

What is Friendly WiFi?

Friendly WiFi is the world's first accreditation scheme for public wi-fi. Initiated by the government and the UK's largest wi-fi providers, accredited partners are able to proudly show parents and children that the wi-fi service in their venue is safe and family friendly.

The Friendly WiFi scheme independently checks that the wi-fi provided meets an industry standard to filter out dangerous content, such as child sex abuse images and pornography.

BT Wi-fi are proud supporters of the Friendly WiFi scheme, and our BT Wi-fi Protect content filtering system is compliant with Friendly WiFi standards – so we can help our site partners become accredited.



Why become accredited?

As an accredited Friendly WiFi partner, your business can:

- Show your users and their children that you're socially responsible and committed to online safety.
- Display the Friendly WiFi badge in your venue to show customers your wi-fi is safe; as a minimum, blocking illegal content and pornography.
- Feature the Friendly WiFi badge on your BT Wi-fi branded landing page.
- Be listed in the Friendly WiFi online search directory.
- Be included in Friendly WiFi social media and promotional activity.
- Be a part of the Friendly WiFi scheme's nationwide education programme about keeping children safe online

The Friendly WiFi badge

It's the ambition of the scheme and it's supporters that the Friendly WiFi badge acts as a safe flag for our high streets, synonymous with child internet safety.



As an accredited partner, your business would be encouraged to clearly display the Friendly WiFi badge on your branded landing page, or make it visible on signage within your venue. When displayed, parents and children can be assured your business has the correct filters in place and your wi-fi service is safe to use.

“ Keeping children and young people safe online is of paramount importance. The Friendly WiFi scheme has been a great success in the UK, and is another example of how we are a world leader when it comes to making the internet more child-friendly. It's extremely encouraging to see so many providers supporting the scheme and raising standards. ”

Baroness Shields, UK Minister for Internet Safety & Security
November 2015

For more information about becoming a Friendly WiFi accredited partner, contact your account manager. Alternatively, you can email btwifi.sales.leads@bt.com or call **0808 100 0656***

*Calls from BT landlines and mobiles are free.