STARBUCKS WAS ONE OF THE FIRST TO BECOME A FRIENDLY WIFI APPROVED VENUE.

In fact, it had already signed up to the standard when Friendly WiFi launched in July 2014.

At that time Starbucks operated in over 700 locations in the UK and had long been one of the most recognisable brands on the high street.

Talk about "public WiFi" and, perhaps, thoughts immediately turn to coffee shops. Starbucks led the high street by offering free WiFi from 2011, and by 2014 'coffee culture' and useable internet access were inseparable ideas.

Starbucks understood the risks and was keen to establish its corporate responsibility in this area. Having become an approved venue it launched an in-store campaign in January 2015 to show its commitment to the standard, and to communicate to their customers that it was safe to use their WiFi.

Starbucks operates its own company-owned stores, plus a network of franchise stores.

To ensure consistency, Starbucks worked with BT Wi-fi to have content filtering in place which Friendly WiFi could then certify.

Friendly WiFi director Beverley Smith said: "Starbucks was one of the pioneers of Friendly WiFi, and has clearly showed its commitment providing a safe online experience.
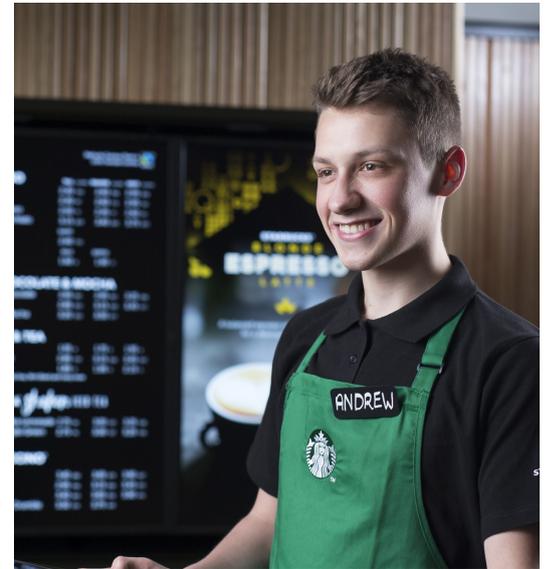
"Starbucks is an iconic brand, and have Starbucks as part of the Friendly WiFi family has brought safe public internet to the front of people's minds."

In January 2017 an in-store poster campaign further emphasised Starbucks commitment and ongoing support to keeping consumers safe online.

Simon Redfern, vice president of corporate affairs at Starbucks in Europe said: **"We were delighted to support the Friendly WiFi initiative from the outset. Our customers love using the free WiFi available to all in our stores.**

He added: **"When they see the well-recognised Friendly WiFi logo in our stores and on our landing page, all of our customers - but particularly young people and their parents - can be reassured they can go online safely at Starbucks."**