

BECOME A FRIENDLY WiFi RESELLER

Friendly WiFi - It's good to know.



Opportunity to become a Friendly WiFi Reseller

Becoming a Reseller of 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 Resellers worldwide to introduce the seal of approval across their customer base, and to support the industry by giving them the ability to display the symbol showing their products are safe and certified by an independent body. Resellers options are available to MSP's, WiFi Providers and IT Organisations, who have achieved Approved 'Provider' or Approved 'Partner' status to show they are able to provide content filtering solutions which meet the Friendly WiFi minimum filtering specification.

Eligible Resellers:



“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

BENEFITS TO YOUR CUSTOMERS

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- Use of the Friendly WiFi symbol on your Customers WiFi splash pages, websites and digital marketing – see examples of WiFi splash pages [here](#)
- Use of the Friendly WiFi 'Safe WiFi' stickers to be placed at your Customer venue (or if preferred, they can add the digital symbol to their existing WiFi signage)
- Your Customer venues are added to the Friendly WiFi venue search locator, see <https://www.friendlywifi.com/friendly-venues>
- Your Customers brand or venue logo added to the Friendly Venues page with a hyperlink to their chosen URL
- We write a press release to announce your Customer brand or venue joining Friendly WiFi to show their support for providing a Safe WiFi experience ([see example here](#)) – this is optional but has a great impact and usually focused on recognised brands and includes their WiFi provider
- Throughout the annual certification period, we promote your Customer venue/brand as a Safe WiFi venue and showing their support for online safety ([see examples here](#)) – we include the WiFi provider
- We work with their Marketing and Brand teams to develop and promote them being part of the initiative (i.e. insertions in newsletters, promotional material, safety advice etc) – or if preferred, we work through the WiFi provider
- Customers provided access to online safety and reporting advice via linkage to the Friendly WiFi website – see <https://www.friendlywifi.com/stay-safe-uk>



HOW WE MAKE THIS WORK

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The Safe Certification Standard for Public WiFi

For your Customers, we encourage you to consider offering the Friendly WiFi certification with your WiFi (for those customers who wish to filter content such as Child abuse material & Pornography). To enable this, we now operate the following model which makes it easy to include with your pricing without making too much impact commercially, but giving your customers **the benefit that Friendly WiFi certification brings:**

We work with your company to understand the number of access points that you determine you may be able to attract or include for the Friendly WiFi certification annually – we suggest this would be a mixture of your renewals and new business. There is a simple table below which shows the annual number of access points that you would choose to commit to for the year which would result in you qualifying for the discounted access point price (please note, we do not ask you for any guarantee for year 1, we simply grant you the fixed price based on your assumption and then review the numbers for accuracy at year 2). This would be charged on a monthly basis.

Price Per AP/Per Year (GBP)	£8.39	£5.59	£2.80	£1.40	£0.70
Access Points Committed Per Year	500	1000	1500	6500	10000

Working example:

If you commit to 6500 access points per year (above). One of your Customers with 200 access points would cost you $200 \times £1.40 = £280$, charged monthly at £23.33 per month. Bear in mind this Price Per AP is based on your target of certifying a minimum of 6500 access points. This is massively discounted from our standard 'direct to customer' rate card, making it affordable to potentially include the certification as standard with all of your WiFi installations (with the exception of those who do not require or need content filtering).

HOW WE MAKE THIS WORK

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The Safe Certification Standard for Public WiFi

Using this option, the process for adding new Customers is very simple. For each new Customer you add to the certification each month you simply let us know by completing [this online form](#) then we take care of the rest, but rest assured we only deal with your client directly if you authorise us to (see the questions on the online form).

Following the end of each month, you send us a summary of the Customers and number of access points added then we collect payment by DD or Monthly Invoice within 30-days. This is working really well with other providers and they are enjoying the benefits and value this adds to their WiFi proposition. We hope you too can also benefit from including Friendly WiFi with your services.

Join some of your great Customers to our growing network of Friendly WiFi Certified venues....



SUMMARY

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digital 
Friendly WiFi

The Safe Certification
Standard for Public WiFi

"The Friendly WiFi Reseller option provides a unique value added approach to your WiFi proposition. It shows you are committed to driving safety standards through to your Customers by providing them 'Safe online protection' in a way that communicates their commitment to making the internet a safer place "

To Apply to become a Reseller please
email : fw@rdi-online.co.uk, or
telephone us on (+44) 345 257 2140



Some of our proud Supporters..

