business email compromise attacks

Insulate employees from untrusted web content

Prevent data leaks over SaaS apps

Secure sensitive data in transit and tools for workplace collaboration

Learn about the major components of Zero Trust architecture at zerotrustroadmap.org.



Incorporating Zero Trust protection

To better understand how Zero Trust tools can be useful for Project Galileo and Athenian Project participants, learn about the experiences of some of our early adopters and what they're finding valuable thus far.



Information Technology Disaster Resource Center

ITDRC, a Project Galileo participant, is a nonprofit composed of thousands of service-oriented technical professionals and private sector partners that assist in disaster response operations in the United States. A key part of their mission is to leverage technology to connect survivors and responders amid crises.

According to co-founder Chris Hillis, "Cloudflare Zero Trust is essential to securing our employees, volunteers, and disaster survivors on site and in the field. Cloudflare delivers secure, reliable, and fast connectivity to the Internet and critical applications that our teams need to respond to disasters effectively."



Rowan County, North Carolina

Randy Cress, CIO for Rowan County, worked with Cloudflare via the Athenian Project to accomplish his goal of shielding county employees from phishing attacks and automatically blocking malicious threats. Randy notes, "Our team was able to fully onboard prior to the official onboarding call in less than 30 minutes with Cloudflare. We were able to focus on features and specifics of the product offering in lieu of time spent in configuration mode and troubleshooting."

During the 2022 midterm elections, Cloudflare Zero Trust tools helped the county fight off credential harvesting attempts via email — Randy calls Cloudflare the county's "first line of defense."



Defending against email attacks during the midterms

Throughout election season, websites for voter registration and data aren't the only ones subject to attack — campaign websites are also targeted. These attacks interfere with the democratic process and voters' ability to make educated decisions.

Threats to campaign inboxes

Email was a notable threat vector during the 2022 midterms. Malicious actors use email to impersonate officials or steal credentials, data, or campaign funds. To help combat these risks, candidates protect their campaigns with Cloudflare Area 1 Email Security, a Zero Trust tool. It offers advanced protection by crawling the Internet and investigating phishing infrastructure to identify phishing campaigns in advance.

Election season highlights

Here are a few findings from the three months leading up to the election. These are made possible by our preemptive campaign discovery and machine learning algorithms.

Cloudflare processed over 20 million emails for campaigns and stopped around 150K phishing attacks.

We saw more than 10,000 emails sent that were using the names of candidates without their permission.

The office of one Senate incumbent received an average of 35 malicious emails every day.

Detections



Metrics from the campaign office of a US Senator



Engineering privacy into the Internet

The Internet was not built with privacy in mind. Cloudflare is committed to helping build privacy-enhancing technologies into the basic architecture and functions of the Internet.

Privacy Gateway

Even with encryption, information about consumer IP addresses and the names of websites they visit leak from protocols not designed to preserve privacy. Cloudflare has worked to develop technologies to reduce the availability of that information and build a more privacy-preserving Internet. We've released several services for DNS and other communications to help individuals, businesses, and governments, and we've contributed to the development of privacy-enhancing protocols.

We pioneered implementation of numerous technologies designed to ensure Internet service providers (ISPs) and other network observers cannot track websites their subscribers visit. Privacy Gateway builds on those efforts by relaying encrypted data packets through our servers to obscure user IP addresses. In 2022, we partnered with a period tracker app to enable Privacy Gateway to prevent the ISP and app from being able to associate individual IP addresses with the tracker.

WARP with privacy-preserving geolocation

A common issue with proxy services is they can impede features that users rely on, such as geolocation. Our approach to privacy-preserving geolocation is to replace the consumer's actual IP address with another address assigned to a similar general geographic area. A consumer will thus get content for the correct country or region, but will not expose information about themselves to their ISP or other network observer.

Zaraz

Cloudflare Zaraz is a tool for safely loading third-party JavaScript tools on websites. It's common for sites to have 10 or more third-party tools, which make hundreds of requests to other servers. With Zaraz, third-party JavaScript can run in Cloudflare Workers, where scripts don't have access to the browser. Since Zaraz manages the data sent to third-party tools, developers can use it to configure filters on what data is forwarded, including different action types (e.g., blocking, reporting, or masking).



Privacy and security compliance certifications

Privacy is at the heart of everything we do. We seek to build and maintain trust in Cloudflare's ability to keep personal data private and follow security best practices. Here is a sample of the certifications we have completed as part of our commitment to privacy and security.



ISO 27001:2013

Enables organizations to secure data and reduce the risk of attacks by outlining a set of globally accepted management procedures and information security controls.

ISO 27701:2019

An international privacy standard for protecting and managing the processing of personal data. We have been ISO 27701 certified as a PII Processor and PII Controller since 2021.

ISO 27018:2019

Extends an Information Security Management System (ISMS) to protect personal data when being processed in a public cloud.

SOC 2 Type II

A security certification that consists of a technical audit and a requirement to outline and follow comprehensive information security policies and procedures.

PCI DSS 3.2.1

Helps payment processors and financial institutions mitigate the risk of credit card fraud. We maintain PCI DSS Level 1 compliance and have been PCI compliant since 2014.

C5:2020

Ensures cloud service providers adhere to a baseline of information security criteria. This auditing standard was created by Germany's Federal Office for Information Security (BSI).

Cloudflare for Government achieves

FedRAMP Moderate authorization

Our December 2022 achievement of FedRAMP Moderate for our Cloudflare for Government suite of products is the first step in our journey to help secure US government entities. The Federal Risk and Authorization Management Program (FedRAMP®) is a governmentwide program that provides a standardized approach to security assessment, authorization, and continuous monitoring for cloud products and services.

Human rights @ Cloudflare

Cloudflare is committed to respecting human rights under the UN Guiding Principles on Business and Human Rights (UNGPs).

To access a full version of Cloudflare's human rights policy, please visit cloudflare.com/impact.

Companywide human rights training

In 2022, all Cloudflare employees completed training on Cloudflare's human rights policy, commitments, and identifying and reporting potential human rights due diligence issues.

Partnerships

Cloudflare continues to serve as a full-term member of the Global Network Initiative (GNI), which is a multistakeholder initiative composed of information and communications technology companies, human rights and press freedom organizations, academics, and investors. Its goal is to protect and advance freedom of expression and privacy rights by setting a global standard for responsible company decision-making as well as advocating against government restrictions and demands online.

Cloudflare is part of the [B-Tech Project's](#) Community of Practice, which is operated by the Office of the UN High Commissioner on Human Rights, and provides authoritative guidance and resources for implementing the UNGPs in the technology space.

Human rights principles and online abuse

Cloudflare continues to advance its internal process to respond to online abuse by better incorporating human rights principles, including:

Fair process for both complainants and users

Proportionality

Transparency

Multistakeholder engagement

For more information on Cloudflare's approach to online abuse, please visit cloudflare.com/trust-hub/abuse-approach.



Transparency @ Cloudflare

An essential part of earning and maintaining the trust of our customers is being transparent about the requests we receive from law enforcement and other governmental entities.

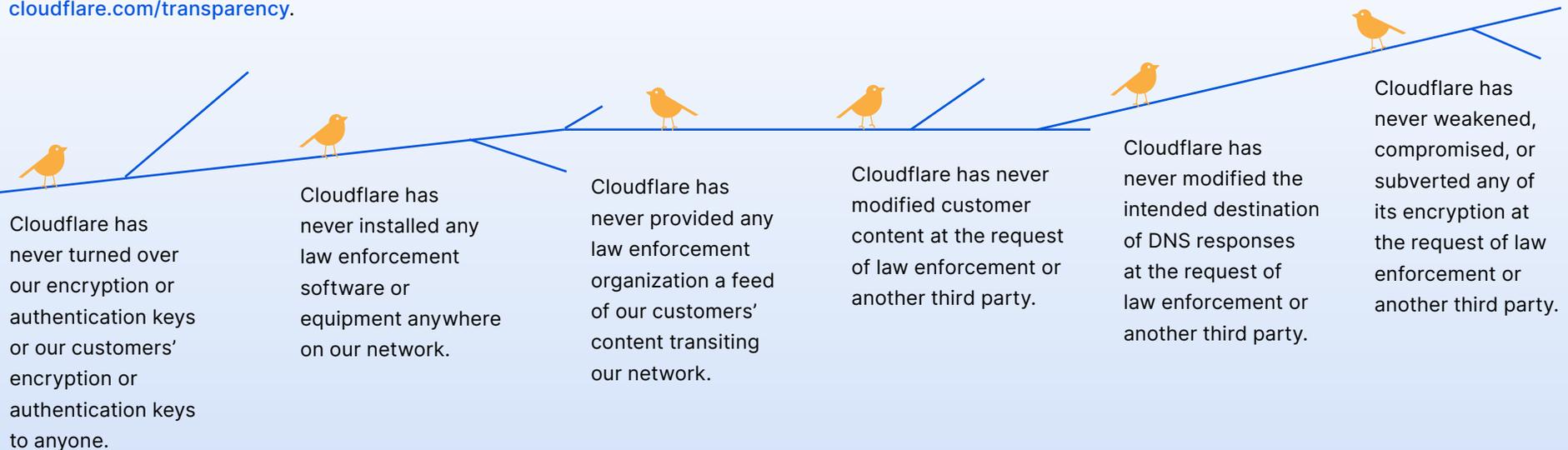
Transparency Report

Cloudflare publishes semiannual updates to our Transparency Report on the requests we have received to disclose information about our customers. Each update includes information and data regarding government requests for information, requests for content blocking and removal due to copyright, and other government requests received by Cloudflare. In 2022, we expanded our Transparency Report to include information on Cloudflare's response to Child Sexual Abuse Material (CSAM), as well as civil court orders on blocking and service termination.

To view our most recent update to our Transparency Report, please visit cloudflare.com/transparency.

Warrant Canaries

Cloudflare also maintains an up-to-date list of actions we have never taken on our network. We call these Warrant Canaries. This list helps our customers understand how we have acted in the past, and how we intend to act in the future. It is also a useful way to keep customers informed about potential law enforcement or other legal orders that prevent us from disclosing them.



Ethics and compliance @ Cloudflare

We are committed to operating with the highest level of ethics and integrity in everything we do.

Anti-corruption

We are committed to working against corruption consistent with Principle 10 of the UN Ten Principles, as well as the United States Foreign Corrupt Practices Act, the United Kingdom Bribery Act of 2010, and other applicable laws.

Our policy against corruption is reflected in our [Code of Business Conduct and Ethics](#), as well as our [Third Party Code of Conduct](#), additional internal policies, and our employee handbook. All Cloudflare employees complete annual training on bribery and corruption. All suppliers, resellers, and partners are screened at onboarding to ensure we do not partner with companies at high risk for corruption. We are in the process of launching a new anti-bribery course for partners.

Our Internal Audit team conducted regionally specific audits of our channel partner program, including in APJC, EMEA, and LATAM, during 2021-2022. These audits tested various facets of the channel partner program to ensure we have effective controls in place, particularly in higher-risk locations.

Ethical conduct

Our Code of Business Conduct and Ethics addresses topics such as fair and accurate reporting, fair dealing and legal compliance, conflicts of interest, anti-harassment, non-discrimination, health and safety at work, and fair competition.

Fair labor and modern slavery

We are committed to the ILO Declaration on Fundamental Principles and Rights at Work, as well as Principle 3 of the UN Ten Principles regarding freedom of association and effective recognition of the right to collectively bargain. Cloudflare explicitly prohibits human trafficking, and the use of involuntary labor. These policies are reflected in our [Modern Slavery Act Statement for Fiscal Year 2021](#).

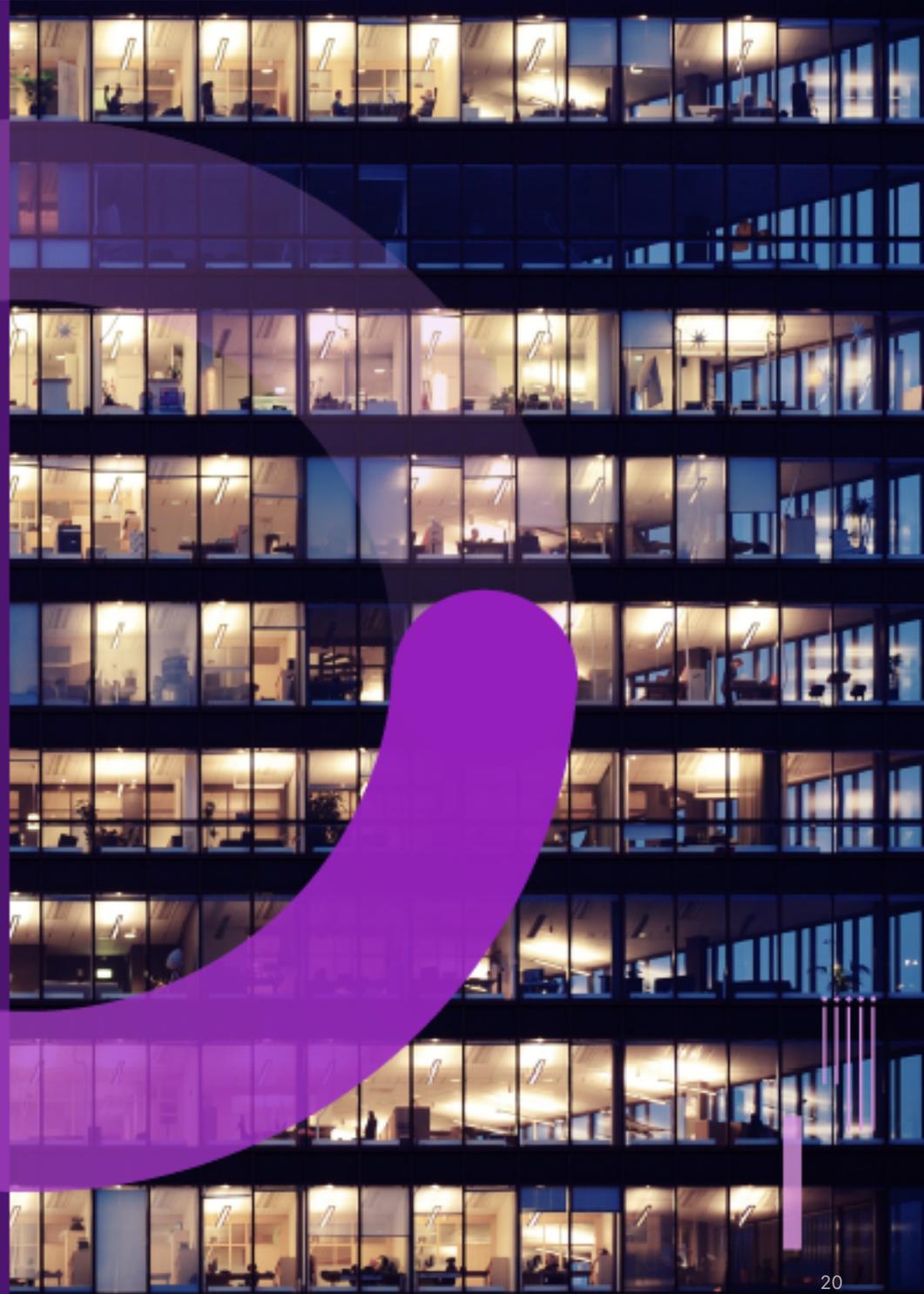
Cloudflare strives to work only with third parties who are committed to operating with the same level of ethics and integrity as we do. In addition to our Code of Business Conduct and Ethics, we now have a Third Party Code of Conduct, specifically formulated with our suppliers, resellers, and other partners in mind. It covers such topics as human rights, fair labor, environmental sustainability, anti-bribery and anti-corruption, trade compliance, anti-competition, conflicts of interest, data privacy and security, and government contracting.

Sanctions compliance

Our commitment to compliance includes programs that prohibit us from doing business with sanctioned parties. Our robust compliance program includes safeguards designed to prevent sanctioned parties from signing up for service. We actively screen our customers, resellers, vendors, and partners to identify links to sanctioned parties and countries. Our contracts include commitments from our customers, resellers, vendors, and partners that they will comply with all applicable sanctions laws, and that they are not, nor are they providing our services to, sanctioned parties or entities located or based in sanctioned countries.

A better Internet is for everyone.

For communities and people around the world to reach their potential, everyone must have access to a secure, performant, and reliable Internet that is accessible, is built by diverse teams, and represents the perspectives of civil society and other stakeholders.



Democratizing access to new technologies

We believe that providing access to the tools necessary to make the Internet faster, more reliable, and more secure benefits not only our customers but also the entire Internet community.

Impact on small businesses

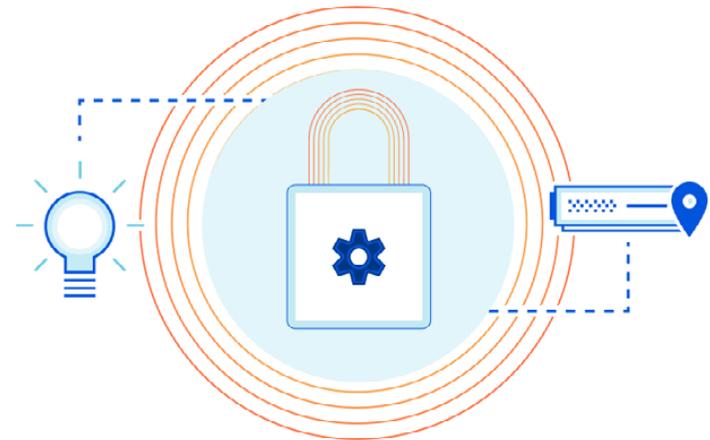
Small businesses don't always have the budget for security services; our Free plan helps these entities be more resistant to disruption, especially from attacks. Millions of Cloudflare accounts use only services available in our Free plan. Together, these Free plan customers were responsible for roughly 70 trillion requests over the Cloudflare network in 2022. This is a value of \$7 million of content delivery network services that they received at no cost. Many of our Free plan users are also leveraging Cloudflare Access for free.

Post-quantum cryptography

Cloudflare has begun deploying cryptography that will protect our customers from a sufficiently powerful quantum computer with the ability to decrypt any encrypted data that we have today. In July 2022, the US National Institute of Standards and Technology (NIST) announced which post-quantum cryptography they will standardize to be secure against the threat of quantum computers. In October 2022, we announced that, as a beta service, all websites and APIs served through Cloudflare would support post-quantum hybrid key agreement. This is on by default for all of our customers with no need for an opt-in. This means that if a browser or app supports it, the connection to our network is also secure against any future quantum computer.

WAF for everyone

Reflecting our core belief that security is something that should be accessible to everyone, this year, we started providing a Cloudflare WAF (Web Application Firewall) Managed Ruleset to all Cloudflare plans, free of charge. The new ruleset helps mitigate against high-profile vulnerabilities like Shellshock and Log4j, with the goal of a better and safer Internet for all.



Taking steps toward a better Internet

Building an Internet that is truly for everyone — one that is safe, reliable, secure, and accessible — involves a lot of small steps. Here are a few we took this year.

Joining the AS112 project

Cloudflare is a new participant in the AS112 project, a community effort to run an important network service intended to handle reverse DNS lookup queries for private use addresses that should never appear in the public DNS system. With the addition of the Cloudflare global network, we can make huge improvements to the reliability and performance of this distributed public service. The AS112 project helps reduce the load on public DNS infrastructure and thus plays a vital role in maintaining the stability and efficiency of the Internet.

Securing Internet routing with RPKI

In a way, the Border Gateway Protocol (BGP) is the glue that keeps the entire Internet connected. It is a routing protocol — it picks the most efficient routes for delivering traffic. However, it lacks built-in security mechanisms and makes the Internet vulnerable when malicious actors inject bogus routing information. These fraudulent routes can be used for denial-of-service and other attacks.

One way to secure BGP routing involves validating the origin of advertised routes using Resource Public Key Infrastructure (RPKI). Adoption of RPKI has been slow, however. To track BGP's safety, we released a method to measure the current percentage of Internet users that are protected by their Internet service provider from BGP's vulnerabilities. Worldwide, we observe very low effective coverage, which means there's still a long way to go before we can declare BGP to be safe.

Upgrading our time services

For many industries, highly accurate time is critical, whether it's for synchronizing global product releases or performing logging and error reporting. In 2019, we launched time.cloudflare.com, our public time service that enables users to obtain time in an authenticated manner. This year we announced two major improvements:

To help ensure we have the most accessible, precise, and reliable time on the Internet, we're increasing the geographic spread of our available stratum zero time sources, which means that we will have increased reliability and reduced jitter in our available public time services.

In response to user requests, we're providing custom access to our time infrastructure. Users will be able to employ static IP addresses, custom host names, and other configuration options to set up how they want to feed highly precise, accurate, and available time into their infrastructure.



Project Safekeeping

Under-resourced organizations that are vital to the functioning of communities around the world face relentless cyber attacks, which threaten basic needs for health, safety, and security. Starting December 13, 2022, Cloudflare will help support these vulnerable institutions by providing our Enterprise-level Zero Trust cyber security suite to them at no cost, with no time limit.

Protecting local infrastructure

Many countries are prioritizing investment in cyber security for critical infrastructure at the national level, including major financial institutions, hospital networks, oil pipelines, and international airports. These tend to be large organizations with the technical expertise and financial resources to obtain a variety of state-of-the-art cyber security services. However, many local and municipal providers, including utilities, regional transportation, and medical providers, face the same threats but lack the resources to invest in cyber security. Earlier in 2022, Cloudflare offered a program to help provide free cyber security services to small, under-resourced critical infrastructure providers in the United States.

Introducing our newest initiative, Project Safekeeping

In December 2022, after consultation with public officials in numerous countries, Cloudflare elected to offer its free Zero Trust suite for critical infrastructure in five new markets — Australia, Germany, Japan, Portugal, and the United Kingdom.

Eligible organizations will benefit from Zero Trust tools to help with:

Connecting users to applications

Filtering traffic

Securing cloud applications

Protecting sensitive data

Improving email security

Increasing web browsing safety

For more information on the project or how to apply, please visit cloudflare.com/lp/project-safekeeping.



Improving the Internet in next-generation markets

Users in next-generation markets — such as countries in Africa and the Middle East as well as China, India, Indonesia, and Thailand — primarily access the Internet through their mobile devices. Getting closer to users in these markets is paramount for a seamless experience because of issues that particularly affect mobile device users.

For example, interference from radio waves can add latency, and not all power grids can support the large radio towers necessary for stability and speed. Users in these markets typically have to go a long way to get to the rest of the Internet, leading to network congestion and poor Internet performance.

Cloudflare has helped improve the Internet experience for these users by investing in next-generation markets. Almost 60% of the cities where Cloudflare has deployed equipment are in these markets, and almost 80% of our 107 new cities of the last four years have been as well. Cloudflare's Edge Partner Program allows Internet service providers (ISPs) to integrate their networks physically and locally with Cloudflare, bringing us as close as possible to their users and improving not just end user performance, but the basic stability of a good Internet experience on the network, too.

Project Pangea

Last year, Cloudflare announced Project Pangea to help underserved community networks get access to the Internet for free. This year, Cloudflare expanded this program to support even more communities by relaxing the technical requirements to participate. Eligible networks can now access Pangea services — Internet connectivity, DDoS protection, network firewalling, traffic acceleration, and more — even if they do not have their own IPv4 space.

According to Nick Wilson of Pangea participant Ayva Networks, “Reliable Internet in our community isn't a privilege, it's an essential utility, and often provides the only means of communication for many homes in our region as cellular service is generally rare.” Ayva Networks is a not-for-profit wireless Internet service provider that provides backbone and Internet services to approximately 400 households in Colorado.



Prioritizing accessibility

A free, user-friendly alternative to CAPTCHA

CAPTCHAs, the tests that determine if online users are humans and not bots, do not have legions of fans. For a less frustrating means of identifying legitimate traffic, Cloudflare developed Turnstile, a free tool that any website owner can use. Instead of deploying a CAPTCHA, the site can call a simple API. Using Turnstile does not require sending traffic through the Cloudflare network.

Beyond the wasted time, CAPTCHAs are concerning in other ways:

Accessibility: Assuming all users have the physical and cognitive capabilities to solve them does not help build an Internet that is for everyone.

Privacy: Most CAPTCHAs are served from providers that make money by selling ads. This means user data can potentially be harvested for ad retargeting, and some providers even give users a worse experience if they don't have a third-party cookie in their browser.

Turnstile automatically chooses from a rotating suite of browser challenges that work behind the scenes, looking for signals there is a human user. Another benefit is that it recognizes Private Access Tokens from users on the latest versions of macOS or iOS, allowing the validation of a device with the help of the device vendor — but without using device data to track users.

A more inclusive Cloudflare dashboard experience

We recently overhauled the Cloudflare dashboard, which now adheres to accessibility standards including Web Content Accessibility Guidelines (WCAG) 2.1 AA and Section 508 of the Rehabilitation Act.

Our goal was to ensure that as many people as possible can be successful users of the dashboard to administer and protect their websites.

Performing an audit with third-party experts to surface accessibility challenges

Updating all forms on the Cloudflare dashboard with screen reader and keyboard users top of mind

Re-engineering charts and graphs to be more accessible to keyboard and screen reader users



Communities @ Cloudflare

Within Cloudflare, employee resource groups (ERGs) bring together people based on shared heritage, identities, and interests. Through in-person and virtual events and conversations, these groups promote inclusion, shared understanding, and allyship. They are an essential part of Cloudflare culture. Our newest ERG, Persianflare, kicked off in 2022.



Afroflare



Asianflare



Cloudflarents



Desiflare



Flarability



Greencloud



Judeoflare



Latinflare



Mindflare



Nativeflare



Persianflare



Proudflare



Soberflare



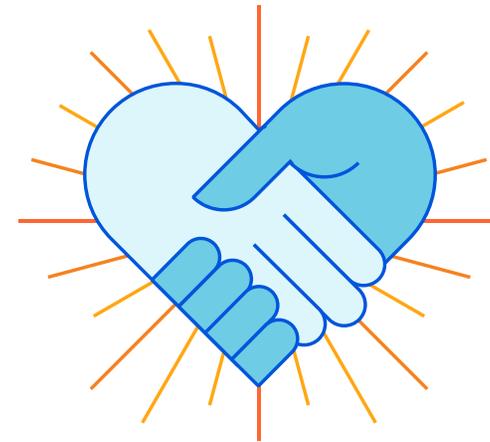
Vetflare



Womenflare

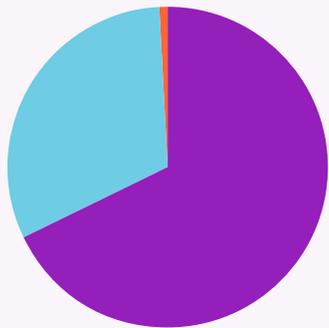
Diversity @ Cloudflare

We do our best work when teams are diverse and people feel like they can bring their whole selves to work. To improve diversity across departments and roles, we rely on inclusive recruiting practices to help ensure a fair process and we train employees on mitigating unconscious bias.



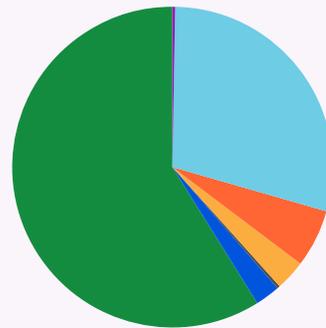
Get more details about our commitment to diversity and related data at cloudflare.com/diversity-equity-and-inclusion.

Overall Gender Identity



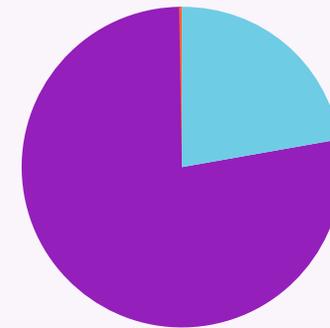
- Masculine / Male: 67.91%
- Feminine / Female: 31.52%
- Agender, Bigender, Fluid, Nonbinary, Other, Queer: 0.57%

US Overall Race/Ethnicity



- American Indian or Alaska Native: 0.36%
- Asian: 29.14%
- Black or African American: 5.89%
- Hispanic or Latino: 3.20%
- Native Hawaiian or Other Pacific Islander: 0.29%
- Two or More Races: 2.33%
- White: 58.79%

Leadership Gender Identity



- Masculine / Male: 77.38%
- Feminine / Female: 22.37%
- Other: 0.26%

Cloudflare Radar

A bird's-eye view of Internet activity

Through Cloudflare Radar, our free tool that highlights timely insights, threats, and trends, we make it possible for anyone to see the inner workings of the Internet. For example, individual users and nonprofits use Radar to track outages and gain visibility into attacks and traffic trends. Radar is powered by aggregated data from our network as well as our 1.1.1.1 public DNS resolver.

Use cases include:

Examining the traffic impacts of major sporting events

Tracking disruptions caused by hurricanes and earthquakes

Analyzing the adoption of new protocols

We also publish Radar Reports, which provide an interactive and more detailed look at subjects like DDoS attacks and the Meris botnet.

Introducing Radar 2.0

In September 2022, we launched Cloudflare Radar 2.0. This upgrade provides a new user experience for uncovering insights, more types of data, and improved access to that data.

With Radar 2.0, we also introduced the Cloudflare Radar Outage Center (CROC), which is an archive for large-scale Internet outages. With our application programming interface (API), civil society groups, journalists, and other impacted parties can integrate our outage data with their own tools and systems.



Collaborating with civil society organizations

Internet shutdowns have long been a tool in government toolboxes when it comes to silencing opposition and cutting off access from the outside world.

Many shutdowns occur during public protests, elections, and wars as an extreme form of censorship in places like Afghanistan, Democratic Republic of the Congo, Ukraine, India, and Iran.

Cloudflare works with civil society organizations to provide tools to track and document the scope of these disruptions, which affect people's everyday lives and erode trust in democratic institutions. We want to support their critical work so they can demand accountability and condemn the use of shutdowns to silence dissent.

Tracking trends with Cloudflare Radar

Many civil society organizations and those who work in democracy-building use Cloudflare Radar to track trends in countries and better understand the rise and fall of Internet usage, including via real-time alerts. Through open communication and brainstorming with Radar partners, we will keep iterating and creating new tools to protect human rights in the digital age.

Learn more at radar.cloudflare.com.

“Cloudflare Radar is sometimes the first place that we hear about a shutdown, which is quite useful in a rapid response context, since we can quickly mobilize to verify the shutdown and have strong evidence when advocating against it.”

— Zach Rosson, #KeepItOn Data Analyst, Access Now

“For Radar 2.0 and the API, we plan to use it as part of the data aggregation tool we are developing. This internal tool will combine several outage alert and monitoring tools and sources into one single system so that we are able to track incidents more efficiently.”

— Susannah Gray, Director, Communications, Internet Society

Radar partners

THE
CARTER CENTER



International Foundation
for Electoral Systems



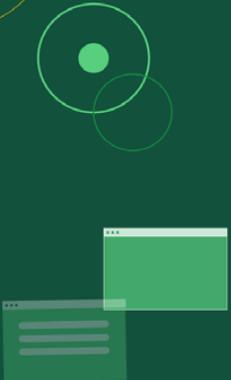
Internet
Society
Pulse



Internews
Local voices. Global change.



#KeepItOn



A better Internet is sustainable.

As part of our efforts to understand our impact on the planet and to address the climate crisis, we are taking steps to reduce our carbon footprint in our operations, across our network, and throughout the lifecycle of our infrastructure.



Emissions @ Cloudflare

Our goal is to help build a greener, carbon-free Internet. To that end, Cloudflare powers our operations with 100% renewable energy, and we are working to document and account for our remaining emissions footprint.

Cloudflare services yield significant emissions savings

Preliminary findings from an upcoming study by Analysys Mason estimate that Cloudflare's Web Application Firewall (WAF) "generates up to around 90% less carbon than on-premises appliances at low-medium traffic demand." According to Analysys Mason, the study is based on modeling the use of on-premise appliances by enterprises, and comparing the energy consumption (and carbon emissions) of those appliances to the energy and carbon of equivalent functions provided by Cloudflare from its data centers. We expect the final report will be available in early 2023.

Eliminating historical emissions

Cloudflare committed to offsetting or removing all historical greenhouse gas (GHG) emissions resulting from powering our network by 2025. This year, we completed our analysis of our historical network footprint and determined that from our founding until our first offset purchases in 2018, our network emitted approximately 31,284 metric tons (MT) of carbon dioxide equivalent (CO₂e). To begin to address those emissions, Cloudflare made its first offset purchase in 2022 by supporting a Verra verified REDD+ project in the state of Para, Brazil, for a total of 6,060 MT CO₂e. Only 25,224 MT left to go!

Scope 3 emissions

Cloudflare continues to work on cataloging possible sources of Scope 3 emissions, which cover carbon emitted by others, including supply chain and logistics emissions. We are committed to publishing those results. We published our first carbon emissions inventory in 2020, which included Scope 1 and Scope 2 emissions. We started with those two categories to comply with Greenhouse Gas Protocol requirements. However, we also understand that in order to be fully accountable for our footprint, our future reporting must also include Scope 3 data.



Emissions @ Cloudflare

Greenhouse gas (GHG) emissions

In September, we published our second [emissions inventory](#) for 2021 data. We separated our calculations into Scope 1 and Scope 2.

Scope 1 emissions capture activities that emit GHGs directly into the atmosphere, like coal-fired power stations, furnaces, and gas-powered vehicles.

Scope 2 emissions are indirect, capturing emissions resulting from energy purchased through the electrical grid.

We also recorded two values within our Scope 2 emissions: location-based and market-based.

Location-based is a calculation of the energy used multiplied by the emissions factor of the electrical grid where the energy was consumed.

Market-based emissions incorporate the environmental benefits of voluntary purchases like Cloudflare's renewable energy and carbon offset purchases.

Our emissions analysis was conducted pursuant to the [GHG Protocol](#) and ISO 14064, and reviewed and verified by an independent third party (see Appendix). Cloudflare classifies all energy consumed by its networking hardware as Scope 2 emissions.

Emissions Category		Carbon Dioxide Equivalent (CO ₂ e) in Metric Tons (MT)	Percent of Calculated Total
Scope 1		134	100%
Scope 2 ¹ (Location-based)		15,488.03	100%
	Facilities	874.03	5.64%
	Network	14,614	94.36%
Scope 2 ² (Market-based)		0	100%
Total (Market-based) ³		0	100%

¹Location-based emissions reflect the average emissions intensity of grids on which energy consumption occurs.

²Market-based emissions reflect emissions from electricity that an organization has purposefully chosen.

³Total (Market-based) emissions include Cloudflare's 2021 verified offsets and renewable energy purchases.

Eliminating waste — recycling and repurposing hardware

A major focus of our engineering and sustainability teams in 2022 was reducing the amount of waste associated with our global network.

As a result, Cloudflare has implemented sustainability principles at every stage of our hardware design, procurement, servicing, and decommissioning processes, and we are making it easier for our customers to recycle, too.

Extending service life through modular design

As part of designing our next generation of servers, Cloudflare has implemented modular design principles that will allow our future upgrades to focus on individual hardware components rather than replacing the entire servers. This will allow our engineers to continue to improve the performance and efficiency of our hardware, while also making better use of systems and parts that do not require replacement.

In addition, Cloudflare is working with our suppliers to ensure that the new modular components we buy use open source, rather than proprietary, firmware that will allow those parts to be resold instead of being sent to a landfill.

Recycling and e-waste

Ninety-five percent of Cloudflare data centers are covered by contractual agreements to resell or recycle decommissioned Cloudflare network equipment, wherever possible. Based on data from our decommissioning partner, over the prior 12-month period, 35% of Cloudflare decommissioned hardware was either resold or recycled. Sixty-five percent was destroyed. Approximately 99.3% of destroyed items were classified as data bearing devices, including SSD cards, and were wiped and destroyed consistent with Cloudflare security requirements.

Recycling with Cloudflare and Iron Mountain

In order to make it easier to decommission and dispose of our customers' used hardware appliances in a sustainable way, Cloudflare is partnering with Iron Mountain to offer preferred pricing and value-back for our customers that recycle or remarket legacy hardware through their service. For more information, visit [Iron Mountain's website](#).



Sustainable workplaces

Taking a new look at how we work, in person and remotely.

Beyond making thoughtful decisions about our network and hardware, we have also been examining how to ensure our offices — and the ways we use them — align with our sustainability goals. We approach the design process from a place of curiosity, viewing our workspaces as a sort of learning lab in which we can pilot new techniques and more widely deploy successful initiatives.

Some of our changes are behavioral, like reducing the number of bottled beverages and shifting to bulk snacks. To help keep office furniture out of landfills, we have been reusing (and repurposing) our existing furniture where possible and lending unused items to work from home employees.

Some of our other sustainability-focused decisions have included:

Acoustic sound baffles made from post-consumer plastic beverage bottles instead of new synthetic fibers

Wood wool panels on walls that resist heat and act as insulators, lowering our need for heat and air conditioning

Carpet tile flooring made with 100% recycled content nylon, including post-consumer nylon from discarded fishing nets

A 500-gallon rainwater harvesting system that provides water for plants inside our building

What we're looking forward to

One of the developments we're most excited for are EntroBees — an onsite bee colony at one of our offices. Beyond providing an essential habitat for urban bees and producing honey for our local employees, the bees will serve as an additional source of entropy for our LavaRand system that provides the source of randomness for our entire encryption system.



An example of sustainable acoustic baffles



A workspace featuring preserved moss and live plants



Rainwater harvesting system

More bots, more trees

Cloudflare Bot Fight Mode protects web properties from bad bots online by rerouting them to computationally intensive but meaningless tasks. In 2019, Cloudflare committed to investing in tree planting projects to help account for increased CPU usage by bad bot makers caught in Cloudflare defenses.

Good news about bad bots

In 2022, Bot Fight Mode issued six times more challenges per day on average compared to last year thanks to a new detection system written using Cloudflare's ruleset engine. As the number of bots we blocked increased, we also saw a change: bot operators started giving up. Bots encountering Cloudflare's network are abandoning their challenges in about 1/6th of the time it takes the average good browser to pass a **non-interactive challenge**.

40,000 trees planted and counting!

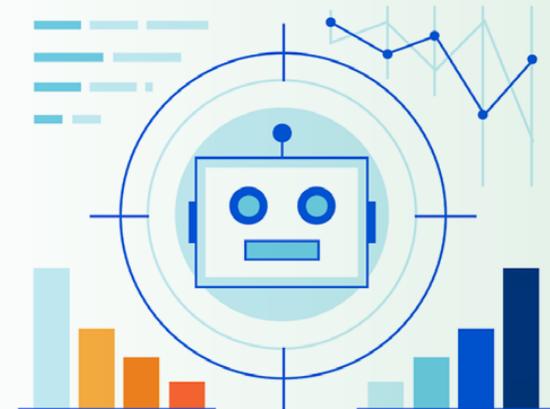
Two of the planting projects that Cloudflare supported based on 2021 bot activity were completed this year. The first project included 25,000 trees as part of the restoration of 20 hectares of land in Victoria Park in Truro, Nova Scotia. For the second project, Cloudflare donated 10,000 trees to a much larger restoration project on the eastern shoreline of Kumirmari island in the Sundarbans of West Bengal, India. In total, the project included more than 415,000 trees along 7.74 hectares of land, including as part of the Sundarbans mangrove forest.

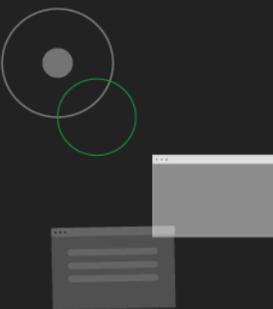
To recap, Cloudflare has donated 50,000 trees thus far as part of our mission to destroy bad bots online; 40,000 of those trees are already in the ground, 10,000 are being prepared for planting, and we are pleased to announce that we are donating another 20,000 for 2022!

To learn more about Bot Fight Mode and Super Bot Fight Mode, please visit cloudflare.com/pg-lp/bot-mitigation-fight-mode.



Photos courtesy of One Tree Planted





Appendix

Part of how we execute on our goal to build a better Internet — and act transparently and ethically as a company — is through our global commitments and partnerships.

The following pages contain our disclosures for the Global Reporting Initiative (GRI), Sustainability Accounting Standards Board (SASB), and UN Global Compact (UNGC).

General Disclosures				Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission				
				Part Omitted	Reason for Omission	Explanation of Omission		
Organization profile	102-1	Name of the organization	Cloudflare, Inc.					
	102-2	Activities, brands, products, and services	10-K Filing					
	102-3	Location of headquarters	101 Townsend Street, San Francisco, CA					
	102-4	Location of operations	Cloudflare Office Locations					
	102-5	Ownership and legal form	10-K Filing					
	102-6	Markets served	10-Q Filing 10-K Filing					
	102-7	Scale of the organization	10-Q Filing 10-K Filing					
	102-8	Information on employees and other workers	cloudflare.com/diversity-equity-and-inclusion Cloudflare does not have a significant portion of its organizational activities performed by workers who are not employees.					
	102-9	Supply chain	10-K Filing					
	102-10	Significant changes to the organization and its supply chain					Entire disclosure	Not applicable
	102-11	Precautionary principle or approach	See A Better Internet is sustainable, page 30.					
	102-12	External initiatives	Cloudflare is a signatory of the UN Global Compact, and a member of the Global Networking Initiative. Cloudflare also participates in the Pledge 1% Initiative.					
	102-13	Membership of associations	Cloudflare participates in the following trade associations: BSA, i2c, CCIA, TechUK, Eco, Asia Internet Association, Bitkom, Germany Secure Online (Deutschland sicher im Netz), American Chamber of Commerce Japan, Communications Alliance, and US-China Business Council.					

General Disclosures		Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Strategy	102-14	Statement from senior decision-maker	See statement from Cloudflare founders, page 2.			
	102-15	Key impacts, risks, and opportunities	10-K Filing See statement from Cloudflare founders, page 2. See Engineering privacy into the Internet, page 15. See Human rights @ Cloudflare, page 17. See UN disclosures, starting on page 60.			
Ethics and integrity	102-16	Values, principles, standards, and norms of behavior	Code of Business Conduct and Ethics			
	102-17	Mechanisms for advice and concerns about ethics	See Ethics and compliance @ Cloudflare, page 19. Code of Business Conduct and Ethics			
Governance	102-18	Governance structure	Proxy Statement Filing			
	102-19	Delegating authority	Reporting on environmental, social, and governance topics is generally conducted by the Public Policy team and is overseen by the General Counsel.			
	102-20	Executive-level responsibility for economic, environmental, and social topics	Cloudflare's CEO has executive responsibility for implementation of environmental, social, and governance topics.			
	102-21	Consulting stakeholders on economic, environmental, and social topics	Proxy Statement Filing Multistakeholder engagement on human rights issues is led by the Public Policy team. Nominating and Corporate Governance Committee Charter			
	102-22	Composition of the highest governance body and its committees	Proxy Statement Filing			
	102-23	Chair of the highest governance body	Proxy Statement Filing			
	102-24	Nominating and selecting the highest governance body	Proxy Statement Filing Nominating and Corporate Governance Committee Charter			
	102-25	Conflicts of interest	Corporate Governance Guidelines Audit Committee Charter Code of Business Conduct and Ethics			

General Disclosures		Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Governance <i>(continued)</i>	102-26	Role of highest governance body in setting purpose, values, and strategy	Nominating and Corporate Governance Committee Charter			
	102-27	Collective knowledge of highest governance body	The Nominating and Corporate Governance Committee, the Audit Committee, and the Board of Directors were briefed on a variety of sustainability issues in 2022.			
	102-29	Identifying and managing economic, environmental, and social impacts	The Nominating and Corporate Governance Committee, the Audit Committee, and the Board of Directors were briefed on a variety of sustainability issues in 2022.			
	102-30	Effectiveness of risk management processes	Proxy Statement Filing			
	102-31	Review of economic, environmental, and social topics	The Nominating and Corporate Governance Committee, the Audit Committee, and the Board of Directors were briefed on a variety of sustainability issues in 2022.			
	102-32	Highest governance body's role in sustainable reporting	Cloudflare's Impact Report is managed by its General Counsel and reviewed by its CFO and CEO.			
	102-33	Communicating critical concerns	The Nominating and Corporate Governance Committee, the Audit Committee, and the Board of Directors were briefed on a variety of sustainability issues in 2022.			
	102-34	Nature and total number of critical concerns	In 2022, there were no critical concerns as defined by 102-34 associated with this report that required reporting to the Board of Directors.			
	102-35	Remuneration policies	Proxy Statement Filing			
	102-36	Process for determining remuneration	Proxy Statement Filing			
	102-37	Stakeholders' involvement in remuneration	Proxy Statement Filing			
102-38	Annual total compensation ratio	Proxy Statement Filing				

General Disclosures		Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Stakeholder engagement	102-40	List of stakeholder groups	Cloudflare stakeholders include its customers, users, employees, investors, partners, and any other groups that are materially affected by Cloudflare's business or the decisions it makes. As part of its mission to help build a better Internet, Cloudflare also includes the Internet and Internet community generally among its stakeholder groups.			
	102-41	Collective bargaining agreements	10-K Filing			
	102-42	Identifying and selecting stakeholders	See 102-13 and 102-40. See also Engineering privacy into the Internet, page 15. See Project Galileo, page 10. See Human rights @ Cloudflare, page 17. See Collaborating with civil society organizations, page 29.			
	102-43	Approach to stakeholder engagement	Examples of engagement with stakeholders can be found throughout Cloudflare's 2022 Impact Report. Internally, all employees have the opportunity to engage in open dialogue through internal communication platforms, as well as through Employee Resource Groups (ERG) and the Cloudflare Inclusion Council. Externally, Cloudflare's Legal, Policy, and Trust and Safety teams regularly engage in industry dialogue regarding Internet policy. Cloudflare also participates in a number of multistakeholder organizations as described in 102-13. Finally, Cloudflare regularly engages in multistakeholder consultation through programs like Project Galileo, which includes 50 civil society partner organizations. See Project Galileo, page 10.			
Reporting practice	102-44	Key topics and concerns raised	Cloudflare gathers input on its key topics and concerns from stakeholders through a variety multistakeholder organizations including those described in 102-13 and 102-43. Human Rights Policy			
	102-45	Entities included in the consolidated financial statements	10-Q Filing 10-K Filing			

General Disclosures				Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission				
				Part Omitted	Reason for Omission	Explanation of Omission		
Reporting practice <i>(continued)</i>	102-46	Defining report content and topic Boundaries	The report covers all of Cloudflare's global operations. The reporting period is calendar year (CY) 2022, unless otherwise stated.					
	102-48	Restatements of information	During 2022, there were no corrections or restatements of information given in the 2021 Cloudflare Impact Report.					
	102-49	Changes in reporting	There are no significant changes from previous reporting periods as described in 102-49.					
	102-50	Reporting period	CY2022					
	102-51	Date of most recent report	December 2021					
	102-52	Reporting cycle	Annual					
	102-53	Contact point for questions regarding the report	impact@cloudflare.com					
	102-54	Claims of reporting in accordance with the GRI standards	This report is intended to align with the disclosure requirements as described in the GRI Standards.					
	102-55	GRI content index	Cloudflare 2022 GRI Content: Index (this document).					
	102-56	External assurance	Cloudflare's greenhouse gas emissions were externally verified. See GRI 305. No other section of this report was externally verified. See SBC verification letter, page 67.					

General Disclosures		Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Economic performance	103-1	Explanation of material topic and its Boundary	Economic performance is material to Cloudflare's continued growth and long-term sustainability. 10-K Filing Cloudflare's management teams and CEO are responsible for economic performance as defined under 201-1.			
	103-2	The management approach and its components	10-Q Filing 10-K Filing			
	103-3	Evaluation of the management approach	Proxy Statement Audit Committee Charter			
	201-1	Direct economic value generated and distributed	10-Q Filing 10-K Filing			
Indirect economic impacts	203-2	Significant indirect economic impacts	Cloudflare provides world-class security, performance, and reliability services for millions of websites for free, through its free service plan. Cloudflare also provides free access to additional services for important civil society and humanitarian organizations as well as state and local governments and candidates for political office. See Project Galileo, page 10. See Athenian Project, page 11.			
Anti-corruption	103-1	Explanation of material topic and its Boundary	Cloudflare is committed to conducting its business with integrity, as well as partnering with companies that share its same values against corruption. See Ethics and compliance @ Cloudflare, page 19. Code of Business Conduct and Ethics Third Party Code of Conduct			
	103-2	The management approach and its components	Cloudflare manages corruption and bribery issues through its policies prohibiting such conduct, and through its annual training and certification. Compliance with Cloudflare's policy on anti-corruption as well as its training requirements are overseen by the Head of Legal Compliance and the General Counsel.			
	103-3	Evaluation of the management approach	Corporate Governance Guidelines Audit Committee Charter			

General Disclosures	Economic	Environmental	Social	SASB	UN
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GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Anti-corruption <i>(continued)</i>	205-2	Communication and training about anti-corruption policies and procedures	<p>All employees, including senior managers, complete training on bribery and corruption at onboarding, and as part of annual training and certification.</p> <p>Cloudflare conducts a thorough screening of each supplier, reseller, and partner at onboarding and with real-time monitoring to ensure the company is not partnering with companies that pose a high risk of corruption.</p> <p>Cloudflare has selected an anti-bribery and anti-corruption training course for its third parties, and is preparing for rollout in January 2023.</p>			
	205-3	Confirmed incidents of corruption and actions taken	<p>Cloudflare is aware of no incidents of corruption as described in 205-3 among its employees. As a result, no employee was dismissed or disciplined for corruption.</p> <p>Cloudflare is aware of no incidents of corruption among its contracted business partners. As a result, no related contract was terminated or discontinued on that basis.</p> <p>Cloudflare is aware of no associated legal cases brought against Cloudflare or its employees.</p>			
Anti-competitive behavior	103-1	Explanation of material topic and its Boundary	<p>Cloudflare believes that competition laws and regulations throughout the world are designed to foster a competitive marketplace and prohibit activities that restrain trade.</p> <p>Cloudflare is dedicated to compliance with laws governing fair competition in all of its activities. Any activity that undermines this commitment is unacceptable.</p> <p>Code of Business Conduct and Ethics</p>			
	103-2	The management approach and its components	<p>Anti-competitive behavior is covered by Cloudflare’s anti-bribery and anti-corruption policy and training, which is led by its Head of Legal Compliance, and overseen by its General Counsel. The purpose of Cloudflare’s policy is to ensure that all Cloudflare operations are conducted in accordance with relevant legal requirements and the highest ethical standards.</p>			
	103-3	Evaluation of the management approach	<p>Corporate Governance Guidelines Audit Committee Charter</p>			
	206-1	Legal actions for anticompetitive behavior, antitrust, and monopoly practices	<p>Cloudflare was involved in no legal actions regarding anti-competitive behavior, antitrust, or monopoly practices.</p>			

General Disclosures		Economic	Environmental	Social	SASB	UN
					Omission	
GRI Standard	Reference	Disclosure	Answer	Part Omitted	Reason for Omission	Explanation of Omission
Tax	103-1	Explanation of material topic and its Boundary	Cloudflare's global tax policy is to comply with the applicable tax laws, rules, regulations, and reporting requirements within the jurisdictions in which it operates, as supplemented with advice from external advisers. Cloudflare is committed to paying all taxes that are legally due and in line with the spirit of the tax legislation as enacted by the governing authorities within each jurisdiction in which it operates.			
	103-2	The management approach and its components	Cloudflare's tax policy is led by its Global Head of Tax and overseen by the Chief Financial Officer.			
	103-3	Evaluation of the management approach	Corporate Governance Guidelines Audit Committee Charter			
	207-1	Approach to tax	Cloudflare's tax strategy and decisions are evaluated by internal tax professionals and are supplemented by the advice of outside advisers. The executive finance organization as a whole plays a role in all tax decisions and tax planning opportunities. Cloudflare's approach to compliance is conservative and disciplined. Its internal tax team monitors the activities of the business, ensuring that appropriate care is applied in relation to all processes that could materially affect its compliance with its tax obligations. Cloudflare is committed to accurately filing its tax returns and remitting tax payments on a timely basis. Furthermore, Cloudflare actively monitors changes in tax laws, regulations, rules, and reporting requirements as part of its routine procedures in financial and tax reporting.			

General Disclosures	Economic	Environmental	Social	SASB	UN
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GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Tax (continued)	207-2	Tax governance, control, and risk management	<p>Cloudflare's Global Head of Tax reports directly to the Chief Financial Officer and is responsible for the implementation of Cloudflare's global tax strategy.</p> <p>The day-to-day tax matters are managed by the internal tax team in conjunction with the Cloudflare worldwide finance organization. The Global Head of Tax and the internal tax team are predominantly located within the US and Portugal.</p> <p>Cloudflare's approach to tax risks is to apply prudent risk management strategies while avoiding inefficiencies in the implementation of business decisions. Cloudflare seeks to reduce the level of tax risk arising from its worldwide operations as far as is reasonably practicable through active monitoring of changes in the company's business activities and tax legislations. Further, Cloudflare seeks to manage tax risk by engaging external tax advisers for guidance in areas that are new, complex, or uncertain to ensure adequate risk reduction.</p> <p>At Cloudflare, the Audit Committee serves to assist the Board of Directors with fulfilling its responsibilities to oversee management's financial, accounting, and reporting processes; Cloudflare's system of internal financial controls; and its compliance with related legal, regulatory, and ethical requirements. The Audit Committee's scope of responsibility includes matters related to global taxation and reporting.</p> <p>Cloudflare is a US SEC registered filer and is required to disclose tax-related information in accordance with its quarterly and annual reporting requirements thereunder. For more information, please visit the SEC Filings section of the Cloudflare website.</p>			
	207-3	Stakeholder engagement and management of concerns related to tax	<p>Cloudflare's global tax function engages with tax authorities as part of its routine tax compliance process and where deemed necessary to appropriately apply the tax statutes and regulations to its facts and circumstances. Additionally, it engages with tax authorities in connection with requests for additional information and audits over open return years as necessary.</p> <p>Cloudflare does not engage in public policy advocacy on tax issues.</p> <p>Cloudflare's global tax function engages with internal and external stakeholders to facilitate strategic initiatives, growth, and development of its multinational enterprise.</p>			

General Disclosures		Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Materials	301	Materials		Entire disclosure	Not material	As a cloud-based SaaS provider, materials as described in GRI 301-1, 301-2, and 301-3 are not a material issue as defined in GRI 103-1 for Cloudflare. Cloudflare is not aware of any facilities in which Cloudflare operates that have had a regulatory or compliance issue.
Energy	103-1	Explanation of the material topic and its Boundaries	Cloudflare uses purchased electricity to operate its global network as well as its facilities. The Cloudflare network includes data centers located in over 100 countries and 275 cities around the world. Cloudflare also leases space in 16 facilities globally. All energy data included in this section is based on CY2021. Emissions Inventory 2021			
	103-2	The management approach and its components	The Cloudflare network is managed by the Senior Vice President of Global Infrastructure. Cloudflare facilities are managed by the Senior Director, Head of Real Estate & Workplace Operations.			
	103-3	Evaluation of the management approach	Corporate Governance Guidelines 10-K Filing			
	302-1	Energy consumption within the organization	Cloudflare consumed no non-renewable energy as defined under GRI 302 in CY2021. Cloudflare consumed 49.5 gigawatt hours (GWh) total energy in CY2021. All consumed energy was obtained through grid electricity. Cloudflare matched its grid consumed electricity with renewable energy purchases as part of its commitment to 100% renewable energy. Cloudflare did not sell any renewable energy in 2021. Emissions Inventory 2021			

General Disclosures		Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Energy <i>(continued)</i>	302-2	Energy consumption outside the organization	Cloudflare compiles energy data from each of its data centers. In locations where Cloudflare colocates data center equipment in a facility owned and controlled by a third party, Cloudflare does not record any energy used by that facility that is unrelated to Cloudflare-owned and -controlled equipment.			
	302-3	Energy intensity	Based on 2021 total revenue and energy data, Cloudflare consumed .000075 megawatt hours (Mwh) of energy for every dollar of revenue generated.			
Water	303	Water and effluents		Entire disclosure	Not material	<p>As a cloud-based SaaS provider, water and effluents as described in 303-1 through 303-5 are not a material issue as defined in GRI 103-1 for Cloudflare. The UN CEO Global Water Mandate does not classify Cloudflare as either a medium- or high-risk enterprise for water usage. Cloudflare is not aware of any facilities that it operates that have had a regulatory or compliance issue.</p> <p>Cloudflare is working to better understand and reduce water usage at each of its facilities, though it does not anticipate that those efforts will result in a material disclosure.</p>

General Disclosures		Economic	Environmental	Social	SASB	UN
					Omission	
GRI Standard	Reference	Disclosure	Answer	Part Omitted	Reason for Omission	Explanation of Omission
Emissions	103-1	Explanation of the material topic and its Boundaries	Greenhouse gas (GHG) emissions associated with Cloudflare operations are the result of energy consumed by powering its network and facilities. Cloudflare emissions data included in this section describes Cloudflare's calendar year 2021 activities.			
	103-2	The management approach and its components	GHG emissions are managed by the Infrastructure, Places, and Policy teams.			
	103-3	Evaluation of the management approach	Nominating and Corporate Governance Committee Charter Emissions Inventory 2021			
	305-1	Direct (Scope 1) GHG emissions	See Emissions @ Cloudflare, page 32. Cloudflare recorded Scope 1 location-based emissions of 134 metric tons (MT) carbon dioxide equivalent (CO2e) in 2021. Cloudflare used the operational control consolidation approach, under the GHG Protocol. Emissions Inventory 2021			
	305-2	Energy indirect (Scope 2) GHG emissions	See Emissions @ Cloudflare, page 32. Cloudflare recorded the following Scope 2 emissions in 2021: Location-based emissions: 15,488.03 metric tons (MT) carbon dioxide equivalent (CO2e). Market-based emissions: 0 MT CO2e. Emissions Inventory 2021			
	305-4	GHG emissions intensity	Based on its CY2021 location-based emissions, Cloudflare emitted .000024 MT (CO2e) per dollar of revenue generated. Cloudflare emitted 0 market-based emissions in CY2021.			

General Disclosures		Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Emissions <i>(continued)</i>	305-6	Emissions of ozone-depleting substances (ODS)		Entire disclosure	Not applicable	Cloudflare is not aware of any ODS in its products, processes, or services.
	305-7	Nitrogen oxides (NOx), sulfur oxides (SOx), and other significant air emissions		Entire disclosure	Not applicable	Cloudflare is not aware of any of its activities that result in emission of nitrogen oxides, sulfur oxides, or other significant air emissions identified in 305-7.
Effluents and waste	306	Effluents and waste	<p>Ninety-five percent of Cloudflare data centers are covered by contractual agreements to resell or recycle decommissioned Cloudflare network equipment, wherever possible.</p> <p>Based on data from Cloudflare's provider, over the prior 12-month period, 35% of Cloudflare decommissioned hardware was either resold or recycled. Sixty-five percent was destroyed.</p> <p>Approximately 99.3% of destroyed items were classified as data bearing devices, including SSD cards, and were wiped and destroyed for security purposes.</p>			
Environmental compliance	307-1	Non-compliance with environmental laws and regulations	Cloudflare is not aware of any non-compliance with environmental laws or regulations.			

General Disclosures		Economic	Environmental	Social	SASB	UN
				Omission		
GRI Standard	Reference	Disclosure	Answer	Part Omitted	Reason for Omission	Explanation of Omission
Employment	103-1	Explanation of material topic and its Boundary	<p>Cloudflare provides employees with a variety of voluntary programs to promote worker health.</p> <p>Cloudflare provides access to an Employee Assistance Program (EAP), which includes licensed professional counseling services, including work/life balance assistance. In addition, Cloudflare employees have access to an on-demand digital mental health and well-being platform.</p> <p>Cloudflare provides access to a fertility benefit that covers a variety of family planning services, including fertility treatment, adoption, and gestational carrier support — also referred to as surrogacy.</p>			
	103-2	The management approach and its components	Employment at Cloudflare is overseen by the Head of People and the President + COO.			
	103-3	Evaluation of the management approach	10-K Filing Compensation Committee Charter			
	401-1	New employee hires and employee turnover	In 2022 (as of Dec. 15, 2022), Cloudflare hired 1,300 employees and experienced a turnover rate of 15.9% (as of Dec. 15, 2022).			
	401-3	Parental leave	Cloudflare’s global parental leave policy allows a minimum of 16 paid weeks of bonding leave time for all qualifying new parents, with no interruption in health benefits. This is in addition to any local, state, and federal benefits.			
Occupational health and safety	403-1	Occupational health and safety management system	<p>Cloudflare’s global Safe & Healthy Workplace Policy confirms Cloudflare’s commitment to maintaining a safe and healthy work environment for its employees, customers, vendors, and all others with whom employees come into contact during their work. Among other topics, the policy explains the responsibility that is shared for following Cloudflare’s safety policies and instructions, encourages the reporting of potential hazards as well as injuries and accidents to the company, describes its reporting process, and shares additional health and safety resources and programs that are provided by Cloudflare.</p> <p>Cloudflare is in the process of implementing a new comprehensive health and safety program, which will include employee training, site risk assessments, and accident reporting, monitoring, and reviewing. The program implementation is expected to be complete by Q3 2023.</p> <p>Code of Business Conduct and Ethics</p>			

General Disclosures	Economic	Environmental	Social	SASB	UN
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GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Occupational health and safety <i>(continued)</i>	403-2	Hazard identification, risk assessment, and incident investigation	<p>Cloudflare's health and safety program includes office health and safety audits. Results of the audit are reviewed by the Places, Physical Security, Employee Legal, and People teams for proactive hazard identification and remediation.</p> <p>The program also includes a post-incident after-action review to identify incident causes and implement necessary prevention measures.</p>			
	403-6	Promotion of worker health	<p>Cloudflare provides employees with a variety of benefits and programs to promote worker health.</p> <p>Employee access to non-occupational health services includes healthcare insurance, EAP, family forming benefits, fitness program access through the healthcare provider, and an on-demand digital mental health and well-being platform.</p>			
	403-9	Work-related injuries	<p>In 2022, Cloudflare experienced no fatalities as a result of work-related injury.</p> <p>In 2022, Cloudflare experienced no high-consequence work-related injuries.</p>			
Training and education	103-1	Explanation of material topic and its Boundary	Learning and development at Cloudflare provides the tools and resources for all Cloudflare employees to grow and develop skills critical for success (Cloudflare Capabilities) and build an empathetic and inclusive community.			
	103-2	The management approach and its components	Learning and development at Cloudflare is overseen by the Head of People and the President + COO.			
	103-3	Evaluation of the management approach	At Cloudflare, we want to be a place where the best leaders (at all levels) are developed. Our Leading @ Cloudflare program encompasses learning paths around personal leadership, role as a manager, creating inclusive teams, and helping team members develop and perform.			
	404-1	Average hours of training per year per employee	Of the employees who participated in development training for 2022, they completed a total of 3,720 hours. On average, each employee completed 3.1 hours of training.			

General Disclosures		Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Diversity and equal opportunity	103-1	Explanation of material topic and its Boundary	See Diversity @ Cloudflare, page 27. See Communities @ Cloudflare, page 26. Cloudflare Diversity, Equity, and Inclusion			
	103-2	The management approach and its components	Cloudflare diversity initiatives are overseen by the Head of People and the President + COO. Cloudflare diversity initiatives are also advanced by its Employee Resource Groups and their executive champions. Cloudflare Diversity, Equity, and Inclusion			
	103-3	Evaluation of the management approach	10-K Filing			
	405-1	Diversity of governance bodies and employees	Cloudflare Diversity, Equity, and Inclusion			
	405-2	Ratio of basic salary and remuneration of women to men	Cloudflare conducts an internal pay parity analysis at least once a year. Cloudflare has committed to the EU Charter, the UK Tech Talent Charter, and the German Diversity Charter. Cloudflare Diversity, Equity, and Inclusion			
Freedom of association and collective bargaining	103-1	Explanation of material topic and its Boundary	Cloudflare recognizes and respects its employees' right to freedom of association and collective bargaining within federal and local laws and regulations. Cloudflare is also committed to the ILO Declaration on Fundamental Principles and Rights at Work. Human Rights Policy			
	103-2	The management approach and its components	10-K Filing			
	103-3	Evaluation of the management approach	10-K Filing			
	407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	Cloudflare recognizes and respects its employees' right to freedom of association and collective bargaining within federal and local laws and regulations. Cloudflare is also committed to the ILO Declaration on Fundamental Principles and Rights at Work. Human Rights Policy Cloudflare is not aware of any operations in 2022 in which the rights of employees to freely associate or collectively bargain were at risk.			

General Disclosures		Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Child labor	103-1	Explanation of material topic and its Boundary	<p>Cloudflare is committed to the ILO Declaration on Fundamental Principles and Rights at Work, including the prohibition on the use of child labor in its operations or among its suppliers.</p> <p>Human Rights Policy Third Party Code of Conduct</p>			
	103-2	The management approach and its components	<p>All Cloudflare employees are required to complete mandatory compliance training, including regarding Cloudflare's human rights policy, which includes its prohibition on child labor.</p> <p>Business partners, resellers, suppliers, and vendors are regularly reviewed by legal, compliance, security, and senior leadership teams at Cloudflare. Evaluations of suppliers and vendors begin during the onboarding process and are periodically assessed for any material changes.</p>			
	103-3	Evaluation of the management approach	<p>Cloudflare's Human Rights Policy is overseen by the Director, Head of Cloudflare Impact; VP, Global Head of Public Policy; and General Counsel.</p> <p>Cloudflare's Third Party Code of Conduct is overseen by its Head of Legal Compliance and General Counsel.</p>			
	408-1	Operations and suppliers at significant risk for incidents of child labor	<p>Cloudflare is not aware of any of its operations or suppliers that have significant risks for incidents of child labor or young workers exposed to hazardous work.</p> <p>Although Cloudflare has identified no significant risk of child labor, it continues to regularly review its partners, resellers, suppliers, and vendors to ensure compliance with its policy.</p>			
Forced or compulsory labor	103-1	Explanation of material topic and its Boundary	<p>Cloudflare is committed to the ILO Declaration on Fundamental Principles and Rights at Work. To that end, Cloudflare expressly prohibits forced or compulsory labor in its operations or among its suppliers.</p> <p>Modern Slavery Act Statement Human Rights Policy Third Party Code of Conduct</p>			
	103-2	The management approach and its components	<p>All Cloudflare employees are required to complete mandatory compliance training, including regarding Cloudflare's prohibition on forced or compulsory labor.</p> <p>Business partners, resellers, suppliers, and vendors are regularly reviewed by legal, compliance, security, and senior leadership teams at Cloudflare. Evaluations of suppliers and vendors begin during the onboarding process and are periodically assessed for any material changes.</p>			

General Disclosures		Economic	Environmental	Social	SASB	UN
GRI Standard	Reference	Disclosure	Answer	Omission		
				Part Omitted	Reason for Omission	Explanation of Omission
Forced or compulsory labor <i>(continued)</i>	103-3	Evaluation of the management approach	Cloudflare's Modern Slavery Act Statement and associated policies, including prohibition on forced or compulsory labor, are overseen by its Head of Legal Compliance and General Counsel, and reviewed and approved by Cloudflare's Board of Directors.			
	409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	Cloudflare is not aware of any of its operations or suppliers that have significant risks for incidents of forced or compulsory labor. In 2022, as in previous years, Cloudflare continues to explicitly prohibit forced or compulsory labor in its operations and among its suppliers. Although Cloudflare has identified no significant risk of forced or compulsory labor, it continues to regularly review its partners, resellers, suppliers, and vendors to ensure compliance with its policy.			
Human rights assessments	103-1	Explanation of material topic and its Boundary	Human Rights Policy			
	103-2	The management approach and its components	Human Rights Policy			
	103-3	Evaluation of the management approach	Human Rights Policy			
	412-1	Operations that have been subject to human rights reviews or impact assessments	Cloudflare is scheduled to complete its first human rights self-assessment consistent with the Global Network Initiative's (GNI) human rights principles in January 2023. In addition, Cloudflare's Public Policy team regularly engages in multistakeholder dialogue on human rights issues, including as part of the GNI and UN B-Tech Project Community of Practice.			
	412-2	Employee training on human rights policies or procedures	All Cloudflare employees completed human rights training in 2022.			
Supplier social assessment	414-1	Supplier social assessment	Cloudflare's procurement team is in the process of implementing a new software tool that will enable the company to screen suppliers using social criteria beginning in 2023.			

General Disclosures		Economic	Environmental	Social	SASB	UN
				Omission		
GRI Standard	Reference	Disclosure	Answer	Part Omitted	Reason for Omission	Explanation of Omission
Public policy	103-1	Explanation of material topic and its Boundary	Cloudflare's Public Policy team serves as a conduit between the company and regulators, policymakers, civil society, and the public on policy issues relevant to Cloudflare's mission to help build a better Internet			
	103-2	The management approach and its components	As a global company, Cloudflare sees the way that the future of the Internet is affected by governments, regulations, and people. We believe that if we want to help build a better Internet, we have to make sure that we share Cloudflare's perspective in the many places where important conversations about the Internet are happening. And that is why we believe strongly in the value of public policy. We publish descriptions of our lobbying activities in lobbying disclosure forms and transparency registers of governmental entities, in jurisdictions where these exist.			
	103-3	Evaluation of the management approach	The Public Policy team is overseen by the Vice President and Global Head of Public Policy and the General Counsel.			
	415-1	Political contributions	Cloudflare made no political contributions in 2022, and does not operate a Political Action Committee. Cloudflare participates in several trade associations and industry groups; however, none of those organizations is primarily organized for the purpose of making political contributions. For more information, see 102-13.			
Customer privacy	103-1	Explanation of material topic and its Boundary	See Engineering privacy into the Internet, page 15. See Privacy and security compliance certifications, page 16. Privacy Policy Cloudflare GDPR			
	103-2	The management approach and its components	Cloudflare's Privacy and associated policies are overseen by its Data Protection Officer and General Counsel.			
	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Cloudflare did not receive any substantiated complaints concerning breaches of customer privacy and losses of customer data in 2022.			
Socioeconomic compliance	419-1	Non-compliance with laws and regulations in the economic or social area	Cloudflare is not aware of any non-compliance with laws or regulations in the social area.			

General Disclosures		Economic	Environmental	Social	SASB	UN
SASB - Technology & Communications Sector		Software & IT Services				
Topic	Code	Accounting Metric		Category	Answers	
Environmental footprint of hardware infrastructure	TC-S1-130a.1	1) Total energy consumed, 2) percentage grid electricity, 3) percentage renewable			Cloudflare consumed 49.5 GWh in 2021. All consumed energy was obtained through grid electricity. Cloudflare matched its grid consumed electricity with renewable energy purchases as part of its commitment to 100% renewable energy. Cloudflare did not sell any renewable energy in 2021. Emissions Inventory 2021	
	TC-S1-130a.2	1) Total water withdrawn, (2) total water consumed, percentage of regions with High or Extremely High Baseline Water Stress			See GRI 303.	
	TC-SI-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs			Cloudflare includes both energy efficiency and carbon intensity in its data center strategic planning. Cloudflare also continuously designs and deploys energy-efficient hardware in its data centers to minimize its overall energy footprint per workload.	
Data privacy & freedom of expression	TC-SI-220a.1	Description of policies and practices relating to behavioral advertising and user privacy			Privacy Policy Cloudflare Cookie Policy	
	TC-SI-220a.2	Number of users whose information is used for secondary purposes			Cloudflare only processes personal information for the purposes of providing the Cloudflare service, which includes ongoing assessment of traffic patterns, security threats, and network operations in order to monitor the health of and improve the service.	
	TC-SI-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy			Cloudflare did not experience any monetary losses as the result of legal proceedings associated with customer privacy.	
	TC-SI-220a.4	1) Number of law enforcement requests for user information, 2) number of users whose information was requested, 3) percentage resulting in disclosure			Cloudflare receives requests for different kinds of data on its users from US and foreign governments, courts, and those involved in civil litigation. It provides a detailed report on these requests in the semiannual Transparency Report. Transparency Report	

General Disclosures	Economic	Environmental	Social	SASB	UN
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SASB - Technology & Communications Sector

Software & IT Services

Topic	Code	Accounting Metric	Category	Answers
<p>Data privacy & freedom of expression <i>(continued)</i></p>	TC-SI-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring		<p>An essential part of earning and maintaining the trust of Cloudflare customers is being transparent about the requests Cloudflare receives from law enforcement and other governmental entities. To this end, Cloudflare publishes semiannual updates to its Transparency Report on the requests it has received to disclose information about Cloudflare customers. In addition, Cloudflare maintains a list of warrant canaries on its website, which list actions Cloudflare has never taken, and commits to exhausting all legal remedies in order to protect its customers from what the company believes are illegal or unconstitutional requests.</p> <p>Cloudflare also may receive written requests from law enforcement, government agencies, or foreign courts to block access to content based on the local law of the jurisdiction. Because of the significant potential impact on freedom of expression, Cloudflare will evaluate each content blocking request on a case-by-case basis, consistent with its human rights policy, analyzing the factual basis and legal authority for the request. If Cloudflare determines that the order is valid and requires Cloudflare action, it may limit blocking of access to the content to those areas where it violates local law, a practice known as “geo-blocking.” Cloudflare will attempt to clarify and narrow overbroad requests when possible. Cloudflare reports on these requests in its semiannual Transparency Report.</p> <p>Cloudflare has also received a small number of legal requests related to blocking or filtering content through the 1.1.1.1 Public DNS Resolver. Because such a block would apply globally to all users of the resolver, regardless of where they are located, it would affect end users outside of the blocking government’s jurisdiction. Cloudflare therefore evaluates any government requests or court orders to block content through a globally available public recursive resolver as requests or orders to block content globally.</p> <p>Given the broad extraterritorial effect, as well as the different global approaches to DNS-based blocking, Cloudflare has pursued legal remedies before complying with requests to block access to domains or content through the 1.1.1.1 Public DNS Resolver or identified alternate mechanisms to comply with relevant court orders. To date, Cloudflare has not blocked content through the 1.1.1.1 Public DNS Resolver.</p> <p>Transparency Report</p>

General Disclosures		Economic	Environmental	Social	SASB	UN
SASB - Technology & Communications Sector		Software & IT Services				
Topic	Code	Accounting Metric	Category	Answers		
Data security	TC-SI-230a.1	1) Number of data breaches, 2) percentage involving personally identifiable information (PII), 3) number of users affected		See GRI 418-1.		
	TC-SI-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cyber security standards		Cloudflare has implemented a formal security risk program that adheres to industry standards such as ISO 27000, 27701, and 27018; PCI DSS; SOC 2 Type II; and C5; and has been evaluated by third-party assessors against the requirements. Cloudflare Trust Hub		
Recruiting and managing a global, diverse & skilled workforce	TC-SI-330a.1	Percentage of employees that are (1) foreign nationals and 2) located offshore		Percentage of employees that are foreign nationals per country: Australia: 6% Canada: 13% France: 8% Germany: 20% Japan: 18% Netherlands: 33% Portugal: 46% Singapore: 48% UAE: 100% UK: 25% US: 9% India: 0% South Korea: 0% China: 0% Percentage of employees located offshore: 0.03% (1 out of 3194)		
	TC-SI-330a.3	Percentage of gender and racial/ethnic group representation for 1) management, 2) technical staff, and 3) all other employees		Cloudflare Diversity, Equity, and Inclusion		

General Disclosures	Economic	Environmental	Social	SASB	UN
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SASB - Technology & Communications Sector

Software & IT Services

Topic	Code	Accounting Metric	Category	Answers
Intellectual property protection & competitive behavior	TC-SI-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations		Cloudflare incurred no monetary losses resulting from anticompetitive behavior regulations.
Managing systemic risks from technology disruptions	TC-SI-550a.1	Number of 1) performance issues, and 2) service disruptions; 3) total customer downtime		<p>Cloudflare modified its disclosure consistent with the SASB Standards Application Guidance.</p> <p>In June 2022, Cloudflare experienced an outage of about 1.5 hours affecting 19 data centers following a change in network configuration. This caused some users to be unable to access Internet properties.</p> <p>In October 2022, the company experienced an incident that affected customers using Tiered Cache for a period of almost six hours; affected customers reported HTTP Status Code 530 errors. The incident was caused by a bug in a software release.</p>
	TC-SI-550a.2	Description of business continuity risks related to disruptions of operations		10-Q Filing

General Disclosures	Economic	Environmental	Social	SASB	UN
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UN Ten Principles

Human Rights	Cloudflare Action	Outcomes
<p>Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and</p>	<p>Cloudflare maintained its commitment to respecting human rights under the UN Guiding Principles on Business and Human Rights (UNGPs) in 2022.</p> <p>In addition, Cloudflare participated in numerous multistakeholder initiatives committed to advancing international human rights.</p>	<p>In 2022, Cloudflare instituted mandatory human rights training for all employees, including its senior management team, regarding the company's commitment to the UNGPs.</p> <p>Cloudflare was a full-term member of the Global Network Initiative (GNI) in 2022, which is committed to helping protect and advance freedom of expression and privacy online. As part of its participation, Cloudflare participated in regular briefings with GNI members and civil society experts on topical human rights issues related to the technology industry.</p> <p>Cloudflare also participated in the B-Tech Project Community of Practice, which is a working group operated by the UN High Commissioner on Human Rights' office, that works to provide authoritative guidance and resources for technology companies implementing the UNGPs.</p>
<p>Principle 2: make sure that they are not complicit in human rights abuses.</p>	<p>Cloudflare continues to develop and implement human rights due diligence processes across its operations, as well as consult with a variety of stakeholder organizations on topical human rights issues.</p>	<p>Cloudflare continues to work toward its first comprehensive self-assessment of its internal human rights practices as required under the GNI Principles. Cloudflare's assessment will be presented to the GNI Board of Directors.</p>
Labor	Cloudflare Action	Outcomes
<p>Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;</p>	<p>As part of Cloudflare's commitment to the ILO Declaration on Fundamental Principles and Rights at Work, Cloudflare works to uphold freedom of association and the effective recognition of the right to collective bargaining.</p>	<p>As reported in Cloudflare's 10-K filing, the company has not experienced any work stoppages, and believes its employee relations are strong.</p> <p>Cloudflare was named to Newsweek's 100 Most Loved Workplaces 2022, ranking at #55. Newsweek and BPI surveyed more than a million employees of hundreds of companies, asking about job satisfaction, emotional connection, collaboration, and many other factors.</p>
<p>Principle 4: the elimination of all forms of forced and compulsory labor;</p>	<p>Cloudflare explicitly prohibits human trafficking and the use of involuntary labor.</p>	<p>All Cloudflare employees completed mandatory compliance training, including regarding Cloudflare's prohibition on forced or compulsory labor, in 2022.</p> <p>Cloudflare's legal compliance staff regularly reviews and evaluates business partners, resellers, suppliers, and vendors to ensure compliance with Cloudflare policies, including regarding forced or compulsory labor.</p>

General Disclosures	Economic	Environmental	Social	SASB	UN
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Labor (continued)	Cloudflare Action	Outcomes
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<p>Principle 5: the effective abolition of child labor; and</p>	<p>Cloudflare is committed to the ILO Declaration on Fundamental Principles and Rights at Work, including the prohibition on the use of child labor in its operations or among its suppliers.</p> <p>Human Rights Policy Third Party Code of Conduct</p>	<p>Cloudflare’s legal compliance staff regularly reviews and evaluates business partners, resellers, suppliers, and vendors to ensure compliance with Cloudflare policies, including regarding forced or compulsory labor.</p> <p>In 2022, all employees completed training on Cloudflare’s human rights policy, which includes its prohibition on child labor.</p>
<p>Principle 6: the elimination of discrimination in respect of employment and occupation.</p>	<p>Diversity, equity, and inclusion are essential to the success of Cloudflare. Since its founding, Cloudflare has worked to cultivate and maintain an inclusive workplace that empowers all employees to show up, as their full selves, and do their best work.</p>	<p>All Cloudflare employees completed training on harassment and discrimination in 2022.</p> <p>In June, Cloudflare held a companywide week on antiracism training and education, including allyship workshops, training on unconscious bias, training on recognizing and responding to signs of distress and cultural considerations, and healing circles for Black Cloudflare employees. Cloudflare also provides additional antiracism resources like racial equity training.</p> <p>Cloudflare managers are provided access to additional training courses on antiracism allyship, inclusive people management, and inclusive interviewing.</p> <p>To help improve transparency and accountability associated with its ongoing efforts to improve diversity, Cloudflare published its employee diversity data in 2022.</p> <p>In 2022, Cloudflare implemented a new Third Party Code of Conduct that requires all suppliers to have clear policies and enforcement of anti-discrimination and harassment.</p>

Environmental	Cloudflare Action	Outcomes
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<p>Principle 7: Businesses should support a precautionary approach to environmental challenges;</p> <p>Principle 8: undertake initiatives to promote greater environmental responsibility; and</p>	<p>Cloudflare is committed to:</p> <ul style="list-style-type: none"> • Powering its network with 100% renewable energy. • Removing or offsetting all historical emissions resulting from powering Cloudflare’s network by 2025. 	<p>In 2022, Cloudflare published its CY2021 emissions inventory disclosing its Scope 1 and Scope 2 emissions.</p> <p>In 2022, Cloudflare purchased 49.5 GWh of renewable energy to account for its global energy use.</p> <p>Cloudflare reported zero market-based Scope 1 and Scope 2 emissions in 2021. Cloudflare published its second greenhouse gas (GHG) emissions inventory in 2022, which was prepared consistent with the Greenhouse Gas Protocol and was independently verified.</p>
<p>Principle 9: encourage the development and diffusion of environmentally friendly technologies.</p>	<p>Cloudflare is developing environmentally friendly technologies by helping our customers use the power of Cloudflare’s network to leverage better climate outcomes.</p> <p>See Emissions @ Cloudflare, page 31.</p>	

General Disclosures	Economic	Environmental	Social	SASB	UN
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Anti-Corruption	Cloudflare Action	Outcomes
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<p>Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.</p>	<p>Cloudflare’s policy against bribery and corruption is reflected in its Code of Business Conduct and Ethics, as well as its internal-facing Anti-Bribery and Corruption Policy and employee handbook.</p> <p>Cloudflare conducts a thorough screening of each supplier, reseller, and partner at onboarding and with real-time monitoring, to ensure that it is not partnering with companies that pose a high risk of corruption.</p>	<p>Cloudflare is committed to conducting its business with integrity, as well as partnering with companies that share its same values against corruption.</p> <p>In 2022, all employees completed training on bribery and corruption at onboarding, and as part of annual training and certification.</p> <p>In 2022, Cloudflare implemented a new, robust Third Party Code of Conduct, which includes its commitment against corruption.</p>
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UN Sustainable Development Goals

SDG 4. Quality Education

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Support for US Historically Black College and Universities (HBCU) technology competition.		In 2022, Cloudflare supported the HBCU Smart Cities program, which partners student participants with city officials from historically Black cities and towns to help solve public policy challenges. Cloudflare was proud to offer free access to its products, provide mentors to student teams, and participate in a town hall event.

SDG 5. Gender Equality

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Commitments to gender equality and pay equity.		Cloudflare signed several diversity charters to improve accountability for its gender equality and pay equity efforts, including the EU Charter and UK Tech Talent Charter. Cloudflare has also committed to the German Diversity Charter.

SDG 7. Affordable and Clean Energy

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Commitment to 100% renewable energy.		<p>Cloudflare matched its 2021 energy use with 100% renewable energy purchases.</p> <p>Cloudflare’s corporate headquarters in San Francisco, California, is powered by 100% Green-e Energy certified renewable energy, provided through CleanPowerSF’s SuperGreen service.</p>

General Disclosures

Economic

Environmental

Social

SASB

UN

SDG 9. Industry, Innovation and Infrastructure

Cloudflare Initiative

Helping underserved communities expand access to the Internet for free.

Key SDG Subtarget

Target 9.c - Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020.

Outcomes

In 2022, Cloudflare expanded Project Pangea to include community networks without their own dedicated IP space. Project Pangea helps locally built, community networks to connect to the global Internet through the Cloudflare network for free.

Cloudflare was proud to join the newly created Montgomery, Alabama, Internet Exchange (MGMix), which has significantly improved Internet speed and performance in a historically underserved area.

SDG 13. Climate Action

Cloudflare Initiative

Cloudflare published its second comprehensive greenhouse gas emissions inventory report.
Commitment to mitigate Cloudflare's historical carbon emissions footprint.

Key SDG Subtarget

Outcomes

In 2022, Cloudflare published its second emissions inventory, which documents the company's 2021 Scope 1 and Scope 2 emissions, consistent with the GHG Protocol, and was verified by an independent third-party reviewer.

Cloudflare is also committed to offsetting or removing all historical emissions associated with powering its network by 2025. In 2022, Cloudflare purchased its first set of offsets as part of that commitment, which included 6,060 MT CO2e in offsets as part of the REDD+ project in the state of Para, Brazil.

In 2022, Cloudflare supported the planting of an additional 20,000 trees as part of reforestation projects in Mexico and Portugal through its partner One Tree Planted.

General Disclosures

Economic

Environmental

Social

SASB

UN

SDG 14. Life Below Water

Cloudflare Initiative

Key SDG Subtarget

Outcomes

Creating more sustainable workplaces by reducing the use of plastics and leveraging recycled materials in construction.

In 2022, Cloudflare renovated its corporate headquarters in San Francisco and its London office, and included a number of sustainable products designed to support life below water, including:

- Selecting carpet tile flooring made with 100% recycled content nylon, including post-consumer nylon from discarded fishing nets. In addition, profits from that supplier are reinvested in ocean and beach restoration.
- Installing a 500-gallon rainwater harvesting system that provides water for plants inside the building.
- Installing sound baffles made from post-consumer plastic beverage bottles instead of new synthetic fibers.
- Significantly reducing or eliminating single-use plastics like bottled beverages and individually wrapped food items.

SDG 15. Life on Land

Cloudflare Initiative

Key SDG Subtarget

Outcomes

Offsetting our historical emissions and mitigating the carbon impact of malicious bots online by supporting tree planting projects.

Target 15.1 - By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.

Target 15.2 - By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

In 2022, Cloudflare purchased its first set of offsets as part of its commitment, which included 6,060 MT CO2e in offsets as part of the REDD+ project in the state of Para, Brazil.

In 2022, Cloudflare supported the planting of an additional 20,000 trees as part of reforestation projects in Mexico and Portugal through its partner One Tree Planted.

General Disclosures	Economic	Environmental	Social	SASB	UN
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SDG 16. Peace, Justice and Strong Institutions

Cloudflare Initiative	Key SDG Subtarget	Outcomes
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Free Cloudflare services, including protection from distributed denial-of-service (DDoS) and other cyber attacks, for journalists, artists, humanitarian organizations, and civil society groups.

Target 16.10 - Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

Target 16.3 - Promote the rule of law at the national and international levels and ensure equal access to justice for all.

Target 16.6 - Develop effective, accountable and transparent institutions at all levels.

Target 16.7 - Ensure responsive, inclusive, participatory and representative decision-making at all levels.

As of November 2022, 2,150 civil society organizations in 100+ countries were receiving free cyber security services through Cloudflare’s Project Galileo.

Cloudflare partners with 50 civil society organizations to review and approve websites included in the Galileo program.

In 2022, Cloudflare expanded [Project Galileo](#) by making its Zero Trust security products available to program participants.

Protecting state and local governments with free protection and reliability services to ensure constituents have access to election information and voter registration online.

In 2022, Cloudflare’s Athenian Project protected 366 state and local government web domains that provide information on voter registration, polling places, and final election results in 31 US states.

In 2022, Cloudflare expanded the Athenian Project by making its Zero Trust security products available to all program participants.

Protecting candidates in democratic elections from cyber attacks.

Through a partnership with Defending Digital Campaigns, Cloudflare protected 56 House campaigns, 15 political parties, and 34 Senate campaigns during the 2022 US midterm elections via the program Cloudflare for Campaigns.

Internet shutdown monitoring and alerts to support human rights defenders.

Cloudflare Radar, a free tool that highlights timely insights, threats, and trends, makes it possible for anyone to see the inner workings of the Internet. For example, individual users and nonprofits use Radar to track outages and gain visibility into attacks and traffic trends. Radar is powered by aggregated data from the Cloudflare network as well as the 1.1.1.1 public DNS resolver.

In 2022, Cloudflare launched Cloudflare Radar 2.0. This upgrade provides a new user experience for uncovering insights, more types of data, and improved access to that data.

Radar 2.0 also introduced the Cloudflare Radar Outage Center (CROC), which is an archive for large-scale Internet outages. With an application programming interface (API), civil society groups, journalists, and other impacted parties can integrate Cloudflare outage data with their own tools and systems.

Protecting critical infrastructure through Project Safekeeping

In 2022, Cloudflare launched Project Safekeeping, which will allow local and municipal critical infrastructure providers in Australia, Germany, Japan, Portugal, and the United Kingdom to access Cloudflare’s Zero Trust security suite for free.

CEO letter: UN Global Compact

December 16, 2022

H.E. António Guterres
Secretary-General
United Nations
New York, NY 10017

Mr. Secretary-General,

As a signatory of the United Nations (UN) Global Compact, Cloudflare remains committed to the UN Ten Principles and supporting the advancement of the UN Sustainable Development Goals. As part of that commitment, Cloudflare is proud to share our 2022 Communication on Progress with the UN Global Compact community and our stakeholders.

Cloudflare continued to identify ways to leverage our global network to help promote sustainable development in 2022. For example, we recently announced that participants in Cloudflare's Project Galileo, which includes over 2,150 journalists, humanitarian organizations, and human rights defenders in 100+ countries, will now have access to our Zero Trust cyber security services for free. We also continued to grow and expand our free cyber security offerings for US state and local government election web properties, as well as small critical infrastructure providers in the United States, Australia, Germany, Japan, Portugal, and the United Kingdom. Finally, we continued to expand programs intended to promote Internet access, including connecting small rural networks to the global Internet for free and investing in Internet exchanges in historically underserved areas.

Cloudflare's participation as a signatory in the UN Global Compact continues to help align our corporate responsibility and sustainability initiatives with global development goals, and advance our mission to help build a better Internet. I'm proud to share this report on our progress.

Sincerely,



Matthew Prince
Co-Founder & CEO
Cloudflare

SBC verification letter

Cloudflare
Attn: Patrick Day
101 Townsend St
San Francisco, CA 94107

Sustainable Business Consulting
3409 California Ave SW, Suite C
Seattle, WA 98116

July 2, 2022

Dear Patrick,

Sustainable Business Consulting (SBC) is pleased to provide an independent and impartial verification of Cloudflare's 2021 Greenhouse Gas (GHG) inventory. SBC has provided 15 years of sustainability consulting services and is a Certified B-Corporation and a CDP Accredited Provider. SBC used ISO 14064-part 3, 2nd Edition, 2019-04, to conduct a limited assurance verification. This letter is to clarify matters set out in the assurance report. It is not an assurance report and is not a substitute for the assurance report. This letter and the assurance report, including the opinion(s), are solely for Cloudflare's benefit. SBC consents to the release of this letter but without accepting or assuming any liability on SBC's part to any other party who has access to this letter or assurance report.

This verified emissions report encompassed Cloudflare's operations for the 2021 calendar year, January through December 2021. Cloudflare reports GHG emissions using an operational control approach encompassing global operations including offices and data centers. The company assessed emissions for Scope 1, direct emissions, and Scope 2, indirect emissions. Scope 3 emissions are excluded. Included emissions are as follows:

- Scope 1 Emissions: Direct emissions associated with natural gas used to heat offices.
- Scope 2 Emissions: Indirect emissions associated with purchased electricity in offices and co-located data centers.

The verification confirms the accuracy and completeness of the information provided to substantiate Cloudflare's 2021 GHG emissions reporting. Cloudflare's total reported emissions are 15,622.03 MT CO₂e. Verified emissions by scope are as follows:

- Scope 1: 134 Mt CO₂e
- Scope 2: 15,488.03 Mt CO₂e (location based)

SBC has found no evidence that Cloudflare's 2021 GHG emissions reports or data were incorrect, as everything was found to be presented fairly and in accordance with stated criteria in line with the GHG Protocol Corporate Accounting and Reporting Standard and the ISO 14064 Standard.

The verification statement is signed by a Lead Verifier and Peer Reviewer. The Verifier and Peer Reviewer have a combined 30 years of experience in Sustainability Consulting.



Courtney Blann, Lead Verifier
(MBA Strategy and Sustainability, MPS Data Analytics)
July 2, 2022



Ruth Lee, Peer Reviewer
(BA, Community, Environment Data & Planning)
July 2, 2022

For more information, please visit cloudflare.com/impact.