

# Friendly WiFi Certification

Your Step-by-Step Guide to Becoming Approved



Welcome to the Friendly WiFi certification process. Below is the structured, step-by-step journey designed to validate your public WiFi service, ensure robust safety controls, and grant your organisation the official certification standard.

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## Complete the Online Application

The first step is to complete the short [online application form](#). This provides us with the key information we need about your public WiFi service, the locations or environments to be certified, and the relevant contacts involved.

*\* Where appropriate, we can also liaise directly with your WiFi provider or technology partner to make the process as straightforward as possible.*

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## Acceptance of Terms and Conditions

The Friendly WiFi terms and conditions can be accepted as part of the online application process. This confirms the organisation's agreement to the certification requirements, use of the Friendly WiFi symbol, and the ongoing licence terms associated with the certification.

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## Confirmation of Costs and Annual Licence Fee

Following acceptance of the terms and conditions, we will confirm the annual certification cost based on the agreed scope of the certification. This may be based on the number of venues, branches, sites, access points, vehicles, locations or other relevant environments being included.

The annual licence fee covers the certification process, evidence review, filtering validation, testing, customer journey checks, spot checks during the certification period, use of the Friendly WiFi Approved symbol, certified estate listing where applicable, and ongoing support throughout the licence period.

Once the cost has been confirmed and accepted, an invoice will be issued for the annual certification licence fee.

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## Evidence Gathering and Filtering Validation

Once the application is received, we request the relevant evidence to validate that the WiFi service meets the Friendly WiFi certification standard. The standard requires filtering to block child sexual abuse material (CSAM) and pornography using recognised filtering systems. Terrorist content is currently advisory, but always reviewed as part of our wider assurance process.

Validation may include provider evidence, confirmation of filtering arrangements, recognised block lists in use, screenshots, technical documentation and/or agreed testing, depending on how the WiFi service is delivered.

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## Testing and Service Review

We review the WiFi service to confirm that required filtering is in place and operating as expected. This may include online testing carried out by Friendly WiFi where practical. Where direct testing is not practical, we may ask your provider to complete agreed checks and share the results.

Some elements, including the use of recognised block lists such as Project Arachnid or IWF, are usually validated through evidence gathering and provider confirmation rather than through the standard online test alone.

Where relevant, we may also review the user journey, including how users access the WiFi service and whether the Friendly WiFi symbol can be displayed clearly on the splash page, landing page or other appropriate digital touchpoints.

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## Data Register and Certified Estate Mapping

We will ask you to complete a simple data register to capture the key information needed to manage the certification throughout the licence period. This maps out the certified estate and may include venues, stations, depots, vehicles, sites, SSIDs, WiFi provider details and relevant contacts.

The register helps ensure our records remain accurate and allows us to support ongoing testing, review, renewal activity and visibility of the certified locations.

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## Certification Approval & Symbol Deployment

Once the service has been validated and approved, we will formally award the Friendly WiFi certification. You will receive the **Friendly WiFi Approved** symbol and digital assets for use across your channels (splash pages, websites, signage, and materials).

***The Value of Certification:*** *The filtering may already be working quietly in the background, but the Friendly WiFi symbol turns that invisible protection into visible reassurance for users, customers, families, and stakeholders.*

*\* Certification becomes active once approval has been completed and the licence has been activated.*

### Promotion, Launch Support and Ongoing Assurance

We will work with you to agree any appropriate promotional activity. This may include announcements, social media support, website visibility, case study content or sector-specific communications.

Certification is not just a one-off approval. During the licence period, Friendly WiFi continues to provide independent validation, ongoing checks and support to help ensure the certified standard is safely maintained.

**Our Shared Aim:** To give your organisation a clear, independent, and recognisable way to demonstrate that your public WiFi service is being delivered responsibly and safely.