



# Your Questions Answered

## Friendly WiFi - FAQ

### What is the Friendly WiFi certification?

An agreement was made collaboratively with UK Government (UK Council for Child Internet Safety) and the UK's main WiFi Providers (ISP's) which sets out a minimum standard of filtering that must be achieved in order to become Friendly WiFi certified in the provision of providing public WiFi services.

The Friendly WiFi certification has been set up and licenses the use of its Friendly WiFi Approved symbol to brands, venues and locations who provide public or guest internet access and meet these standards of content filtering.

### I already have filters on my Public WiFi service, how does Friendly WiFi certification benefit my organisation?

Meeting the standard and becoming certified allows organisations to take control of the quality of the WiFi service they provide. Certification enhances your brand reputation by giving visual peace of mind (through use of the Friendly WiFi symbol) to parents, families and your WiFi users. It attracts greater loyalty by demonstrating your adoption of strong Corporate Social Responsibility values. We often compare it to venues displaying signage for physical safety, why not let your customers know your WiFi is also safe and join many other brands in supporting the protection of children and young people online. Ongoing certification makes sure the filtering solutions that you are required to maintain to protect your WiFi users, are present and kept up to date - we inform you of new and upcoming changes that help to improve your levels of protection.

### Is Friendly WiFi a hardware or software product that I need to purchase and add to my current WiFi setup?

**No**, Friendly WiFi is a **certification standard**, which means **we are not selling you any hardware or software product**. We work with you to certify your existing WiFi solution, which includes checks and validations to ensure it is meeting the minimum filtering standard.

## Supporters



**GOV.UK**

**Initiated Safe Standard for Public WiFi**



[www.friendlywifi.com](http://www.friendlywifi.com)



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**What is the minimum standard of filtering my organisation must achieve in order to become certified and use the Friendly WiFi Approved symbol?**

Wherever you see the Friendly WiFi symbol, this means the public WiFi service has been checked and is filtered to meet the two levels of protection as specified below:

1. The standard public WiFi offering will automatically filter Child Sexual Abuse Material using an approved block list (most WiFi providers have access to these lists, or we can advise)
2. The standard public WiFi offering will also include filters to block Pornography

**What if my WiFi setup does not meet the minimum standard of filtering required for the certification?**

As part of our initial checks, we ask you to provide details of your filtering solution, which will include details of your WiFi solution, or the WiFi provider you use. If we identify that you are not compliant, we are able to guide or assist you, or your WiFi provider, to achieve the required standard. In some instances this may just be a case of activating additional levels of filtering in your current solution.

**Is there a fee to become Friendly WiFi Certified?**

Yes, to join you pay an annual licence fee. This will be calculated on the number of WiFi Access Points or number of Venues. To give you an idea, a venue or location with a single access point will pay less than £30 per year! However, venues or locations with a large estate, or WiFi coverage, will benefit from large scale discount. For non-profit or charities the fee is reduced by 50%.

**Why would my organisation want to be Friendly WiFi certified?**

84% of adults use public WiFi and 1 in 12 adults use it to watch pornography. Being certified helps to deter this type of activity and provides visual reassurance to families, parents and young people the environment they are in is safe and their browsing experience is protected. Why wouldn't your organisation want to join many other brands, venues and locations by making this positive move?

**Can I join over a longer term?**

Yes, many of our larger clients join for 3 or 5 years.

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**We never get reports of anyone watching anything indecent on our network so should we be worried?**

Yes. Just because it is not getting reported, doesn't mean that it doesn't happen. Your WiFi users could be too embarrassed to report it, not sure who to go to or would just rather walk away and get away from the situation. It will leave a bitter taste and will be a bad customer experience, plus damage your brand – this is why it is important to get ahead of the game and ensure you are filtering and if you are, show you are then your customers know you are doing your best to protect them.

**How can I use the Friendly WiFi symbol once I have achieved the standard and been awarded the certification?**

The majority of our clients display the Friendly WiFi Approved symbol on their WiFi landing pages, or on their websites where they talk about their Public WiFi services. See examples of client landing pages [here](#). For smaller venues, we can also provide window stickers.

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### What do I get when I become certified?

Once we have verified your public WiFi service is compliant, you are Friendly WiFi certified, which includes:

- Annual (or longer term license) to use and display the Friendly WiFi symbol
- Issue of digital logos
- Your organisation, venues or locations added to the Friendly WiFi locator map at [friendlywifi.com](http://friendlywifi.com)
- Your organisation/brand logo added to the Friendly WiFi website
- your organisation/brand communicated periodically throughout the license term via our social media channels to show you as certified and demonstrating your support for a safe online experience
- Options to communicate you becoming certified via press release, plus case studies
- Periodic testing of your WiFi to ensure you maintain the minimum standard of filtering
- Annual review prior to renewal date

### How do I join to become Friendly WiFi certified?

Joining is easy. Simply visit our [website](#) and complete the online form [here](#). Once we receive your application, we will provide you with details of the fees and begin the onboarding process.

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