



# Safeguard Your Child, Today.

Protect your loved ones from harmful <online searches>



# Safeguarding Your Child Online

Today's digital world brings hidden risks even to the safest home. Invisible to parents, harmful content is easily accessible to kids online. Content that can trigger desperate decisions and take vulnerable ones to places from which there might be no return.

## Protection when it's needed the most

R;pple exists to save lives by turning harmful online searches into a journey of hope and support. It is a browser extension that gets activated when a person searches online for content relating to self-harm or suicide and 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.

## Easy to install, free to use

You can get R;pple on your home laptops and computers in seconds, for free.

## Privacy-minded

R;pple does not collect, monitor or track any personally identifiable information.

## Trusted by Educators

Over 650 educational institutions have adopted R;pple to protect their students and staff.



# Download, Free, Today.

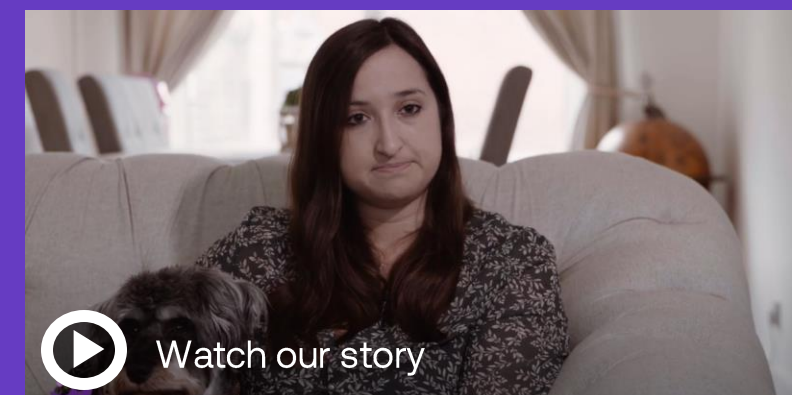
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# R;pple for Parents and Guardians

## 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

## Why Act Now?

### 3rd leading cause

of death in young people worldwide is suicide.  
(WHO)

### >26%

of suicide cases in under 20s had a suicide-related search history.  
(Samaritans)

### 7%

of UK children attempt suicide by the time they reach 17 years old.  
(Centre for Longitudinal Studies)

## Get R;pple Now



See how to install R;pple on your computer\* [here](#)

\* R;pple is not available on mobile devices or home Wi-Fi



R;pple for  
Parents & Guardians

# R;pple