

BECOME AN APPROVED PARTNER

Friendly WiFi - It's good to know.



Opportunity to become a Friendly WiFi Approved Partner

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

Friendly WiFi works with select companies as partners who they feel share the same passion for innovation, serious about supporting online safety and looking to invest some of their marketing budget into something a little bit different and creative.



“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 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.



Keeping their young Visitors Safe Online



WHAT'S THE EXPOSURE

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This is vital to the Partner 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 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 Partners 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. Partnership 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

DO YOU PROVIDE WiFi AT YOUR
VENUE or LOCATION?
DO YOUR CUSTOMERS
KNOW YOUR WiFi IS SAFE?



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

DO YOU PROVIDE WiFi FOR YOUR
PASSENGER TRANSPORT
TERMINALS AND VEHICLES?
DO YOUR PASSENGERS
KNOW YOUR WiFi IS SAFE?



PASSENGERS 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

WHY PARTNER

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Why would you want to become a Friendly WiFi partner

- Profile within the world's first initiative for online safety in public places
- High engagement within a very targeted and relevant audience
- A unique and creative way to engage within the sector
- Platform to communicate to the industry, potential customers and staff
- CSR – puts your company firmly on the map in the responsibility you take and your approach to online safety

BENEFITS

- Stronger association with world's first certification standard for public WiFi - through use of the Approved Partner logo
- Supporting the journey of protecting children and young people whilst online
- Exposure to a growing number of WiFi providers and industry associates – global
- Exposure directly to brands
- Industry Networking
- Demonstrating Corporate Social Responsibility
- Sales Development through Friendly WiFi Partner and Industry channels
- Access to industry knowledge, products and technical information
- Exposure and updates from leading online safety organisations

WHAT DO YOU GET

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THE PACKAGE

Free advertising in the WiFi Services Directory

Includes free advertising in up to all '9' categories (where relevant) in the directory, including the ability to update adverts ongoing throughout the period

Partner added to the Partners page and provided use of the Approved Partner logo

1 advert on the Partners page (including hyperlink to chosen URL)

50 Social Media posts to advertise your services throughout the year

50 Posts to be written by Friendly WiFi and posted throughout the period via social channels (i.e. Twitter, Facebook and LinkedIn)

6 Blog Posts on our Industry Blog page

Partner to provide 6 blog posts throughout the period. Blog post content to be reviewed and agreed with Friendly WiFi prior to posting. If content is pre-agreed and information provided, Friendly WiFi can write the blogs on the behalf of the partner

10% discount for any of the partner's direct Customers wishing to join Friendly WiFi certification

A 10% discount will be provided to any active Customers of the partner (excluding software distributors, VARs, system integrators, managed service providers and other companies providing IT-services or products) wishing to join Friendly WiFi



WHAT DO YOU GET

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THE PACKAGE

20% referral fee paid to the Partner for any Customers introduced to Friendly WiFi and successfully joining the certification

Friendly WiFi will pay the partner 20% of the Friendly WiFi fee for each Customer successfully introduced to the certification by the partner (subject to the partner, or the partner's customer providing suitable evidence of the partner introduction)

Use of Approved Product logo

Use of the logo on products and product packaging which meet the Friendly WiFi specification

Inclusion in business opportunities and leads

Any approach by clients looking for technology solutions (or related services) which Friendly WiFi evaluates that the partner can provide, the partner will be presented to such opportunities alongside other capable Approved Partners

Marketing of potential clients

When marketing technology solutions of Approved Partners, potential new clients will be encouraged to contact our partners directly

Direct marketing to network of MSP's and clients

Partner to provide relevant information that can be presented in an e-shot to target customers that provides details of the partner products and services

Quarterly reviews

Every quarter a partner review will be conducted between Friendly WiFi and the partner

Email Signatures

Partner logo added to Friendly WiFi email signatures with hyperlink to Partners page

START THE JOURNEY

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COST

To deliver the partner programme there is an annual cost of £4,500.

Or why not consider becoming a Sponsor..

Speak to us for further details.



SUMMARY

Friendly WiFi - It's good to know.



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.



To find out more about this fantastic opportunity and discuss it further, please contact:

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Online Safety
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Internet
Watch
Foundation

NSPCC



**UK Safer
Internet
Centre**
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WePROTECT
GLOBAL ALLIANCE
— END CHILD SEXUAL EXPLOITATION ONLINE —



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