

## **Wavelink and Purple WiFi – secure or not secure public Wi-Fi?**

**September 9, 2014** – There is a growing trend for businesses and venues to provide open Wi-Fi access. While the choice for people to use public Wi-Fi lies with the individual, businesses and venues have a responsibility to ensure the service they are providing is safe.

Ilan Rubin, managing director, Wavelink, said, “Using an unsecure Wi-Fi network can lead to security breaches such as ‘man in the middle’ attacks. This is when malicious users on the same connection steal login information simply by listening to the traffic devices on the network are sending. For example, if a user logs on to online banking and that information is transmitted without encryption, the malicious user can capture that data and use it for their own gain.

“The last thing that any business or venue wants is for their guests to be hacked while using their open Wi-Fi.”

A Purple WiFi survey indicated that 90 per cent of businesses are offering potentially unsecure and unprotected Wi-Fi, meaning their networks were either completely open or a standard password was given out. Further, more than half of the venues surveyed confirmed they have no family-friendly content filtering in place, which means that access to undesirable content isn’t being restricted.

Ilan Rubin said, “There is no easy way to tell if a Wi-Fi connection is safe. While it’s always best for people to err on the side of caution and not give out any personal data on an open network, it does happen. As a business or venue you want customers to know that you have the right policies in place to protect them.”

### **Five things businesses and venues should consider to provide guests secure Wi-Fi**

1. Mitigate against all risk as a public Wi-Fi provider by offering a separate and secure system for guest Wi-Fi. A secure log in process also separates the business Wi-Fi from guest Wi-Fi, protecting the business’ own private network.
2. Provide a splash screen prior to log in explaining what the customer is signing up to.
3. Ask users to register and accept terms and conditions as they sign in to the Wi-Fi.
4. Ensure the customer’s data is stored by a reputable provider in line with Australia’s privacy regulations.
5. Proactively engage in filtering of internet traffic, to block file sharing traffic or traffic to pornographic or suspicious websites.

-ENDS-

**About Purple WiFi**

Purple WiFi provides a fast, secure, Social WiFi solution to businesses wishing to offer free WiFi to visitors. The business is provided with valuable analytical data to enable more effective marketing.

Purple WiFi is cloud-based and fully integrates with a range of existing WiFi equipment, including AirTight Networks, TrendNet, Cisco, Cisco Meraki, TP-Link and Ruckus Wireless.

The company is now available in more than 50 worldwide.

Purple WiFi is also a member of the Internet Watch Foundation (IWF), highlighting its commitment to content filtering and minimising access to abusive online content.

**About Wavelink**

Wavelink specialises in the supply, marketing and support of a range of leading edge Enterprise Mobility and UC Solutions. Wavelink distributes a range of products from Meru Networks, Spectralink, Digium, Polycom and Purple WiFi. For more information please contact Wavelink on 1300 147 000.