



Safer Workplace, Today.

Protect your employees from harmful <online searches>



Who we are



The Ripple story and 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

110,000+

Searches
Intercepted

32

Lives
Saved*

42

Awards
Won

**People who have reached out to us directly*



Hidden workplace crisis

#1 cause

of death for men under the age of 50 in the UK is suicide. (ONS)

13%

of employees have thoughts of self-harm or suicide. (Champion Health)

24%

of UK employees have a mental health diagnosis. (Champion Health)

45%

of UK employees hide mental health struggles for fear of job security (Ripple/RWB)



Human and 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)

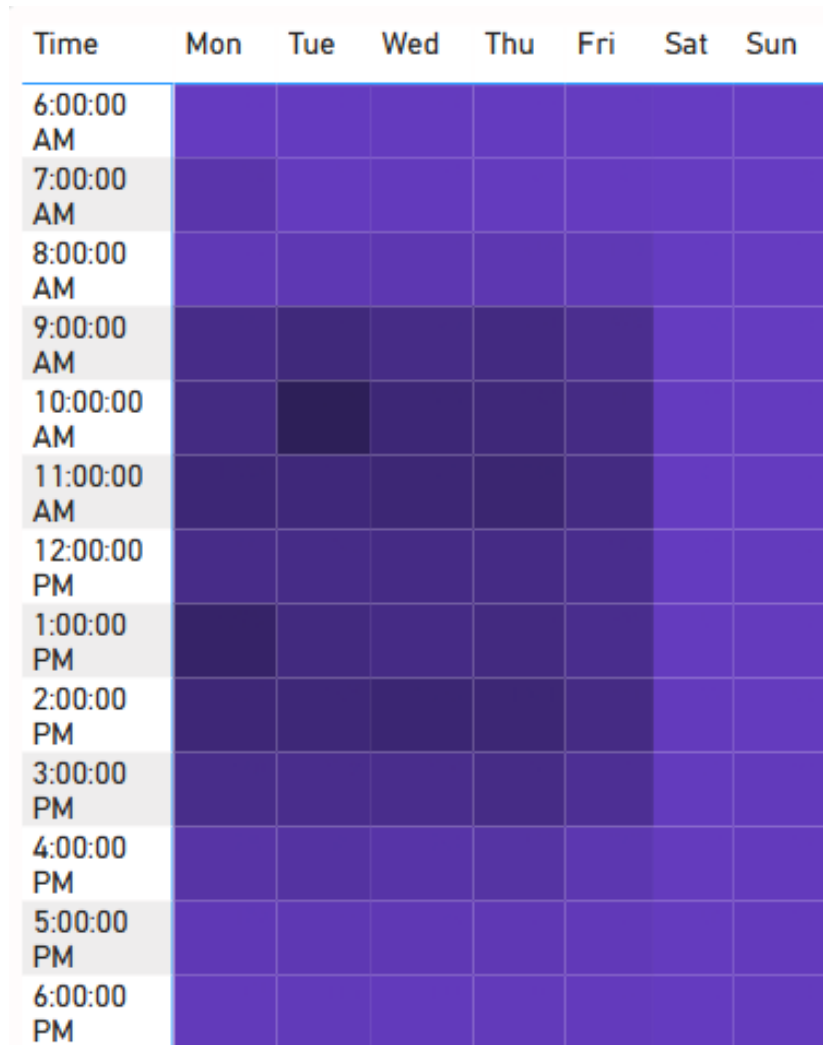
Online

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

10 a.m.

on Tuesdays and 1 p.m. on Mondays show peak activation for suicide and self-harm-related searches among Ripple users in the UK.

Anonymous Ripple BrowserShield activations data, UK



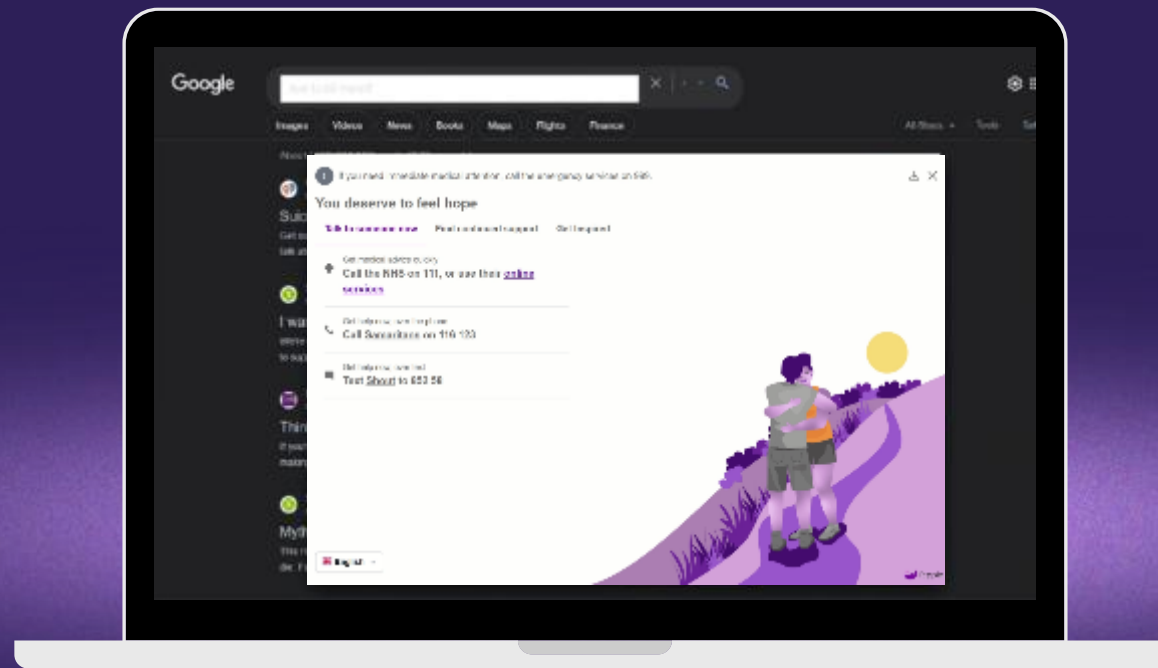
How Ripple helps

Protection in 3 simple 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.



Ripple Demo

The image shows a screenshot of the Google homepage. At the top right, there are links for "Gmail" and "Images" next to a grid icon. The Google logo is centered on the page. Below the logo is a search bar with a magnifying glass icon on the left and icons for "X", voice search, image search, and "AI Mode" on the right. The search bar contains the text "How to". Below the search bar, a list of search suggestions is displayed, each with a magnifying glass icon to its left:

- How to Train Your Dragon
2025 film
- how to **carve a pumpkin**
- how to **screenshot on mac**
- how to **lose weight fast**
- how to **delete instagram account**
- how to **make pancakes**
- how to **delete facebook account**
- how to **deactivate facebook**
- how to **verify age on x**
- how to **lower blood pressure**

At the bottom of the search bar area, there are two buttons: "Google Search" and "I'm Feeling Lucky". Below these buttons is a link that says "Report inappropriate predictions".

At the bottom of the page, there is a footer with the following links: "Business", "How Search works", "Applying AI towards science and the environment", "Privacy", and "Terms".

Expanded protection

Support through mental health challenges and life's struggles

Substance Misuse

x14 higher suicide risk

Gambling Addiction

x15 higher suicide risk

Eating Disorders

9% with serious thoughts of suicide

Financial Struggles

x3 suicidal thoughts

Military to Civilian

x2-4 higher suicide rates
among young veterans

Divorce and Separation

Almost x3 higher suicide risk
among divorced men

Domestic Abuse

x3 higher suicide risk

LGBTQIA+ Struggles

x4 higher youth suicide risk

Autism


x9 higher suicide risk

Child Sexual Abuse

x3 higher suicide risk





Expanded protection


 If you need help immediately, call the emergency services on 999


You deserve to feel hope

[Talk to someone now](#) [Find continued support](#)


 **Get help over the phone now**
Get help now, over the phone
Call [GamCare](#) on 0808 8020 133


 **Get help now, over webchat**
Chat live on [GamCare](#) about issues relating to gambling harms, supported by Advisors




 **GamCare**
Gambling Support Starts Here

[Official Website](#)

 **R;pple**





Expanded protection


 If you need help immediately, call the emergency services on 999


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 **BetKnowMore**
Find support and resources from [BetKnowMore](#), now
Visit the website


 **Gamblers Anonymous**
Find a physical or online meeting, today, with [Gamblers Anonymous](#).
Visit the website



 **GamCare**
Gambling Support Starts Here

[Official Website](#)

 **R;pple**



Memberships and accreditations



Endorsements

Organisations that recommend the deployment of the Ripple tool include:



Our team



Josh Hendy
Ripple's Reason



Alice Hendy
CEO & Founder



David Savage
Chief Technology
Officer



**Georgios
Michalakidis**
Head of AI



Craig Butler
Network Integration
Manager



Luke Haseldine
Business Development
Manager



Craig Miller
Business Development
Manager



Ian Hendy
Executive Administrative
Officer



Tom Kingston
Data Privacy Officer



Ryan Murtagh
Data Consultant



Jennifer Gower
Compliance Manager



Elena Yaneva
Marketing Manager



Kerry Williams
Finance Manager

Why deploy Ripple



Crises often go unnoticed. The Ripple technology intervenes at the critical moment, guiding your people toward support and hope.

✓ Digital crisis intervention

Safeguard individuals experiencing mental health struggles at a time when they are most vulnerable.

✓ Digital safety net

Provide an additional layer of protection to enhance existing wellbeing programs.

✓ Trusted by your peers

Over 700 organisations have already adopted Ripple.

✓ Privacy and security-first

ISO 27001, ISO 9001 and Cyber Essentials certified. Does not collect, monitor or track any personally identifiable information.

✓ Easy for IT teams

Fast, frictionless deployment across managed devices and WiFi networks.

✓ Tech for good

Subscriptions fund Ripple Suicide Prevention charity and keep the tool free for individuals, educators, and charities.

“ 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

Trusted by 700+ organisations



Awards won

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

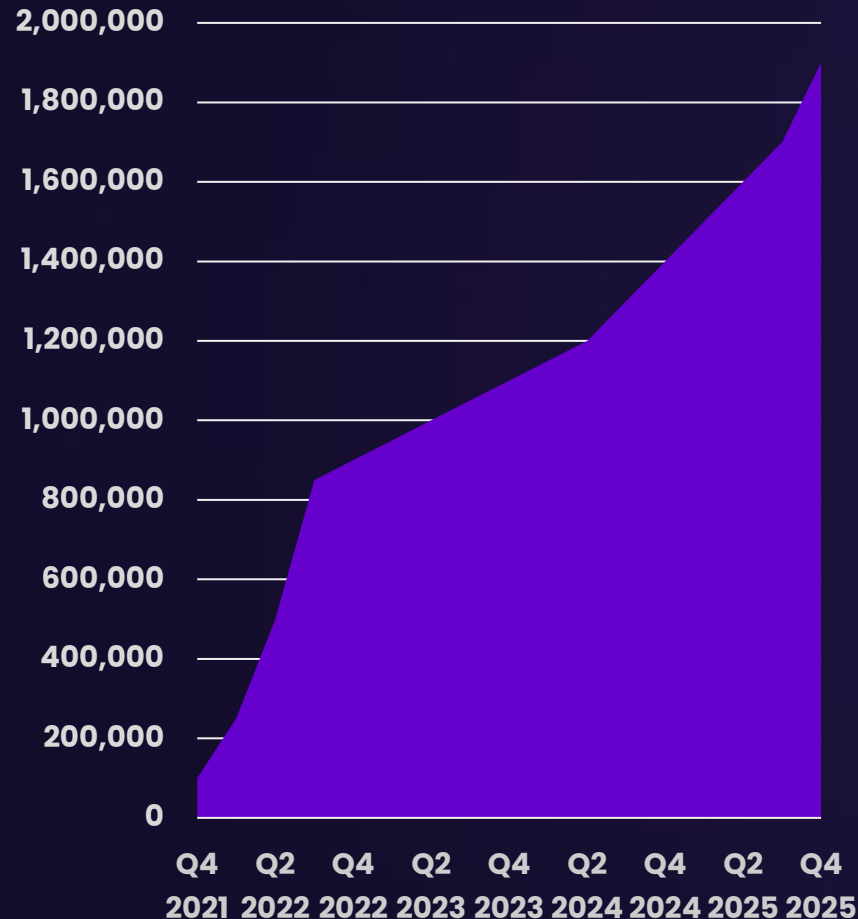
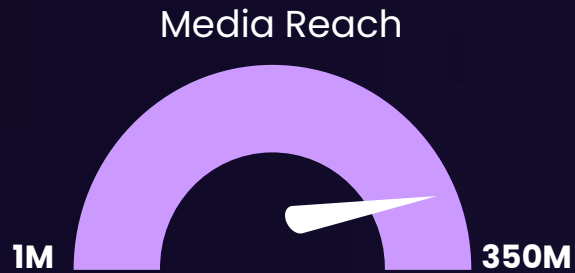


Publicity

Ripple is a crucial voice in the media, challenging misinformation and stereotype, giving hope and advice, and advocating for changes that can save lives.



Our impact



Active Users **1,900,000**

Interceptions **110,000+**

Lives Saved* **32**
*People who have reached out to us directly

Awards Won **42**

Global reach

Europe

Austria, Belgium, England, France, Germany, Gibraltar, Guernsey, Ireland, Isle of Man, Italy, Jersey, Netherlands, Portugal, Russia, Scotland, Spain, Switzerland, Sweden, Wales

Africa

Algeria, Cameroon, Egypt, Libya, Senegal, South Africa, Uganda

Americas

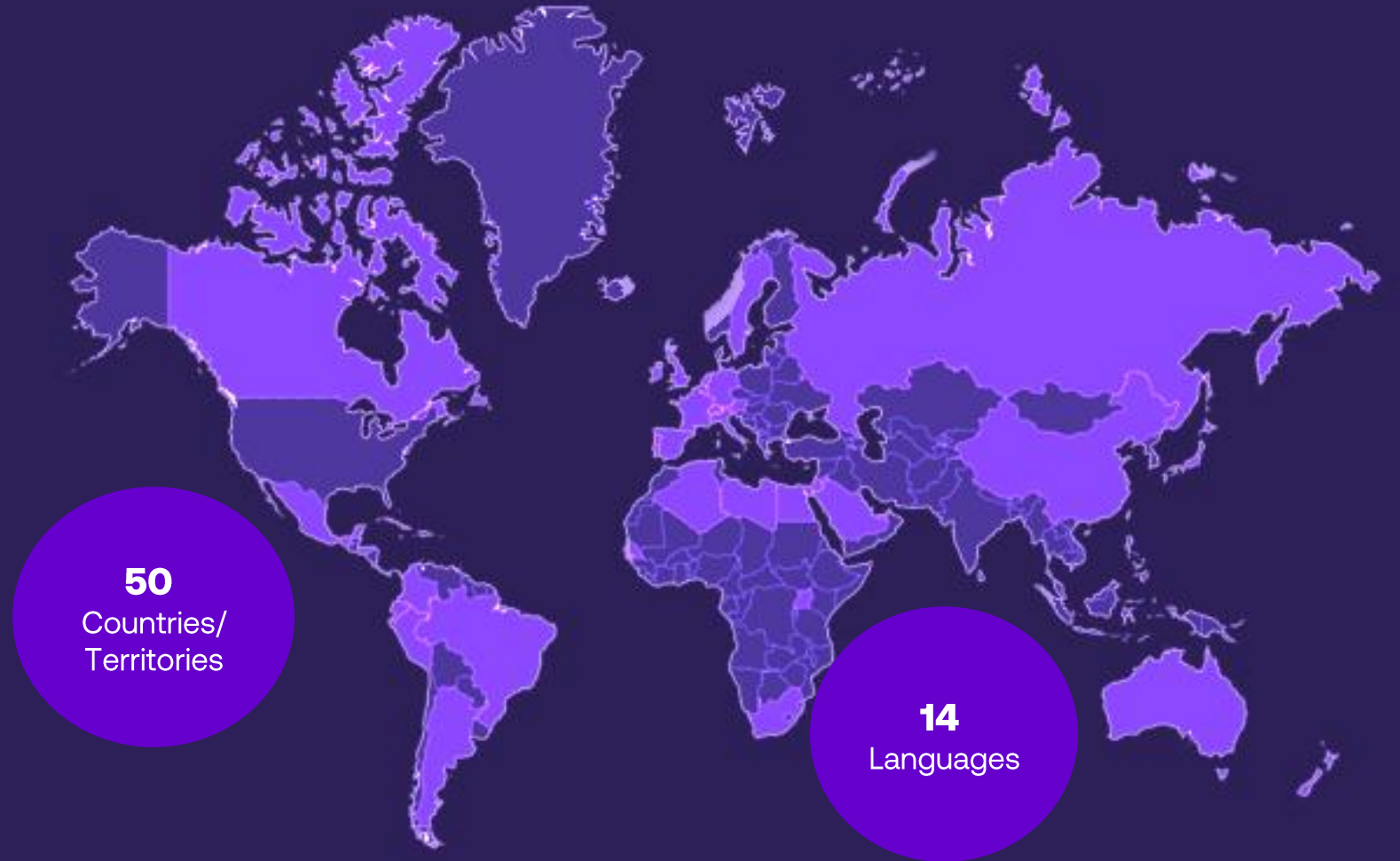
Argentina, Brazil, Canada, Columbia, Costa Rica, Ecuador, Honduras, Mexico, Peru, Puerto Rico, Uruguay, USA

Asia

China, Hong Kong, Japan, Jordan, Lebanon, Qatar, Saudi Arabia, Taiwan, UAE, India

Oceania

Australia, New Zealand



“ 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

Ripple BrowserShield

Protect desktop machines managed by your organisation – anytime, anywhere

- Any operating system
- Most popular desktop browsers
- Various deployment options
- Support for IT teams in testing, pilot initiatives and full roll outs
- Options for tailored content bespoke to your organisation



1

Ripple does not see, share, or save search histories or identifiable personal data.

Ripple NetworkShield

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

- Any operating system
- Easy 5-minute configuration
- Support for IT teams in testing, pilot initiatives and full roll outs
- Subscription model – annual or multi-year
- Options for tailored content bespoke to your organisation

Powered by  netsweeper

Ripple does not see, share, or save search histories or identifiable personal data.



Ripple MobileShield

Protect any managed mobile device in your organisation

- Android and iOS devices
- Support for IT teams in testing, pilot initiatives and full roll outs
- Options for tailored content bespoke to your organisation
- Subscription model – annual or multi-year

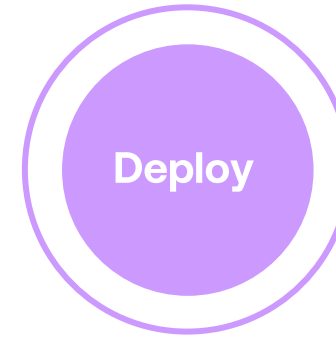
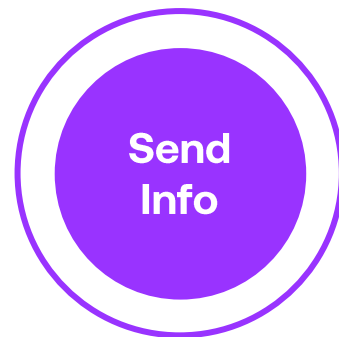
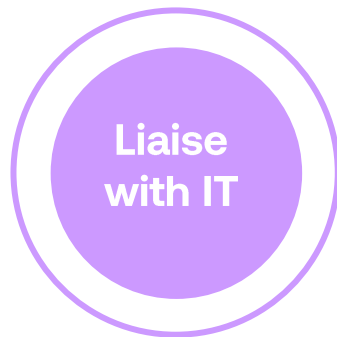
Powered by  netsweeper

3

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Ripple adoption process



1 Get buy in from HR, Wellbeing teams and Finance.

- Agree subscription period and costs.

2 Liaise with your IT team for:

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

3 Send Ripple details about the deployment:

- 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

5 Create a communications plan

- Explore our communications assets
- Decide when and how to publicise your commitment to employee wellbeing and suicide prevention.

Support Ripple's vital mission

1

Social media

Promote, share and like Ripple 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

Fundraising

Sponsor Ripple events or fundraise for us on JustGiving, GoFundMe

5

Advocacy

Ask educational institutions to deploy Ripple for free



Preferred global training partner



Training is an essential component for fostering workplace wellbeing, promoting positive mental health and preventing suicide.

Ripple has partnered with Wellity Global to offer over 450 mental health and wellbeing training programs tailored for your organisation.



Wellity Global is a recognised provider of mental health and wellbeing training to over 1,000,000 employees across 70 countries and including all industries and sectors.

As a Ripple customer, enjoy a 10% discount on all Wellity training programs booked within 6 months of your Ripple subscription date. Visit Wellity at www.wellityglobal.com

Downloadable resources

Mental health materials

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

Get your complementary pack of mental health resources:

Workplace Mental Health Checklist

Download ↴

How to Talk About Suicide Guide

Download ↴

Mental Health and Suicide First Aid Resources

Download ↴

Ripple for Businesses - Overview

Download ↴

Ripple Workplace A3 Signage

Download ↴

Explore Ripple



Website

[Link](#)



Shop

[Link](#)



Subscriptions

[Link](#)



Facebook

[Link](#)



Speaker Request

[Link](#)



Sponsorships

[Link](#)



LinkedIn

[Link](#)



Media Coverage

[Link](#)



FAQs

[Link](#)



Instagram

[Link](#)



Ripple Demo

[Link](#)



Privacy

[Link](#)

Thank you!

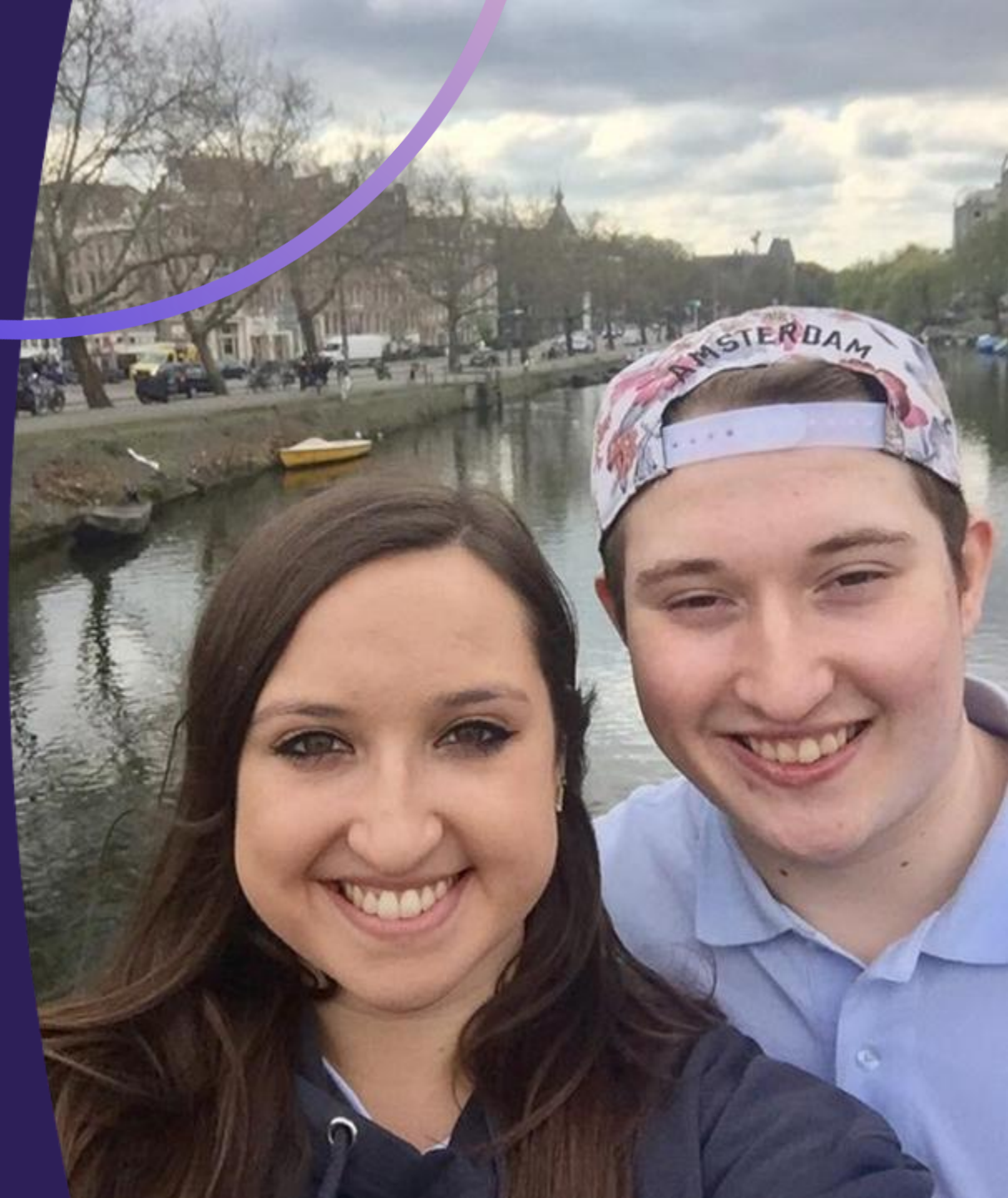
Q&A



Ripple
Subscriptions

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 info@ripplesuicideprevention.com





Protecting workplaces,
people and futures.