

Enough Is Enough's[®] Safe WiFiSM campaign calls on corporate America to voluntarily filter pornography and child sexual abuse material (CSAM) on its public WiFi so that children, youth, families and adults can be provided a safer, more friendly WiFi environment.

Join Starbucks and McDonald's in adopting Safe WiFiSM



1 IN 6 PEOPLE USE PUBLIC WIFI TO VIEW ONLINE PORNOGRAPHY
Of those who admit to it, **40 percent said they've done so in a Hotel/Airbnb.**

(2017 Global Survey by Norton by Symantec)

**UNFILTERED WIFI ALLOWS
PREDATORS/TRAFFICKERS ACCESS TO CHILD
SEXUAL ABUSE MATERIAL (CSAM) AND
POTENTIAL VICTIMS.**

**CSAM is illegal to produce, distribute and
download.** In 2021, **29.3 million reports** of
suspected child sexual exploitation were made
to the CyberTipline.



**SEXUAL HARASSMENT, VIOLENT/EXPLOITIVE
CONTENT HAVE NO PLACE IN THE
HOSPITALITY INDUSTRY**

The viewing of pornography and CSAM in public
spaces (lobbies, poolside, breakrooms, etc.) can lead
to a **toxic environment and sexual harassment**
leaving employees and guests at risk.



**ANYONE WITH UNRESTRICTED PUBLIC WIFI
CAN VIEW GRAPHIC ONLINE PORNOGRAPHY,
MOST OF WHICH IS PROSECUTABLE UNDER
EXISTING OBSCENITY LAWS**

Today's mainstream pornography depicts themes
of teen rape, incest, group sex, torture,
strangulation, and more, **and is illegal under
Federal law.** This content fuels a cycle of abuse
including a demand for sex trafficking and child
sexual exploitation.



**FILTERING WIFI FROM PORNOGRAPHY AND
CSAM IS A "WIN-WIN"**

**Hotels and lodging facilities offering Safe WiFi is
an act of corporate social responsibility.** Industry
leaders are already taking proactive measures to
train employees to recognize and prevent human
trafficking. **Filtering WiFi adds to comprehensive
efforts to combat all forms of sexual
exploitation.**



"CNY MAN USED WIFI AT CICERO WALMART WHERE HE WORKED TO TRADE CHILD PORNOGRAPHY, FEDS SAY"

Prosecutors said he knowingly possessed 52 images and 452 videos of child pornography on his cell phone, and admitted he distributed a video file showing sexual abuse of a child who was between 8 and 11 years old.

(Syracuse.com, 5/10/22)

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#SafeWiFi



ENOUGH·IS·ENOUGH®

Making the Internet Safer for Children and Families

THE BUSINESS CASE FOR SAFE WIFI

UPDATING DIGITAL POLICIES AND VOLUNTARILY FILTERING PORNOGRAPHY AND CHILD SEXUAL ABUSE MATERIAL (CSAM) ON PUBLIC WIFI WILL HELP TO:

- Prevent guests and staff from being exposed to sexually violent and exploitive pornography and CSAM when using your WiFi services;
- Prevent children and teens from easily bypassing filters and other parental control tools set up by their parents when logging onto public WiFi;
- Prevent sexual predators/traffickers from accessing CSAM and flying under the radar of law enforcement;
- Avoid a potentially hostile and toxic environment, including sexual harassment, for hotel employees and guests;
- Establish your hotel as a leader in the hospitality industry to ensure the safety of its guests, staff and others;
- Align digital policies with corporate policies and industry best practices; and
- Reinforce your hard-earned, family-friendly brand.

To learn more about Safe WiFi,
scan the QR code or visit:
[Enough.org/safewifi](https://enough.org/safewifi).

To connect with a team
member at Enough Is Enough®
to discuss Safe WiFi, Model
Digital Policies and WiFi filtering
implementation, please e-mail:
safewifi@enough.org.



Enough Is Enough® is a national non-partisan, non-profit organization who has led the fight to make the internet safer for children and families since 1994. EIE's efforts are focused on combating internet pornography, child sex abuse material, sexual predation, sex trafficking and cyberbullying by incorporating a three-pronged prevention strategy with shared responsibilities between the public, Corporate America, and the legal community.