



April 16, 2014

VIA CERTIFIED MAIL – RETURNED RECEIPT REQUESTED

Mr. Don Thompson
Chief Executive Officer
McDonalds Corporation
2111 McDonalds Drive
Oak Brook, IL 60523

Dear Mr. Thompson:

Re: Porn Free WiFi in McDonald's

As President and CEO of Enough Is Enough (EIE), a nationwide 501C3 organization dedicated to making the Internet safe for children and families, I am writing to express our concern regarding McDonald's free Wi-Fi policy, which provides unrestricted Internet access for your customers in McDonald's restaurants, nationwide.

I was pleased to learn that McDonald's has introduced filtering software, which I understand is very popular, to its free Wi-Fi service in the United Kingdom, Australia and other nations. However, I was troubled to hear that your Porn Free Wi-Fi policy has not been extended to the United States. If it is important to McDonald's, a U.S.-based corporation, to protect the innocence of children enjoying a happy meal abroad, isn't it as important to protect children who eat at McDonald's in America? Isn't it as important for McDonald's adult patrons in America to have a wholesome atmosphere for themselves as well as their families?

The McDonald's website boasts of "free Wi-Fi at more than 11,500 participating restaurants where customers can access the Internet using their laptops or PDAs at no charge. So grab a McCafé Latte and log on...it's on us! Just one more thing to love about McDonald's". Unfortunately, Mr. Thompson, while the Internet offers tremendous benefits to both youth and adults alike, it also opens up access to a dark side that includes pornography and criminal activity, such as sexual predation.

Internet pornography has become increasingly accessible and freely available and is one of the biggest threats to our children's online safety. Today, any child with unrestricted Internet access is just a mouse click away from viewing, either intentionally or accidentally, sexually explicit material online, from adult pornography (the kind of images that appear in *Playboy*) to prosecutable obscene material depicting graphic sex acts, live sex shows, orgies, bestiality, and violence. Even material depicting the actual sexual abuse of a child (child pornography)—once only found on the black market—is instantly available and accessible on the Internet. Through the Internet, much of this aberrant material has entered the mainstream, directly harming children. Pertinent statistics on the problem include:

- Porn Sites Get More Visitors Each Month Than Netflix, Amazon And Twitter Combined ([The Huffington Post](#) May 2013)
- American children begin consuming hardcore pornography at an average age of 11.
- When a child is exposed to pornography, their underdeveloped brain becomes psychopharmacologically altered. (*The Psychopharmacology of Pictorial Pornography Restructuring Brain, Mind & Memory & Subverting Freedom of Speech: Judith A.Reisman, PH.D. The Institute for Media Education.*)
- Four out of five 16 year-olds now regularly access pornography online and many are developing life-long social/sexual problems as a result.
- At least 44,000 primary school children accessed an adult website in one month alone – one in 35 of six to 11 year-olds in the UK going online. ([ATVOD-The Authority for Television on Demand](#))
- 200,000 under-16's accessed an adult website from a computer. This is one in 16 children in that age group who went online in the same month. The research tracked the actions of children and teenagers using the internet from a desktop or laptop in December 2013. ([ATVOD-The Authority for Television on Demand](#))
- 97% of boys and 80 percent of girls in a recent survey said they had viewed porn. Nearly a quarter of boys and eight percent of girls said they have tried to stop watching pornography but could not kick the habit. The study involved a survey of 177 young people between the ages of 16 and 20 (LifeSiteNews.com)
- Youth who look at violent x-rated material are six times more likely to report forcing someone to do something sexual online or in-person versus youth not exposed to x-rated material. (Internet Solutions for Kids, Center for Disease & Control, November, 2010)

In addition to minor children being able to access pornography, adults may also access and freely view pornographic material in McDonald's. This behavior can occur in full view of other McDonald's patrons, exposing your other customers, including children, to unwanted pornographic material. There have been many incidents of adult patrons viewing pornography in your restaurants and even masturbating either in public or in McDonald's restrooms. Just as disturbing, sexual predators can access child pornography through open Wi-Fi access, which is a felony under U.S. law.

There have been widespread educational efforts by government, industry and non-profit leaders to promote the usage of parental control tools to enable parents to selectively manage their children's Internet access and safeguard them from online dangers such as pornography and predation. In fact, Enough Is Enough has spent significant effort and resources in developing and

distributing the Emmy award winning [Internet Safety 101® multimedia Program](#) in partnership with the U.S. Department of Justice. We designed the Program to prevent Internet-initiated crimes against children through educating, equipping and empowering parents, educators and caring adults to protect children from online p*rnography, sexual predators and cyberbullies , as well as cyber security risks and dangers related to social networking, online gaming and mobile devices. The curriculum motivates and equips adults to implement both safety rules (non-technical measures) and software tools (parental control tools) on all youth's Internet enabled devices. While many parents use safety measures to safeguard their children from the Internet dangers in the home, the parental control safeguards can be easily bypassed by children when using McDonald's unfiltered Wi-Fi service, immediately exposing them to Internet dangers.

Is McDonalds willing to risk its wholesome family friendly image by opening up the possibilities of an uncomfortable or even hostile environment for other patrons? Perhaps you could share our concerns with your corporate staff and Board of Directors because they relate to McDonald's corporate responsibility. We ask you to do this as a matter of conscience, to avoid contributing to the sexual exploitation of children, women, and men that comes with full Internet access to adult pornography, hardcore obscene pornography and child pornography. We at Enough Is Enough urge you to consider a different course, one that protects all of your patrons from the vicious Internet harms noted above.

As the CEO of McDonald's and also a father, Mr. Thompson, you have a unique perspective and opportunity to lead McDonald's into adopting the same Porn-free Wi-Fi policies that you have already adopted in the U.K. and Australia. Chick-fil-A has such a policy in place in America; will McDonald's follow their lead? With McDonald's and Chick-fil-A as leaders, other fast food eating establishments may quickly follow in step. If McDonalds would take the lead in this country in offering such a proposal, we believe that you would find a very large customer base of support. And Enough Is Enough would be pleased to work alongside you to promote this family friendly corporate policy.

Thank you for you your serious consideration of this matter. We would welcome the opportunity to meet with your representatives to discuss this matter at your earliest convenience. I can be reached at 703-757-1387 or via email at ricehughes@aol.com; I look forward to hearing back from you.

Sincerely,

A handwritten signature in black ink that reads "Donna Rice Hughes". The signature is written in a cursive, flowing style.

Donna Rice Hughes
President and CEO

cc. Colby May, EIE Board Member
John Malcolm, EIE Board Member
Mark Larson, EIE Board Member