



Glossary

Review the definitions for terms used across Cloudflare's AI Crawl Control documentation.

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Term	Definition
AI crawler	A bot which scrapes content from websites in support of an AI model, including by scraping content for indexing, retrieval augmented generation, or training.
category	A classification describing a crawler's stated purpose: "AI Crawler", "AI Search", "AI Assistant", or "Search Engine". One category per crawler.
Content Signals	An emerging IETF standard for expressing AI content preferences via HTTP headers or metadata. Aims to replace non-standard vendor signals. Refer to contentsignals.org.
crawl	A single HTTP request from a bot to access a page on your site.
crawler	

A specific bot operated by a company to access web content. One operator (like OpenAI) may run multiple crawlers (GPTBot, ChatGPT-User).

In-band pricing

Pricing transmitted in HTTP response headers alongside content. In Pay Per Crawl, the origin sets prices via the `crawler-price` header.

Merchant of Record

The entity who facilitates "buying and selling". For pay per crawl, Cloudflare is the merchant of record.

operator

The company or organization that owns and operates an AI crawler. Examples include OpenAI, Microsoft, Google, ByteDance, Anthropic, and Meta. In AI Crawl Control, crawlers are grouped by their operators.

Referrer

The site a user was on before visiting your domain, tracked via the HTTP `Referer` header. In AI Crawl Control, referrer data shows traffic arriving from AI platforms like ChatGPT or Perplexity.

robots.txt

A text file at the root of a website that instructs crawlers which pages they should or should not access. Compliance is voluntary. AI Crawl Control helps monitor which crawlers violate your robots.txt rules.

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