



# Safer Workplace, Today.

Protect your employees from harmful <online searches>



# What is R;pple?

## Digital crisis intervention tool

R;pple is a digital tool that is activated when a person searches online for harmful content relating to self-harm or suicide. R;pple provides support 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 statistically proven to help them pause and reflect.
- 3** Signposts to helplines and mental health resources, accompanied with messages of hope.

## The next level of suicide prevention in the workplace

- Additional layer of protection for employees, complementing existing wellbeing programs
- Easy to install on managed machines as a browser extension
- Extended device protection via WiFi integration

## Privacy and security-first

- Cyber Essentials certified
- Does not collect, monitor or track any personally identifiable information

## Trusted by Your Peers

Over 700 organisations have already adopted R;pple.



# R;pple for the Vet Community

## Why Act Now?

### x4 higher

suicide rate of UK veterinary professionals compared to the general population. (PubMed)

### 50% rise

in the number of searches for suicide methods since 2019. (Semrush)

## The R;pple Story

### Giving others a chance

Alice Hendy 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 R;pple.

### R;pple's impact today

1.9m	100k+	32	38
Weekly Active Users	Searches Intercepted	Lives Saved*	Awards Won

\* People who have reached out to us directly

## Here to Support You

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R;pple for  
Businesses



R;pple in the  
Media



R;pple