

BT Wi-fi Protect

What is it

BT Wi-fi Protect is a new product from BT that allows our wi-fi partners to restrict access to pornographic websites.

Your customers will be able to access the internet as normal, unless the web page they're trying to access is listed as pornography. In these cases a page will appear to say they've attempted to access a site that's inappropriate to view in a busy, public environment.

Benefits

We've designed the product to help relieve the worry of what could be viewed in public on your premises that could be inappropriate or cause offence. BT Wi-fi Protect allows BT Wi-fi site partners who choose to apply content filtering, to block access to pornographic material.

When BT Wi-fi Protect is live, customers searching for blocked material will see a simple message explaining why the user cannot access the chosen website. You can tailor the page to reflect your branding.

The vast majority of customers can browse as they normally would. This is because unlike other filtering solutions, BT Wi-fi Protect can simply filter the pages which are inappropriate rather than the entire website.



How does it work

BT Wi-fi has partnered with Symantec, an industry leader in the field of internet security and protection, to provide the BT Wi-fi Protect service. It uses the Rulespace internet database categorisation engine. This database is updated constantly, using robots to trawl the internet and categorise websites as they are developed and launched ensuring we keep up with the dynamics of the web.

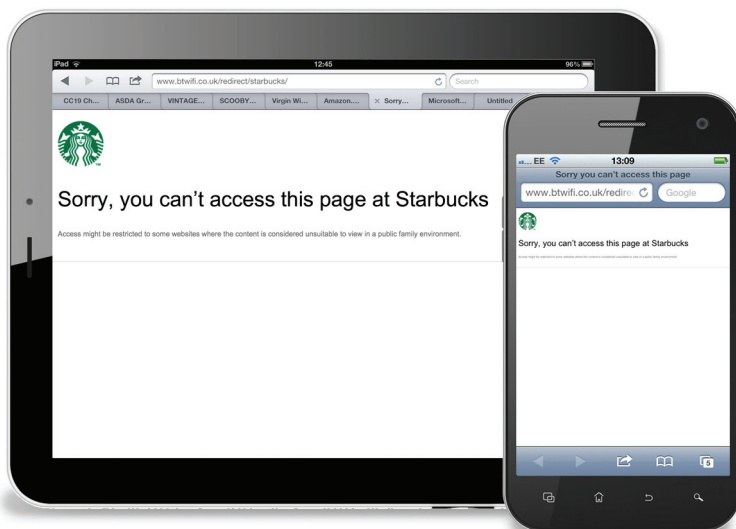
Rulespace defines pornography as websites which contain sexually explicit material for the purpose of arousing a sexual or prurient interest.

Information on the percentage of traffic blocked and the top URLs blocked can be provided upon request.

What we'll need to do so you can benefit from BT Wi-fi Protect?

In order to provide the BT Wi-fi Protect service there are three areas that we'll need to work on together.

- 1 **Technical:** The BT Wi-fi Protect service is network based. We will review the current network design and may need to make configuration changes to your routers remotely. BT will not have to visit your site or change any of your hardware. Any changes would be completed out of hours so absolutely no disruption to you.
- 2 **Legal:** For existing site partners, we will need to make a small change to the current contract so it includes BT Wi-fi Protect.
- 3 **Online:** The service uses a redirect page to tell users when they cannot access a restricted page. This can be bespoke to your brands. We would create a draft version of this page for site partner input and sign off.



Next Steps Contact your BT Wi-fi account manager for more details