

# Web Filtering for WiFi Protection



Centralized Security and Management  
for All Your Locations and Networks



**SAFEDNS**



What is the best way to make the internet safer for your guest users and employees?  
Would you like a solution that is easy to deploy and that will not make you install extra software and hardware?

As a public WiFi hotspot owner you probably have already tried to find a tool for filtering the internet. There are plenty solutions to choose from. This white paper is about the one which is efficient and easy to apply. It will not force you to spend money on expensive hardware and will not overblock your end users.



SafeDNS Hotspot Edition is exactly what you are looking for. Our cloud-based web filtering solution for WiFi owners is an excellent way to manage access to your network, comply with web policies and protect your network users from botnets, phishing and malware sites.

Operating system and platform independent, SafeDNS Hotspot Edition covers any web-connected devices your network users bring for surfing.

Whether you have ten or ten thousand locations, SafeDNS Hotspot Edition is designed with your company in mind, enabling WiFi owners (for example, transportation companies, retailers, restaurants, and hotels) to provide faster and safer internet experience to every guest and staff member accessing your networks.

## Why SafeDNS?

SafeDNS is one of the top developers of cloud-based web filtering solutions. Every day we process over 2 billions queries from our service users.

Our filtering servers are located throughout data centers in Europe, Asia, North and Central America.

*Three out of four (72 per cent) America's coffee shops, cafes and restaurants have no restrictions on access to pornography.*





That's why there is no latency in our DNS filtering.

Since 2010 our service is used by over 200 ISPs in the EMEA and US, more than 4 000 schools and libraries and tens of thousands of home users.

We protect WiFi networks in malls, national parks, buses, hospitals, hotels, and many other places.

Daily updated database of categorized websites covers billions of web pages and contains over 10 million websites in 50+ categories.



The efficiency of the SafeDNS web filtering service has been proved by AV Comparatives, a world leading test lab. Our content filtering system is named Approved Parental Control Product – SafeDNS blocks over 98% of requests to pornographic resources and over 68% of other harmful content.

SafeDNS is Editor's Choice for Content Management & Filtering Solutions in 2016 Cyber Defense Magazine Infosec Awards. This recognition by the industry's leading electronic information security magazine emphasizes the fact that all users enjoy advanced technology for protection from web threats and making the internet cleaner and safer. The award further validates our company as an innovator in the sphere of online security and web content filtering.



SafeDNS is a Member of the Internet Watch Foundation (IWF), a leading organisation for reporting and removing online child sexual abuse images and videos. Together we're making the internet a safer place. Read more or report a website here: [www.iwf.org.uk](http://www.iwf.org.uk). Do the right thing.

*"The one thing SafeDNS offers that most parental control systems don't is network-wide content filtering".*  
Neil Rubenking, PC Mag





Being IWF Member, SafeDNS includes in its web filtering systems and blocks URLs of indecent images of children and abuse domains from Child Abuse Images and content list (CAIC) compiled by IWF.



SafeDNS is also Friendly WiFi Approved Provider which means our content filtering solutions are recommended for public WiFi owners and providers seeking to ensure safe web connection for their users.

## Service Features

### No New Hardware. No Software

Eliminate network latency, bottlenecks and points of failure associated with internet provider's DNS, traditional appliances and on-premise solutions. Deploy protection to all your WiFi devices in no time without ever leaving your office.

### Safer Internet Experience

To fine tune the filter and to create the ideal policy for your WiFi hotspots choose from 50+ web filtering categories, covering over 9 million of domains. Moreover, we enable you to customize filtering to meet specific needs with white- and blacklists. You can create exceptions to always allow or block specific domains.

### Centralized Management & Reporting

Centralize policy configuration for all your networks, locations and devices through web-based management dashboard. It is accessible 24/7 from anywhere on the internet. Get detailed reports via web or email.

### Detailed statistics

Stats show what websites your users have visited. It helps you to understand what your users are most interested in. You can even use this information in generating your own statistics.

### Increase Brand Loyalty

Brand your block page with your logo and custom message or make your own design of the block page.

### Dynamic DNS Services Support

You can work with our filtering system regardless which IP addresses are given by



your internet provider. SafeDNS supports both static and dynamic IP addresses. Moreover, we support attaching IP addresses through third-party dynamic DNS services and update API, which is very useful in multi-node networks.

## Ads Block

Enable the ads blocking feature to filter out most banner, context, video, audio, and pop-up ads. This does not only block annoying advertising online. The feature also removes widespread threat of malicious code hidden behind seemingly innocuous ads. And web pages load much faster with the ads block on.

## Whitelist-Only Mode

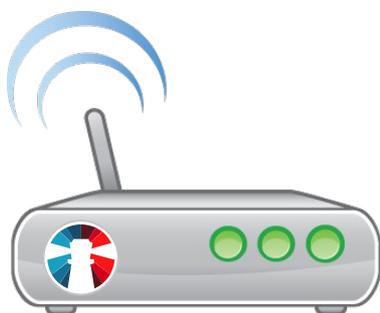
When it is necessary you can switch to whitelist-only mode to limit your end users' surfing only to the websites from your white list which are always allowed on your network.

## Choose the Licensing Model

There are two ways of licensing of our content filtering. One is a pay-as-you-grow model based on the number of connected WiFi hotspots. The other one is based on the number of connected locations, the number of WiFi end points notwithstanding. Which model suits you better?

# Benefits You Get

- **Protection for your networks** from botnets, phishing and malware resources. The filtering system prevents possible attacks from the internet as well as from infected customers' devices.
- **Increased social responsibility** of your brand. People will appreciate that you care about their safety.
- **Faster and safer web surfing**, free of ads, your guest users are going to like.
- **More satisfied customers** - families with children are more likely to choose your safe WiFi hotspots.



- **Easy and quick deployment** across multiple locations and networks requiring no software or additional equipment.
- **Fine tuned filtering** for any number of individual hotspots or entire networks.
- **Whitelist-only mode** restricts web access to specific domains only.



- **Customizable block page** – it will look exactly as you find necessary.
- **Custom settings** managed by an administrator from anywhere on the internet.
- **Regulatory compliance** achieved with tuning the filtering rules.
- **Free trial period** helps you test the web filtering service to the full.
- **Standard support** by sending feedback from our site and by email.

## Protect Your WiFi Network Now

### Contact us

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**SAFEDNS**

SafeDNS is a company founded in 2010 for developing sophisticated web filtering solutions for different markets and customers. Since 2013 SafeDNS provides products for home and corporate users including businesses, educational institutions, telecom operators, MSPs, and VARs. Now SafeDNS products and cloud service are used by more than 4000 organizations and tens of thousands of home users worldwide.