Dear **[INSERT NAME]:**

I am reaching out in hopes you will consider taking a much-needed step in keeping your hotel environment safer and void of illegal Internet activity.

Enough Is Enough (EIE), a national non-profit organization fighting to make the Internet safer for children and families since 1994, requests your action to improve the safety of your public Wi-Fi services. EIE represents parents, child development experts, technology experts, and others around the nation who are eager to see your company become a leader in this space.

While the Internet offers tremendous benefits to both youth and adults alike, it unfortunately also opens up access to a dark side that includes, but is not limited to, pornography, child sexual abuse material (CSAM) (i.e. child pornography,) sexual predation, sexual abuse, and objectification.

Because of this, I am contacting you to urge you to consider voluntarily filtering the public Wi-Fi services provided by [HOTEL XYZ]. By doing so, **[HOTEL XYZ]** could best serve its guests and staff by blocking access to hardcore pornography and CSAM in its public spaces including lobby/restaurants/outdoors areas (and illegal CSAM in the guest rooms) using technology that is readily available, creating a welcoming and inviting environment for all who stay on your property.

Today, anyone with unrestricted internet access is just a click away from viewing, either intentionally or accidentally, sexually explicit material online, most of which depicts themes of racism, incest, and violence against women. Even illegal material depicting the actual sexual abuse of a child—once only found on the black market—is instantly available and accessible on the mainstream Internet, and is easily discovered on unfiltered WiFi networks.

Pornography has changed. Extreme content is the new norm. Analysis of the 50 most popular pornographic videos (those bought and rented most often) found that 88% of scenes contained physical violence, and 49% contained verbal aggression. [i]

Eighty-seven percent of aggressive acts were perpetrated against women, and 95% of their responses were either neutral or expressions of pleasure—which literally teaches that women enjoy sexual violence.[ii] Further, a February 2018 headline in Esquire Magazine read, "Incest is the Fastest Growing Trend in Porn."[iii]

Fourteen states have formally declared that pornography is a public health crisis, as peer-reviewed research demonstrates that for many pornography users, repeated exposure and use is correlated to problematic sexual behaviors that can lead to porn-induced erectile dysfunction, divorce or failed relationships, and even sexually aggressive and violent behaviors.[iv]

When any institution fails to filter hardcore pornography and child sex abuse images from its public Wi-Fi, it is failing to create a safe environment for both those who could be exposed to the exploitive content, and other nearby customers.

Unfortunately, Wi-Fi policies alone prohibiting the viewing of sexually explicit material are not enough—even when it comes to CSAM, as evidenced by the national news stories highlighted below:

- *A 72-year-old man from the Houston area was arrested after he admitted to deputies he was viewing child pornography on his laptop at a Starbucks. Investigators reviewed his laptop and found hundreds of pornographic photos and videos involving children. (Houston Chronicle, Feb. 7, 2019)*

- *A fugitive sex offender was taken into in police custody after two years on the run for charges of child pornography and soliciting a child over the internet. He was captured while using Starbucks' free Wi-Fi in Altamonte Springs, FL in January 2019. (WFTV Channel 9/Orlando, Jan. 9, 2019).*

- *A 36-year-old Nashville man was recently sentenced to 105 years for taking videos while molesting children and then "distributed the material on the internet, using public available Wi-Fi connections in an attempt to thwart detection by law enforcement." (News Channel 5/Nashville, April 16, 2018)*

- *A 73-year-old South Carolina man sat in his car with his laptop to use the Wi-Fi offered by Lowe's to view young boys engaged in sex acts and young girls clothed in just their underwear. (The Daily Mail, Dec. 11, 2014)*
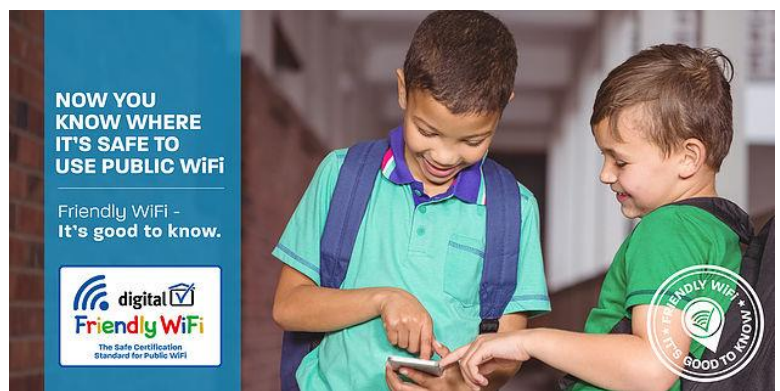
Modern-day Wi-Fi filters can be specifically tailored to filter only CSAM and hardcore pornography. By implementing a safe, friendly Wi-Fi policy and effective filtering, **[HOTEL XYZ]** will help to:

- Prevent guests and staff from being exposed to sexually violent and exploitive pornography and child sex abuse images when using your Wi-Fi services;

- Prevent sexual predators from accessing illegal child pornography and flying under the radar of law enforcement by using your Wi-Fi services;

- Prevent children and teens from easily bypassing filters and other parental control tools set up by their parents when logging onto public WiFi;

- Avoid a potentially hostile and toxic environment, including sexual harassment, for hotel employees and guests;
- Reinforce your hard-earned family-friendly brand;

- Establish **[HOTEL XYZ]** as a leader among others in the hospitality industry to ensure the safety of its guests, staff and others by implementing effective Internet safety policies that include filtered Wi-Fi; and

- Maintain consistency regarding best practices and staff/guests-friendly policies.

When you provide your guests and staff with a safe, filtered Wi-Fi experience, **[HOTEL XYZ]** will qualify to join the "Friendly WiFi" certification program which will allow you to advertise that your public Wi-Fi is safe. Think of it as the equivalent of a Good Housekeeping™ seal of approval in the digital age.

Imagine this positive message in the media: *"[HOTEL XYZ] is pleased to become one of the first in the hospitality industry in America to join the "Friendly WiFi" certification to protect children and adults from viewing exploitive Internet content when using hotel WiFi. By proactively filtering hardcore pornography and child sex abuse images on our public W-Fi daily, [HOTEL XYZ] is committed to providing a safe and family-friendly environment to give our guests and employees peace of mind."*

Corporate America has already responded to EIE's Safe WiFi Campaign to filter porn and CSAM on its public Wi-Fi and protect its patrons and employees. As a result of EIE's SAFE WiFi[v] efforts, McDonald's is now filtering Wi-Fi in 14,000 stores nationwide and Subway in its company-owned stores. Starbucks began filtering in approximately 8,500 company-owned chains as of 2019.

Further, Hilton Worldwide, Starwood Hotels & Resorts, Hyatt Hotels Corporation, and Intercontinental Hotels Group have all committed to stop selling on-demand pornography in guestrooms.

By administering the readily-available and affordable technology solutions, **[HOTEL XYZ]** can send a message to your current and future guests, as well as employees, that their safety is a priority and that sexual exploitation is not tolerated in your hotel chain.

A decision to filter Wi-Fi is a "win-win" for all and will offer tremendous a public relations opportunity for **[HOTEL XYZ]** as our past media campaigns related to the above-mentioned corporate giants went viral. EIE will stand behind your decision to filter and give a public "shout out" for doing what it right. We'll also share an announcement with our extensive

database of supporters and activists, national media contacts, and with 100-plus NGO members of EIE's Safe WiFi Coalition.

I truly hope you will consider moving forward expeditiously. I welcome the opportunity to discuss these efforts further.

Sincerely,

Donna Rice Hughes
President & CEO
Enough Is Enough

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[i] Ana J. Bridges, Robert Wosnitzer, Erica Scharrer, Chyng Sun, and Rachael Liberman, "Aggression and Sexual Behavior in Best-Selling Pornography Videos: A Content Analysis Update," Violence against Women 16, no. 10 (2010): 1065–1085.

[ii] Ibid.

[iii] O'Neil, Luke, "Incest Is the Fastest Growing Trend in Porn. Wait, What?" Esquire. https://www.esquire.com/lifestyle/sex/a18194469/incest-porn-trend/

[iv] Pornography and Public Health: Research Summary, National Center on Sexual Exploitation. https://endsexualexploitation.org/wp-content/uploads/NCOSE_Pornography-PublicHealth_ResearchSummary_1-14-19_FINAL.pdf

[v] https://enough.org/safewifi