



**DO YOUR WIFI USERS
KNOW YOUR
WiFi IS SAFE?
NOW YOU CAN TELL THEM**

Friendly WiFi - It's good to know.

The certified Safe WiFi standard for Public WiFi allowing businesses to take control of the quality of WiFi service they provide. Certification enhances brand reputation by giving peace of mind to parents and families, attracting greater loyalty.

Features

- Independent and widely recognised safety standard for public WiFi
- Unique, high-impact logo and promotional material to differentiate a brand
- The brand represented on the unique Friendly WiFi locator directory
- Digital and Physical logos to differentiate the brand as a provider of safe WiFi
- Membership to a community with access to online safety help and advice
- Fully portable and not reliant on the the same WiFi provider

Advantages

- Supports CSR strategies to demonstrate online safety credentials and enhances corporate profiles by being part of a world's first standard
- Allows the brand to promote the importance of online safety to their customers
- Active member of a pioneering community that will influence Safe WiFi development
- The brand included in promotional and social activities to show its support for online safety

Technical Requirement

For the certification to be active venues and locations worldwide displaying the Friendly WiFi symbol must prove their service blocks access to pornography, images and videos of child sexual abuse and web pages known by credible list providers to host indecent images of children. Venues and locations must meet the Minimum Filter Specification below:

Minimum Filter Specification

The symbol is to be displayed at venues of organisations who are licenced by Friendly Wi-Fi to inform customers and the general public that the Wi-Fi service at the venue is filtered to meet the levels of protection as specified:

Technical Requirement continued..

1.The standard public Wi-Fi offering will automatically filter:

a)The IWF (Internet Watch Foundation) list and participate in the IWF Self Certification process.

The IWF URL List is a list of URLs (webpages) that depict indecent images of children, advertisements for or links to such content. The list typically contains 900 URLs at any one time, and can vary between 600 and 1500 URLs. It is updated twice a day to ensure all entries are live. The self-certification process verifies that the filtering system for blocking URLs included in the List has been tested regularly; **or**

b)The Project Arachnid URL list

Project Arachnid is an innovative tool designed by the Canadian Centre for Child Protection to reduce the public availability of child sexual abuse material. As part of this Project, an API is made available to industry to assist with preventing this type of material from entering their systems. The Project Arachnid URL list is a part of the larger API, and contains thousands of URLs at any given time.

2.The standard public Wi-Fi offering will also include filters to block pornography and will use generally recognised list providers to filter pornography

This will help prevent children and young people from accessing inappropriate pornographic material themselves, and should also limit accidental exposure to inappropriate material that nearby adults might be looking at in public.

Friendly WiFi defines pornography as any content whose primary purpose is sexual arousal or stimulation. This content need not contain nudity. Friendly WiFi may consider certain 'glamour' works to be pornographic.

Pornographic content will typically include:

- explicit images of real sexual activity (for example, masturbation, oral sex, penetration, ejaculation)
- sexual activity with graphic detail (for example, sight of genitalia or non-explicit images of masturbation, oral sex, penetration, ejaculation)
- sexual fetish material
- very strong references to sexual behaviour using strong pornographic terms

(Such content may not be regarded as pornography if its primary purpose is not sexual arousal or stimulation.)

Friendly WiFi will not consider as pornography detailed breast and genital nudity within a sexualised context provided the images (i) form part of a genuine sex education work and (ii) are present only for the purpose of education.

Provided condition (ii) above is met, Friendly WiFi will not consider as pornography any genuine sex education and advice.