



Protecting workplaces, people & futures.

Digital crisis intervention for the workplace



Who we are

The Ripple Story & Impact

Alice Hendy MBE lost her brother Josh to suicide at 21 years old. Josh had been researching over the internet techniques to take his own life.

To ensure more help and support is given to individuals searching for harmful content online, Alice set up Ripple.

1.9M

Active users

120K+

Searches intercepted

32

Lives saved*

40+

Awards won

**People who have reached out to us directly*



The hidden crisis

>700,000

people worldwide take their own life each year (WHO)

58%

of global suicides occurred before the age of 50 years (WHO)

1 in 5

of U.S. workers struggle with thoughts of self-harm or suicide (WYSA)

x20

For each adult who died by suicide, more than 20 others make a suicide attempt (WHO)

Human & economic cost

135 people

on average are affected by each suicide (Levi-Belz Y, 2021) - a devastating impact on families, colleagues and communities

£9.58 bn

annual cost of suicide to the UK economy (Samaritans)

£1

For every £1 spent on employee mental health and wellbeing, employers get £4.70 back in increased productivity (Deloitte, 2024)

25%

Scaling mental health interventions by 2050 could save 25% of lives lost from self-harm (McKinsey, 2025)

Suicide's invisible accomplice

1 in 5

search results across major search engines link directly to content that promotes or instructs on self-harm, suicide, or eating disorders. (Ofcom)

2 p.m.

on working days shows peak activation for suicide and self-harm-related searches among Ripple users globally.

Online

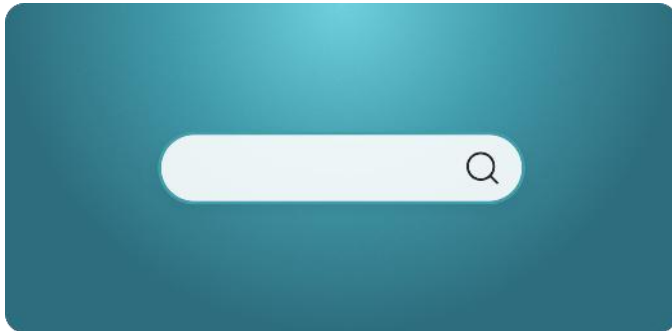
searches for suicide methods are better predictors of suicide deaths than self-reported measures of suicide risk. (Ma-Kellams C, Or F, Baek JH)



How Ripple helps

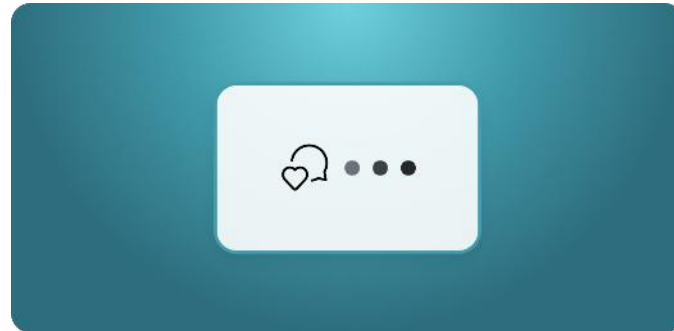
Protection in 3 easy steps

1



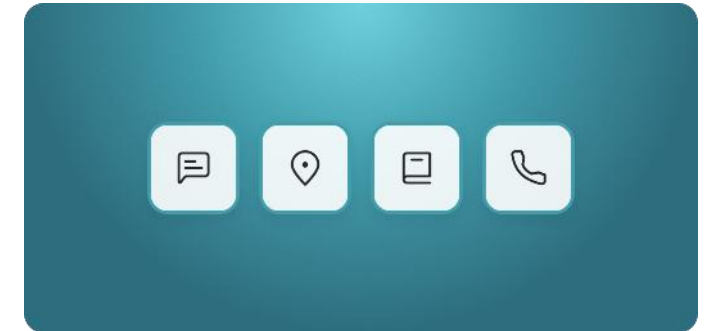
Intercepts the search with a calmly presented pop-up screen.

2



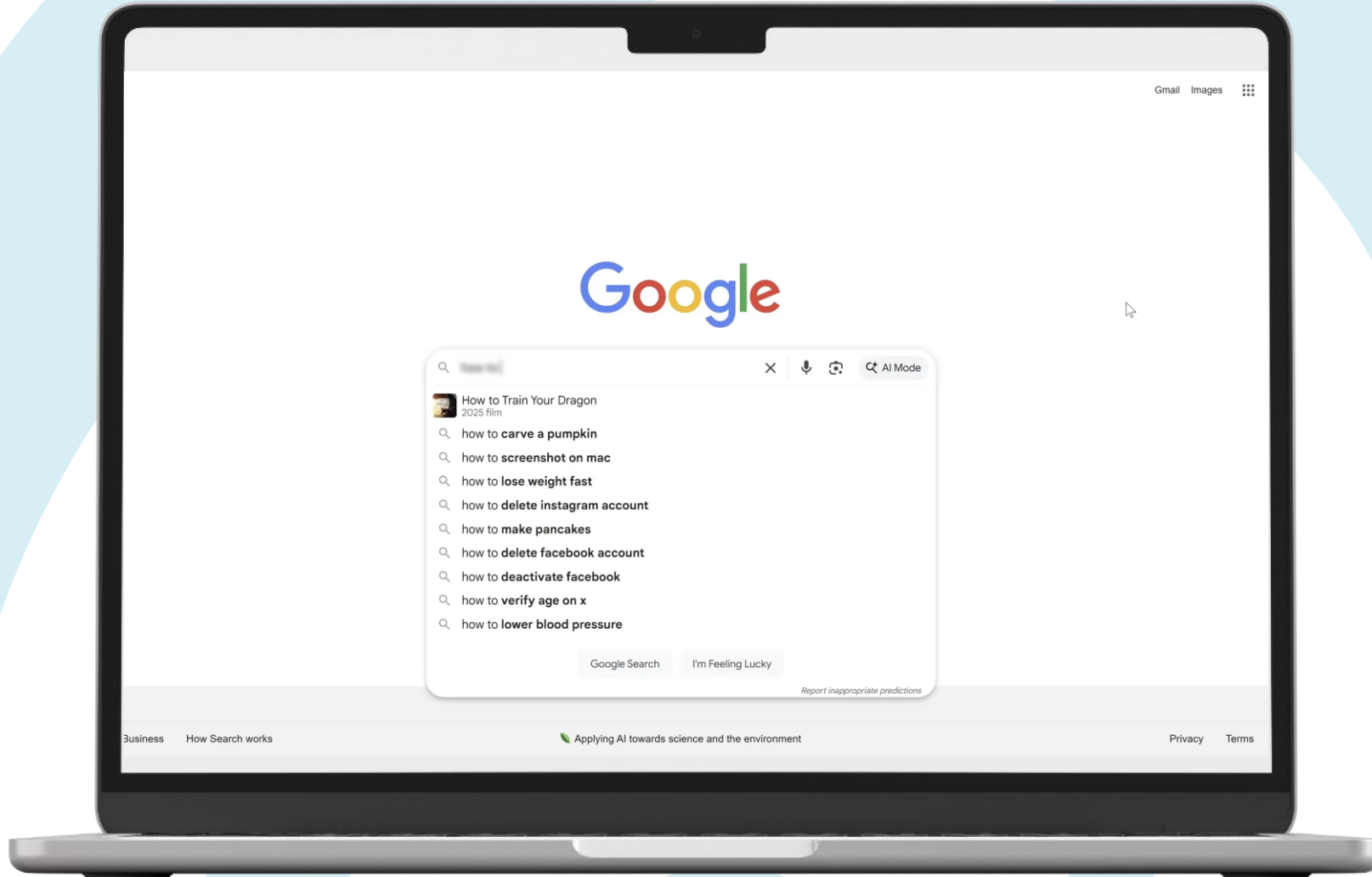
Guides the person through a filter of breathing exercises to help them pause and reflect.

3

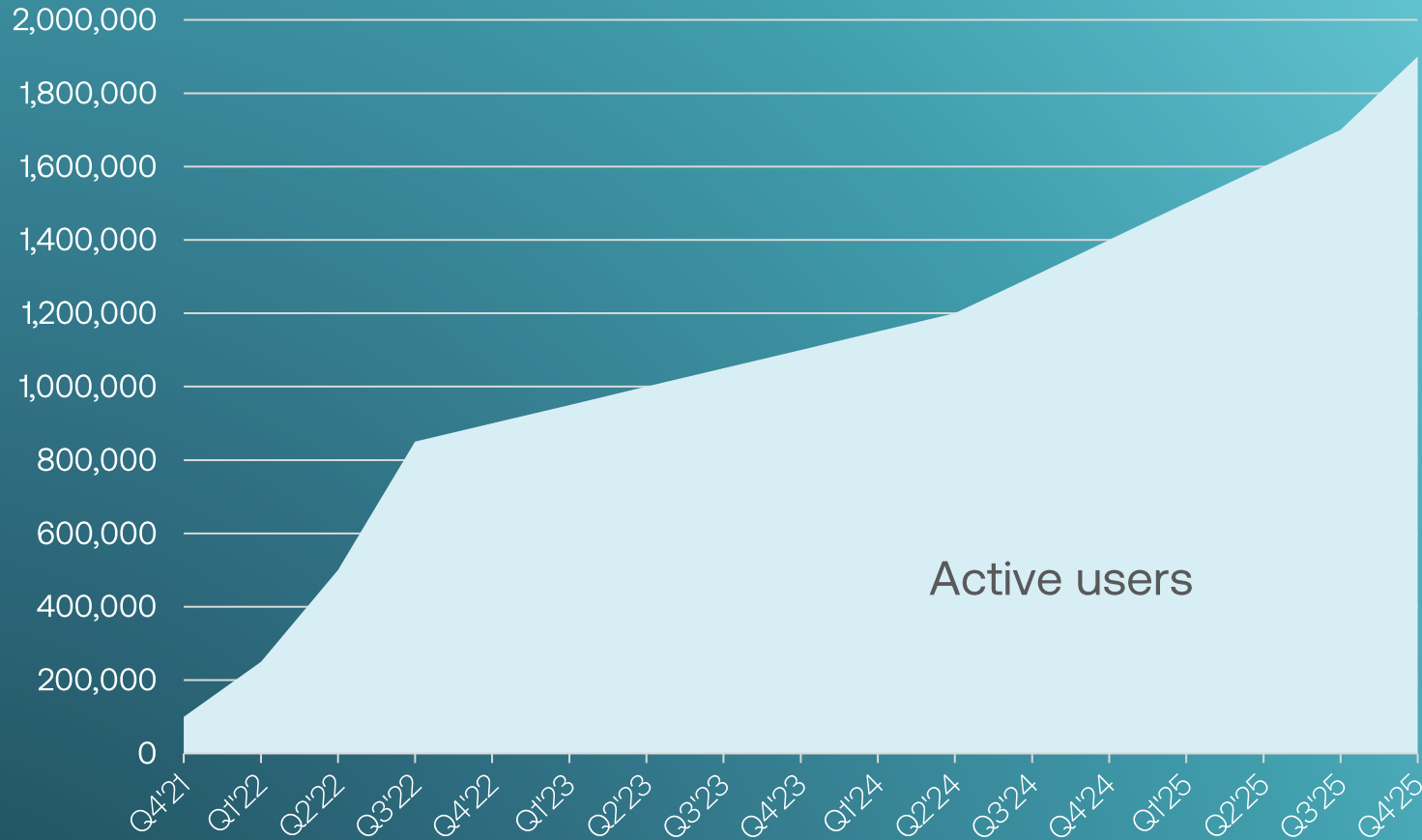


Signposts to helplines and mental health resources, accompanied with messages of hope.

Demo



Our impact



1.9M+

Active users

120K+

Searches intercepted

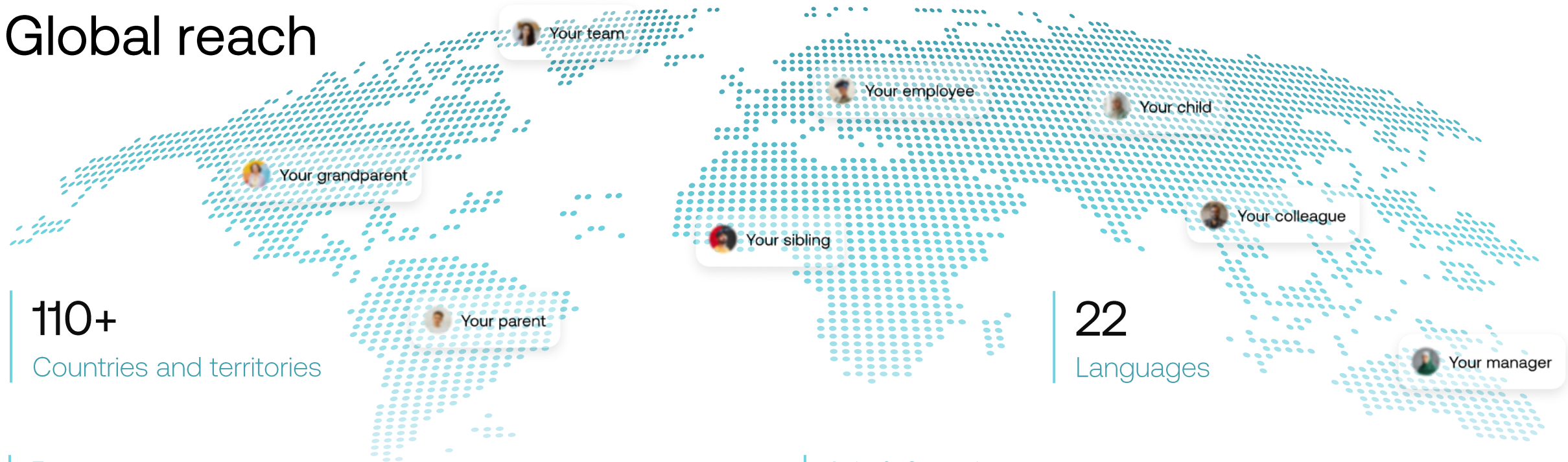
32

Lives saved

40+

Awards won

Global reach



110+

Countries and territories

22

Languages

Europe

Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, England, Estonia, Finland, France, Germany, Gibraltar, Greece, Guernsey, Hungary, Iceland, Ireland, Isle of Man, Italy, Jersey, Kosovo, Latvia, Lithuania, Luxembourg, Malta, Moldova, Netherlands, Northern Ireland, Norway, Poland, Portugal, Romania, Russia, Scotland, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, Wales

Americas

Argentina, Barbados, Brazil, Canada, Chile, Colombia, Costa Rica, Ecuador, Haiti, Honduras, Jamaica, Mexico, Peru, Puerto Rico, The Bahamas, Trinidad and Tobago, Uruguay, USA

Asia & Oceania

Australia, Azerbaijan, Bahrain, Bangladesh, Brunei, China, Fiji, Georgia, Hong Kong, India, Indonesia, Iran, Israel, Japan, Jordan, Kazakhstan, Kuwait, Lebanon, Malaysia, Mongolia, New Zealand, Oman, Pakistan, Papua New Guinea, Philippines, Qatar, Samoa, Saudi Arabia, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Timor-Leste, Türkiye, UAE, Uzbekistan, Vietnam

Africa

Algeria, Cameroon, Egypt, Kenya, Libya, Mauritius, Mozambique, Senegal, South Africa, Uganda, Zambia

Memberships & accreditations



Endorsements

Organisations that recommend the deployment of the Ripple tool include:



Why deploy Ripple Technology

Create a safety net for all employees



Proactive intervention

on average are affected by each suicide (Levi-Belz Y, 2021) - a devastating impact on families, colleagues and communities



Privacy & security-first

ISO 270001 and Cyber Essentials certified.
Does not collect, monitor or track any personally identifiable information.



Easy for IT teams

Ripple is easily deployed onto managed machines, without compromising IT systems security.



Tech for good

Subscription fees help us keep the browser extension free for families and educators.



Trusted by your peers

Over 700 organisations have already adopted Ripple technology.



Trusted by 700+ organisations



Compare the Market protects colleagues with BrowserShield



“Why wouldn’t you want to save a life or positively impact a life?”



Andrew Richardson
Head of Enterprise
Services

Awards won

Our clients' continued support and the impact we have been making together have brought us to some exciting places.



Publicity

We challenge misinformation and stereotype, give hope and advice, and advocate for changes that can save lives.

sky news

BBC
NEWS

Daily Mail

itv

LBC
NEWS

TEDx

THE TIMES

GBN

BBC
RADIO

GQ

Mirror

CHANNLEYE

The Telegraph

yahoo!
news

PERSONNEL
TODAY

Evening Standard

5

EXPRESS

Education
today

GH
GREATEST
HITS
RADIO

The News



With Ripple For Business you will:

Reduce suicide risk

- ✓ Intercept harmful searches at the point of crisis
- ✓ Connect people immediately to support resources
- ✓ Protect dispersed, hybrid and remote teams



Strengthen your wellbeing programme

- ✓ Add critical safeguarding to your digital workplace
- ✓ Expand internal support reach through custom signposting
- ✓ Support employees across a wide range of life challenges

With Ripple For Business you will:

Adopt world-leading suicide prevention technology

- ✓ Purpose-built for suicide prevention
- ✓ Advanced, AI-powered harmful content classification
- ✓ Privacy-first: no personal data collected, stored or transmitted



Enhance employer brand and ESG

- ✓ Reinforce commitment to psychological safety
- ✓ Strengthen reputation as a supportive, people-first workplace
- ✓ Help fund free protection for schools and families

“With the heightened risk that suicide poses within the industries we work in, Amey is leading the way in our sector by deploying Ripple's life-saving browser extension across our entire IT network of 8,000 machines. Put simply, we were keen to ensure we could reach as many employees as possible and spread the word across their immediate contacts.”

Amey

Protection across every digital touchpoint

Explore your options



BrowserShield

- ✓ For employees at their desk, in the office or at home.
- ✓ Protection on managed desktop and laptop devices.
- ✓ Over 1.9 million people protected every week.



NetworkShield

- ✓ For anyone connected to your network: in offices, hotels, building sites, airports, and more.
- ✓ Protection across your organisational Wi-Fi network.
- ✓ Over 220 million requests inspected daily.



MobileShield

- ✓ For employees using mobile devices, on site, on the road, or working remotely.
- ✓ Protection on managed mobile devices.
- ✓ Over 220 million requests inspected daily.

Real-time crisis intervention, built into the browser

1.9M+

people protected
every week

120K+

harmful searches
intercepted to date

15+

high-risk categories
covered

Protect desktop machines managed by your
organisation – anytime, anywhere

- ✓ Any operating system
- ✓ Most popular desktop browsers
- ✓ Various deployment options.
- ✓ Protects employees at home or travelling – not limited to the corporate Wi-Fi
- ✓ Support for a wide range of mental health and life challenges
- ✓ Options for content bespoke to your organisation
- ✓ Built to work with your IT infrastructure
- ✓ Support for IT teams in testing, pilots and full roll outs



Expanded protection

Support through mental health challenges and life's struggles

Substance misuse

People with substance abuse are up to 14 times more likely to die by suicide. (Wilcox HC, Conner KR, Caine ED, et al)

Gambling addiction

Problem gamblers are 15 times more likely to die by suicide. (Lund University, 2019)

Child sexual abuse

People who were sexually abused as a child are 3 times more likely to try to take their own lives. (Psychological Medicine, 2018)

LGBTQIA+ struggles

LGBTQ+ young people are more than 4 times as likely to attempt suicide than their peers. (Johns et al., 2019; Johns et al., 2020)

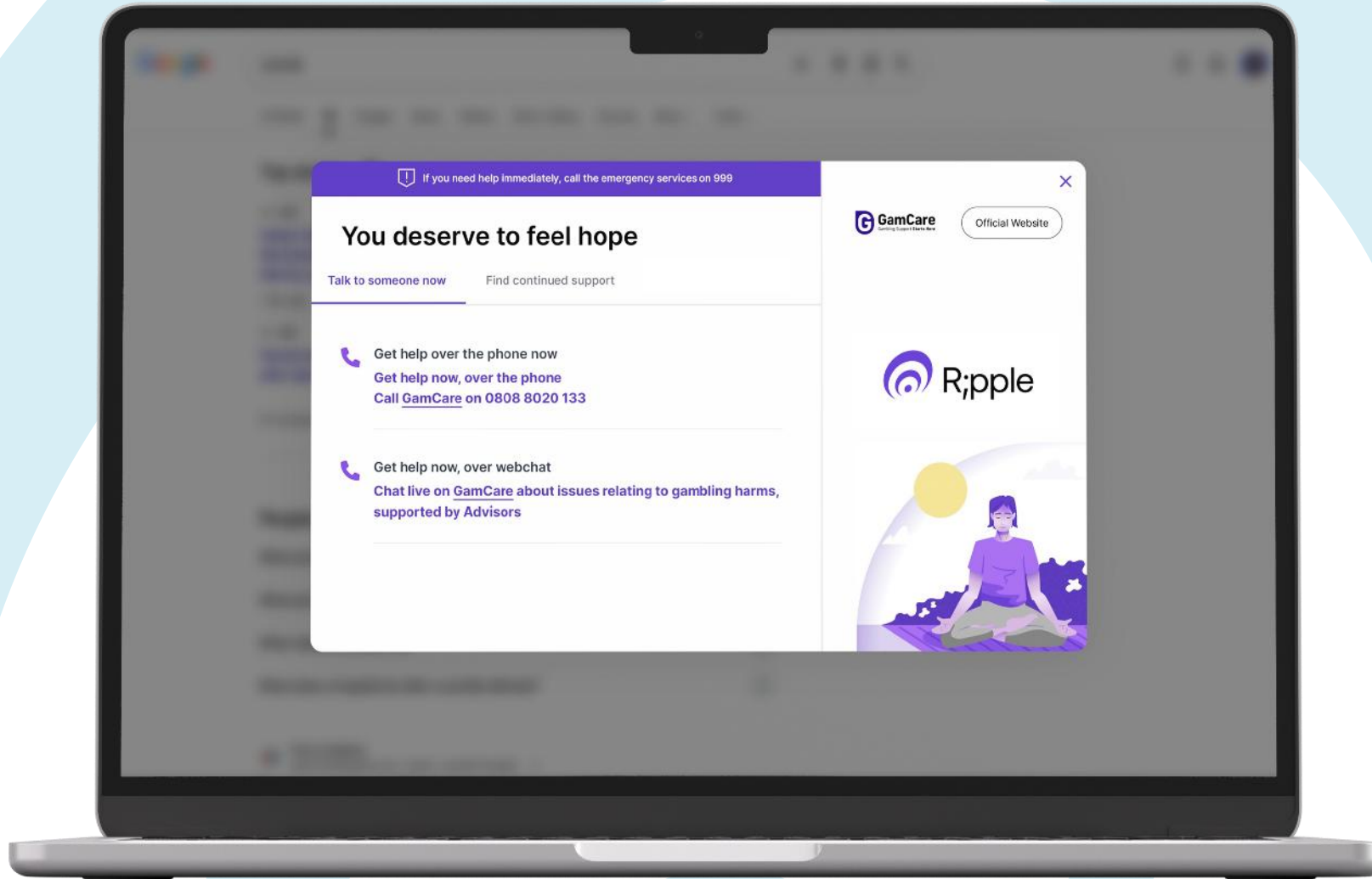
Eating disorders

Approximately 9% of people with eating disorders have serious thoughts of attempting suicide. (Borges G, et al., 2010)

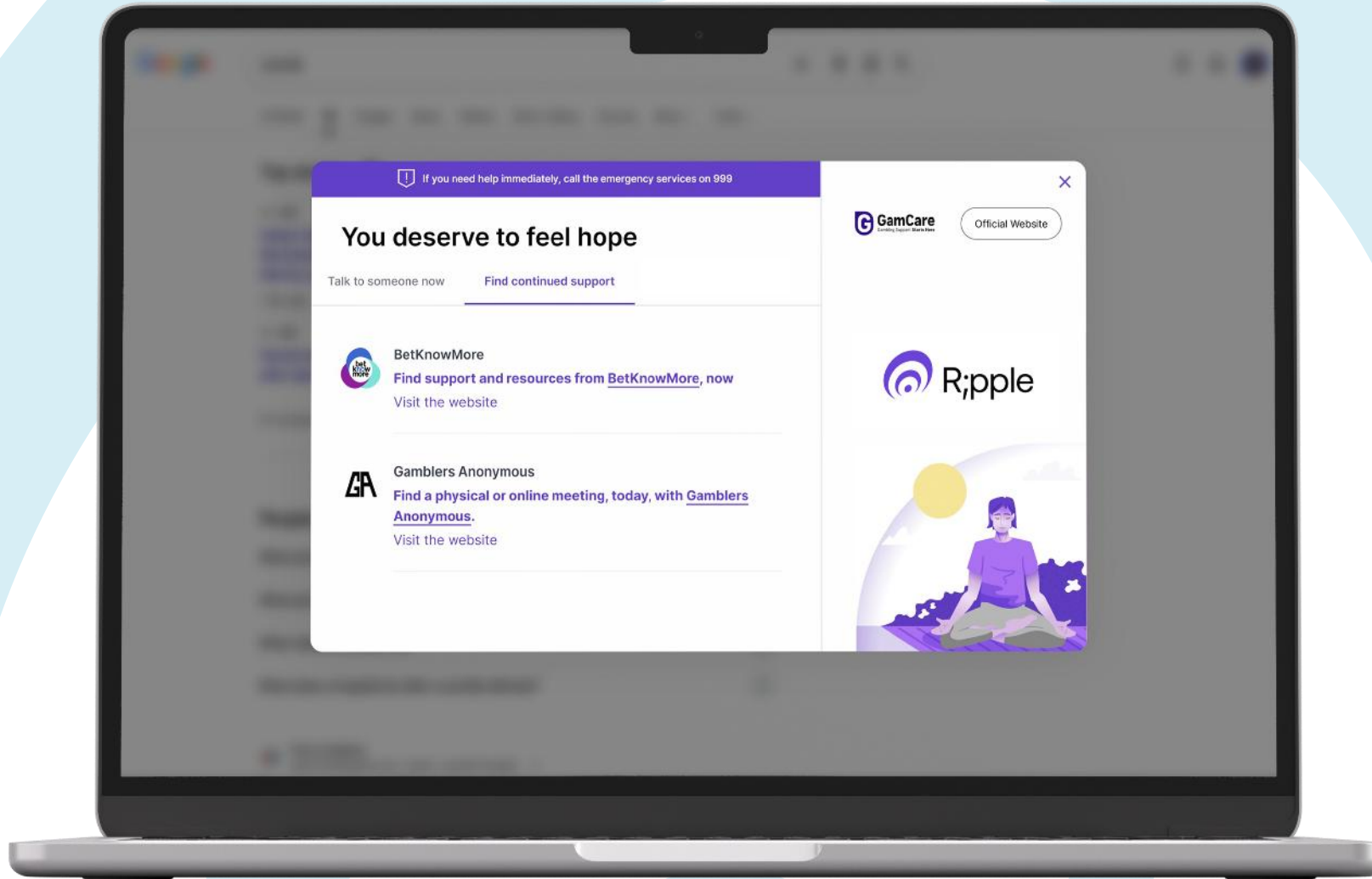
Financial struggles

People with problem debt are 3 times more likely to have had recent suicidal thoughts. (Money & Mental Health)

Expanded protection



Expanded protection



Network-level crisis intervention protecting every connected device

1.2B

Devices managed globally by our technology partner

90+

Harmful content categories covered

Any

Device, OS and browser protected without exception

Protect any device connected to your organisation's Wi-Fi network

- ✓ Scalable with no upper limit
- ✓ Any operating system
- ✓ Any mobile browser and search engine
- ✓ Protection across 90+ additional categories including illegal and illicit content
- ✓ Organisation-level reporting
- ✓ Options for content bespoke to your organisation
- ✓ Multiple deployment options
- ✓ Support for IT teams in testing, pilots and full roll outs



An invisible online protection for corporate phones and tablets, wherever they are

90+

Harmful content categories covered

MDM

Deployed via Intune, JAMF or any MDM platform

Always on

Wi-Fi, mobile data, at home or in the office

Keep your employees safe online, wherever they use their corporate phones and tablets.



✓ iOS and Android devices

✓ Scalable with no upper limit

✓ Organisation-level reporting

✓ Any mobile browser and search engine

✓ Deployed through your existing MDM

✓ Options for content bespoke to your organisation

✓ Support for IT teams in testing, pilots and full roll outs

✓ Protection across 90+ additional categories including illegal and illicit content

“The Ripple tool is an innovative solution to the problem of vulnerable people using the internet to access harmful content related to suicide. Alice has used her skills to create technology that is providing support and saving lives.”



Wellbeing Manager – Sky

Get more with
Ripple For Business



More value from choosing Ripple For Business



Exclusive offers from selected partners

AUDIO-VISUAL INTEGRATION SERVICES



Leading UK integrator, providing audio-visual consultancy, installation and ongoing support. 25 years of experience, more than 3,000 successful projects.

Up to 10% off all services

GAMBLING HARM AWARENESS



Leading provider of gambling support and training. Through the Worksafe programme trains staff and managers to spot gambling harms and access confidential support.

10% off Worksafe training

AI-LED SOFTWARE DEVELOPMENT



AI-led tech consulting, design and engineering. Building custom software for UK businesses that need to modernise, streamline or scale.

10% off all services

Book through your Ripple for Business Account Manager. Discounts are available exclusively to Ripple clients for the duration of their active Ripple For Business subscription.

More value from choosing Ripple For Business



Exclusive offers from selected partners

PREVENTATIVE EMPLOYEE WELLBEING



Bringing together wellbeing experts, resources and community and helping people take a proactive approach to their mental, physical and lifestyle wellbeing.

Free access + 10% off bespoke

FINANCIAL WELLBEING TRAINING



Workplace money skills, financial education and wellbeing for employees and leaders, from strategy support, masterclasses, 1-1 sessions and champion training.

10% off + free insights survey

SUICIDE PREVENTION TRAINING



Accessible, community-driven suicide prevention and mental health training from qualified trainers across the UK.

10% off training

Book through your Ripple for Business Account Manager. Discounts are available exclusively to Ripple clients for the duration of their active Ripple For Business subscription.

More value from choosing Ripple For Business



Exclusive offers from selected partners

MANAGED TECHNOLOGY & CYBER
SECURITY



Helping your business do more with technology, cloud & security, communications and managed IT services.

10% off all services

WELLBEING TRAINING AND CONSULTANCY



Wellbeing training & consultancy, complemented by Loomyna™, an AI-powered platform for safely practising difficult, sensitive & high-stakes workplace conversations.

20% off all services

Book through your Ripple for Business Account Manager. Discounts are available exclusively to Ripple clients for the duration of their active Ripple For Business subscription.

Get started



Getting started with Ripple For Business



1

Get buy in from HR, Wellbeing teams and Finance.

- ☒ Agree subscription period and costs.

2

Liaise with your IT team for:

- ☒ Security review (ISO 27001. Cyber Essentials and Pentest reports available).
- ☒ Deployment – pilot first or full deployment.

3

Send deployment detail

- ☒ How many machines you want to deploy Ripple on to.
- ☒ What Browser you would like to deploy Ripple onto.

4

Get the extension onto managed machines via:

- ☒ GPO (Group Policy Object)
- ☒ Force installs through browser management
- ☒ Or using a third-party management tool

Support our vital mission

1 Social media

Promote, share and like Ripple For Business via your Social Media channels

2 Case study

Tell the story to encourage others to follow suit

3 Employee events

Organise employee wellbeing events dedicated to mental health

4 Charity support

Fundraise or donate in support of Ripple Suicide Prevention Charity

5 Advocacy

Ask educational institutions to deploy BrowserShield for free



Downloadable resources

Mental health materials

Ripple For Business is committed to help you create a workplace supportive to employees struggling with their mental health.

Get your complementary pack of mental health resources:

How to Talk About Suicide Guide

[Download](#)

Workplace Mental Health Checklist

[Download](#)

Ripple Workplace A3 Signage

[Download](#)

Mental Health and Suicide First Aid Resources

[Download](#)



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Demo

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BrowserShield

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NetworkShield

[Explore now](#)



MobileShield

[Explore now](#)



Speaker request

[Access now](#)



Charity support

[Explore now](#)



FAQs

[Access now](#)



Privacy

[Access now](#)

Thank you

Q&A

Here to support you:

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Business Development Manager

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Protect your people





Protecting workplaces,
people & futures.