



**"we can clearly show to our customers that we are protecting them online and so they can surf safely whilst shopping with us in store "**

Always at the forefront of innovation and engagement with customers, IKEA introduced fast free public wifi, delivered by UK based YO Wireless, across their stores in 2014.

The safety and wellbeing of customers as they browse through the inspirational showrooms and the self-serve warehouse has always been extremely important to IKEA, and it was therefore a natural progression for them to look also at the online safety of customers whilst visiting their stores.

IKEA chose to do this by joining Friendly WiFi: the world's first Government-initiated safe certification standard for public WiFi. Having their WiFi services independently certified allows IKEA to display the colourful Friendly WiFi symbol that demonstrates to customers that they and their families are safe to use the internet without risking exposure to indecent images of children or inappropriate adult content.

The Friendly WiFi certification is a great compliment to the IKEA store Family Friendly facilities and adds to one of their core values to make every day a bit more wonderful – certification makes for a great and secure safe place to browse.

Friendly WiFi certification is the ideal way for IKEA to demonstrate their commitment to online customer safety:

"IKEA have proudly been Friendly WiFi certified since 2015, which is so important to the brand so we can clearly show to our customers that we are protecting them online and so they can surf safely whilst shopping with us in store."

IKEA's free public WiFi allows customers both to surf while they shop and also to access the IKEA app with ease, which enables customers to scan bar codes in store, see special offers, check availability of stock and much more.

IKEA have always been focused on making their customers' shopping experience easier, more enjoyable and more engaged: an ongoing process which has developed from the introduction of public WiFi, and which has now been taken to the next level by Friendly WiFi certification.