

BECOME AN APPROVED PROVIDER

Friendly WiFi - It's good to know.



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 innovate 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



“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.”

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.



Brands supporting a Safe WiFi experience





WHAT'S THE EXPOSURE

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The Safe Certification
Standard for Public WiFi

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 over 5 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, Home Office, Online Safety Security and Online Harms Directorate, Department for Transport – 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.

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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The Safe Certification Standard for Public WiFi

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



Keeping their passengers Safe Online



Keeping their visitors Safe Online



Barnet, Enfield and Haringey Mental Health NHS Trust



CUSTOMERS OF THESE GREAT BRANDS DO!

JOIN THEM BY SHOWING YOUR PUBLIC WiFi SERVICE IS CERTIFIED AND SAFE FOR CHILDREN TO USE.



To become certified simply apply at www.friendlywifi.com



Supporting a Safe WiFi experience for their Visitors



Brands supporting a Safe WiFi experience



PROVIDING CERTIFIED "FRIENDLY WiFi" ACROSS TERMINALS



Supporting a Safe WiFi experience

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.

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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 digital 
Friendly WiFi

The Safe Certification
Standard for Public WiFi

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:

- a) The IWF (Internet Watch Foundation) list.; or
- b) The Project Arachnid URL list

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

Some of our Approved Providers..



START THE JOURNEY

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Standard for Public WiFi

APPROVED PROVIDER

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 and partners.
- **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

JOINING FEE

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



SUMMARY

Friendly WiFi - It's good to know.



The Safe Certification
Standard for Public WiFi

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,
Tel: (+44) 345 257 2140

Some of our proud Supporters..

