

# BECOME AN APPROVED PROVIDER

Friendly WiFi - It's good to know.



The Safe Certification  
Standard for Public WiFi

## Opportunity to become a Friendly WiFi Approved Provider

Becoming an Approved Provider with Friendly WiFi is a unique way and a platform to show your support for online safety for kids, young adults and families whilst being part of an innovative standard providing great exposure via many avenues.

Friendly WiFi works with a growing list of Approved Providers worldwide to introduce the seal of approval across their customer base, and to support providers by giving them the ability to display the logo showing their products are safe and certified by an independent body. Approved Providers include MSP's, WiFi Providers and IT Organisations



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**APPROVED PROVIDER**

“The government is committed to ensuring people have the information and tools they need to stay safe online and we are working with industry to provide the right solutions to online harms, It's great to see businesses empowering users to manage online risks through the use of the Friendly WiFi logo.”

**Margot James, Minister for Digital and the Creative Industries**

# WHAT IS FRIENDLY WiFi

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WiFi as we all know is growing everywhere. You can't have a day out, have a coffee, meal or do a bit of shopping without seeing free WiFi on offer and probably using it. Great for engagement with customers and an outlet now for marketing and promoting brands, however, WiFi can present online exposure for kids and families and an unhealthy and uncomfortable browsing environment.

Many WiFi services allow indecent images and pornography to be viewed by all, meaning kids and young adults can be exposed directly but also means that they can become exposed when an adult in their vicinity views such material – this raised many concerns.

Friendly WiFi was initiated by Govt, industry and leading experts in the field of online safety for kids to provide protection. Friendly WiFi independently certifies that a brand or venue's WiFi service blocks out indecent content. This is vital as it ensures that the correct level of filtering is in place or supports the brand or venue to put the correct filtering in place. What is unique is that the brand or venue are then able to display the Friendly WiFi trademark symbol to show to their customers that the WiFi is safe and not just free.

Friendly WiFi is important for CSR in this digital age and really shows that a company cares for online safety which they demonstrate by communication with customers to give them peace of mind that them and their families are safe online. Great for marketing with all the brands and venues being clearly shown on the Friendly WiFi map of certified WiFi venues plus lots of other benefits.

Starbucks  
customers enjoy  
their filtered coffee  
with their filtered  
WiFi - leading the  
way with safe  
certified WiFi



Safe Certification for your WiFi

**SAFE  
WiFi  
AVAILABLE HERE**







# WHAT'S THE EXPOSURE

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**This is vital for the Approved Provider and Friendly WiFi provides a recipe different to any other partnership opportunity out there**

- **Brands** – we work with key brands and venues who have all committed to the journey of online safety and put it at the forefront of their activity.
- **WiFi users** – there are 3 million plus users of Friendly WiFi certified WiFi each month and growing.
- **Industry** – we work with over 250 industry providers of WiFi services who are based all over the world delivering hardware, software, marketing and filtering solutions.
- **Government** – the initiators behind the standard who are at the top of the supporters of online safety and Friendly WiFi. Sets the foundation for working relationship with other areas such as Ofcom, NHS Digital, Department for Education – key Minister backing and support.
- **Charities and specialist organisations** – key drivers in the world of online safety, great support provided by NSPCC, WeProtect, Childnet, BBFC, Internet Matters to name a few.
- **Corporates** – even organisations who don't supply to the industry or have venues that include a WiFi service, they want to get involved and promote messages of online safety – Aviva and Sainsburys Bank are just examples of these relationships.
- **Parents** – via social media and relationship with schools, we are on a mission to drive awareness and education.

# JOIN THE FAMILY

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Working with Approved Providers is important for the development of Friendly WiFi to drive the standard into more venues, brands and countries. To further educate kids and parents and to strive to achieve a WiFi service everywhere that blocks out indecent material. It's innovative, it's unique and its for the protection of all of us to create a comfortable and safe browsing environment everywhere. Wearing the logo is a great way to get involved and join us on the journey with our growing base of certified customers and supporters.

## Some of our Proud Certified Customers



Chiltern Railways





# WHY BECOME AN APPROVED PROVIDER

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## Why would you want to become a Friendly WiFi Approved Provider

- Friendly WiFi was developed in collaboration with some of the world's largest WiFi providers, who not only support this initiative, but work closely on communicating Friendly WiFi to their customers and provide Friendly WiFi with ongoing technical support and policy guidance.
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- Because of the successful launch, the team introduced the Friendly WiFi 'Approved Provider' symbol. The symbol is available to suppliers of internet products and services who can evidence as part of their offering they are able to provide internet products or services to their customers which meet the Friendly WiFi content filtering specification.

## BENEFITS

- **Use of the Friendly WiFi 'Approved Provider' symbol** on your websites and marketing material
- Communicate your support of Friendly WiFi through your business and client channels
- Show your customers you can offer **safe products and services** which meet the Friendly WiFi content filtering specification
- Become a technical partner supporting our network and customers and us providing you business opportunities
- Be part of our network of Approved Providers and assist our Friendly customers, allowing them to engage with new providers and services
- Earn money for each of your Customers joining Friendly WiFi



# HOW TO GET APPROVED

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## BECOMING AN APPROVED PROVIDER IS EASY

The Friendly WiFi team will work with you to approve your company. The criteria - to verify you include the ability to provide internet products or services to your customers which meet the Friendly WiFi content filtering specification, as follows: -

1. The standard public WiFi offering will automatically filter web pages known to the IWF (Internet Watch Foundation) that depict indecent images of children, advertisements for or links to such content.
2. The standard public WiFi offering will also include filters to block pornography.

Once approved you will become a Friendly WiFi Approved Provider, able to display the Friendly WiFi symbol proving you can offer your customers safe solutions - [Apply Here](#)

### Some of our Approved Providers..





# START THE JOURNEY

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## CREATING VALUE FROM THE RELATIONSHIP

- **Marketing & communications** – we'll both benefit from communicating Friendly WiFi through our respective client and social media channels. We invite you to work closely with our marketing team to explore all marcomms options and get the most out of our collaboration.
- **Technical Partner** – we help each other with all things WiFi by using our expanding database of WiFi partners.
- **WiFi Solutions Partner** – Friendly WiFi is a route to providing your professional WiFi services to our customers.
- **WiFi Services Directory** – you can advertise via our new **WiFi Services** for Business directory.
- **Sales Incentives** – increase your revenues by promoting Friendly WiFi to your Customers - we provide you material and pay you for each sale you refer to us
- **Web Filtering Services** – we now offer Approved Providers Cloud based **Web Filtering** Services.

## JOINING FEE

No catch, there is no fee to become an Approved Provider



# SUMMARY

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Friendly WiFi provides a totally unique, creative and innovative platform to engage in many areas which in turn provides different marketing avenues for your brand and adds a digital element to your CSR activity and commitments whilst getting your staff involved and engaged.



**APPROVED PROVIDER**

To Apply to become an Approved provider please complete the online application form by clicking the button below:

**Apply**

Email: [fw@rdi-online.co.uk](mailto:fw@rdi-online.co.uk),  
Tel: (+44) 345 257 2140

**Some of our proud Supporters..**



Family  
Online Safety  
Institute



**IWF**  
Internet  
Watch  
Foundation

**NSPCC**



**UK Safer  
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Centre**  
www.saferinternet.org.uk

**WePROTECT**  
GLOBAL ALLIANCE  
— END CHILD SEXUAL EXPLOITATION ONLINE —



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