Web Filtering for Wi-Fi Protection

Centralized Security and Management for All Your Locations and Networks

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 W-iFi hotspot owner you probably have already tried to find a tool for filtering the internet. There are plenty of 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 Wi-Fi 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 Wi-Fi 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 1B queries from our service users.

Our filtering servers are located throughout data centers in Africa, Australia, both Americas, Europe, and the Far East.

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 in >40 countries by more than **100** ISPs, **300** partners, over **4 000** schools and libraries and tens of thousands of home users. We protect Wi-Fi networks in malls, national parks, buses, hospitals, hotels, and many other places.

The daily updated database of categorized websites contains over 105M websites in 60 categories, covering billions of web pages.

Starting from **2015,** the efficiency of the SafeDNS web filtering service has been proved multiple times by AV Comparatives, a world leading test lab. For **4** years straight our web filtering system is named Approved Parental Control Product. According to the latest test results SafeDNS blocks over **98.3**% of requests to adult content, over **75**% of other harmful content. For all the years of testing SafeDNS has had no false positives.

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 **Internet Watch Foundation** (IWF) **Member**. IWF is a leading organization 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. 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 supports Project Arachnid, run by Canadian Centre for Child Protection (C3P). As part of this project, C3P compiles a list of internet resources with child sexual abuse material. Being a Project Arachnid supporter SafeDNS added to its database a dedicated content category, Child Sexual Abuse (Arachnid), for blocking by filtering service users.

SafeDNS is also **Friendly WiFi Partner**. With SafeDNS public Wi-Fi owners and providers can get Friendly WiFi certification with a nice discount.

It also means our content filtering solutions are recommended for public Wi-Fi 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 Wi-Fi 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 Wi-Fi hotspots choose from 60 web filtering categories, covering over 105 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 of 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.

Ad 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 Wi-Fi hotspots. The other one is based on the number of connected locations, the number of Wi-Fi 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.
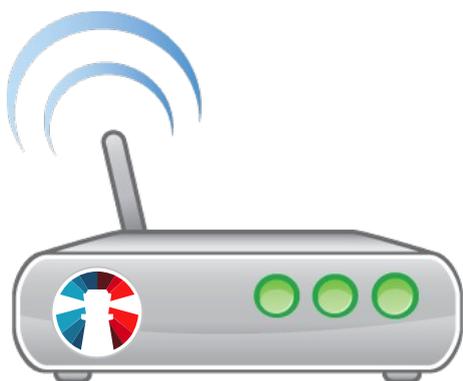
- **Increased social responsibility** of your brand. People will appreciate that you care about their safety.
- **Faster and safer web surfing**, free of ads, your guest users are going to like.
- **More satisfied customers** - families with children are more likely to choose your safe Wi-Fi hotspots.

- **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 it 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 Wi-Fi Network Now

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