R;pple

R;pple

The FAQ’s

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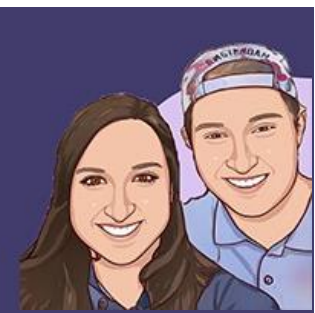


R;pple

The Basics

Registered Charity Number: 1194331

Basic Information

What is the name of your charity?
Ripple Suicide Prevention Charity

What is R;pple's registered charity number?
1194331

When was R;pple established?
May 2021

When did R;pple officially launch?
R;pple launched as a browser extension product on 10th September 2021.

Why was R;pple established?
Alice Hendy lost her only sibling, her brother Josh, on 25th November 2020 to suicide at 21 years old.

Josh had been researching techniques to take his own life via harmful internet searches. The content available online following a search of this nature currently provides mental health support in one format; a helpline.

To ensure more help and support is given to individuals searching for harmful content online, Alice set up R;pple Suicide Prevention. R;pple provides an immediate, vibrant display on a user's device once they have been flagged as searching for online content relating to self-harm or suicide.

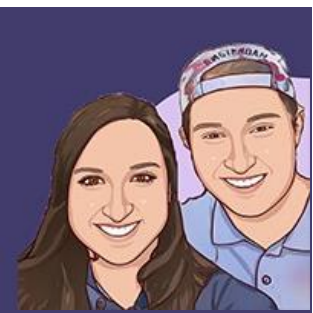
R;pple consists of a powerful message of hope as well as providing a selection of mental health support resources in a range of different communicative options (call, text, webchat) from established mental health charities.

We provide people with a voice, choice, empowerment and control at a time when they are most vulnerable.

What is R;pple's mission statement?
Our mission is to intercept harmful content relating to self-harm and/or suicide through innovative technology to redirect users to mental health support if they are struggling to cope or in need immediate help.

What is R;pple's vision statement?
Our vision is to ensure all users searching for harmful content online are presented with an opportunity of hope that things can and will get better.

What does R;pple do?
The purpose for which Ripple has been established is to reduce the number of people who are viewing harmful online content relating to self-harm and suicide and increase the number of people who are utilising the plethora of mental health resources available to them.



The existence of Ripple will significantly reduce the number of people who go on to take their own lives following a harmful online search which can add a level of vulnerability to individuals by reinforcing their feelings, legitimising their thoughts and providing users with the ways and means to act on their contemplations.

Instead, Ripple ensures a support page is presented before harmful online search results are displayed, and act as an interception to encourage people to visit a mental health support page from one of our charity partners as an alternative to viewing harmful online results.

Who is R;pple aimed towards?

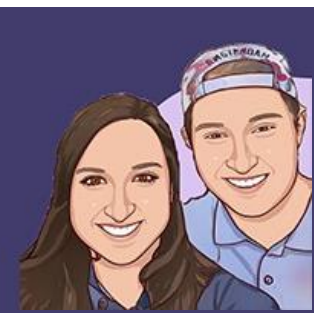
Everyone!

What are R;pple's objectives?

- Reduce the number of individuals who self-harm or go onto end their own life
- Maximise the number of educational sector organisations, businesses and parents who pro-actively install R;pple
- To expand R;pple to be compatible with mobile and tablet devices
- To expand R;pple globally by creating country specific versions of R;pple
- Maximise the number of people who utilise free, 24/7 mental health support services
- To hold tech giants and social media companies to account for hosting harmful online content
- Maximise the engagement of R;pple on Social Media (Facebook, Instagram, LinkedIn)
- Raise awareness of mental health support services
- Reduce stigma surrounding the topic of mental health

What issue is R;pple addressing?

Harmful online search results can add a level of vulnerability to individuals by reinforcing their feelings, legitimising their thoughts and providing users with the ways and means to act on their contemplations. Currently, when a user searches for a term relating to self-harm or suicide via a search engine, one option of mental health support is displayed; a helpline.



R;pple

Why is R;pple needed?

Why is R;pple needed?

What statistics exist that highlight the need for R;pple?

- Searches for suicide methods have increased by **50%** in the last 2 years (Semrush)
- Searches for suicidal thoughts have increased by **23%** since Jan 2019 (Semrush)
- Searches for suicide hotlines have increased by **125%** since Jan 2019 (Semrush)
- **One in five** people have accessed sites which provide information on how to hurt or kill themselves.
- Research has found that not everyone is comfortable speaking over the phone and that visual prompts can help those in a crisis
- Annually, for each death by suicide, **6.9 million** people are personally affected. R;pple is offering a platform in which will not only help the individual but will prevent the ripple impact on all people close by.
- The rate of deaths among under 25s increased by **23.7%** from 2017 to 2018 with 730 under-25s taking their own lives in 2018, up from **590** in 2017. (Samaritans)
- "There are **1.2 million** internet searches for ways to take your own life every month" - Suicide Forum, 2018
- Harmful internet use was found in **26%** of deaths in under 20s and 13% of deaths in 20-24 year-old (Samaritans)
- **Three quarters** of young people under the age of 35 took their own lives in 2018 were boys or young men. (Papyrus)
- Male suicide is at it's **highest rate in 20 years** in 2020 (ONS)
- **93%** rise in female under 25 suicide rates since 2012 (ONS)
- Overall, men accounted for **three-quarters** of UK deaths by suicide in 2018 (ONS)
- There were **5,691** suicides in England and Wales in 2019, that is 321 more compared to the year before. (Samaritans)
- **26.8%** of people aged 16-24 report having had suicidal thoughts in their lifetime, a higher percentage than any other age group (MHFA)
- **Every 90 minutes** in the UK, a life is lost to suicide (The Sun 'You're Not Alone Campaign')
- Over **200** schoolchildren are lost to individuals taking their own life every year. (Samaritans)

R;pple

Who does R;pple benefit?

Registered Charity Number: 1194331

Beneficiaries

Where does R;pple operate?

- UK Wide - The existence of the Ripple Suicide Prevention will benefit people across the UK and is not subject to geographical limits.
- Worldwide – R;pple is now available in the following English speaking countries:
- USA
- Canada
- Australia
- New Zealand
- South Africa
- Ireland
- Scotland
- Wales

Work is underway to deploy R;pple to other locations around the world, dependant on funding.

Who does R;pple assist, who are R;pple's beneficiaries?

The people who can benefit from the Ripple include people who are in need of mental health support following an act of carrying out online searches of a harmful nature relating to self-harm and suicide, nationwide. The purpose for which Ripple has been established is to reduce the number of people who are viewing harmful online content relating to self-harm and suicide and increase the number of people who are utilising the plethora of mental health resources available to them.

Who does the project support (age-range, gender etc.), what are their needs and how will you identify them/how do they hear about the project?

Ripple supports individuals of all ages, genders, ethnicities, sexualities and disabilities by providing an interception when an individual searches for harmful content relating to self-harm or suicide online and instead encourages them to seek mental health support from a range of different charities and services in a way which suits them (helpline, text service, webchat, self help app, pocket resources).

Are there plans to take R;pple global?

Yes! R;pple has been translated in over 20 languages and will eventually be available in all countries and territories in different languages.

What exactly do organisations receive for their fee for downloading the software?

Organisations who deploy R;pple across their IT infrastructure will ensure an additional layer of mental health protection is in place for their colleagues. R;pple allows organisations to prioritise the wellbeing of their staff and provide them with a message of hope and a selection of mental health resources should they conduct a harmful online search relating to self-harm or suicide. By installing R;pple, the organisation is directly contributing to the development of the R;pple tool, to include the following:

- Ensuring R;pple is available in more geographies and territories around the world
- Ensuring R;pple is compatible on mobile and tablet devices
- Ensuring R;pple is as intuitive as possible.

R;pple

The Appearance

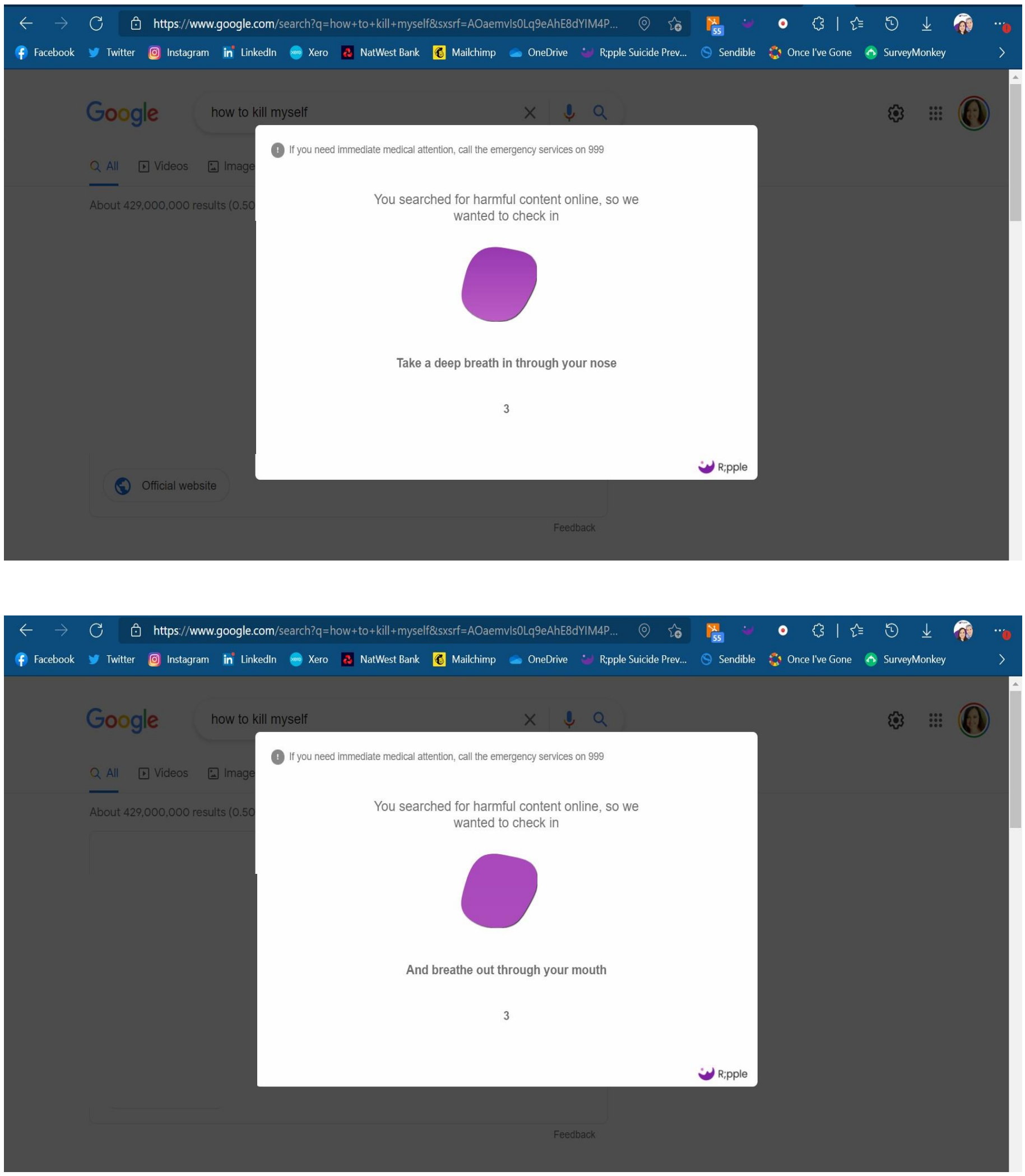
Registered Charity Number: 1194331

What does R;pple look like?

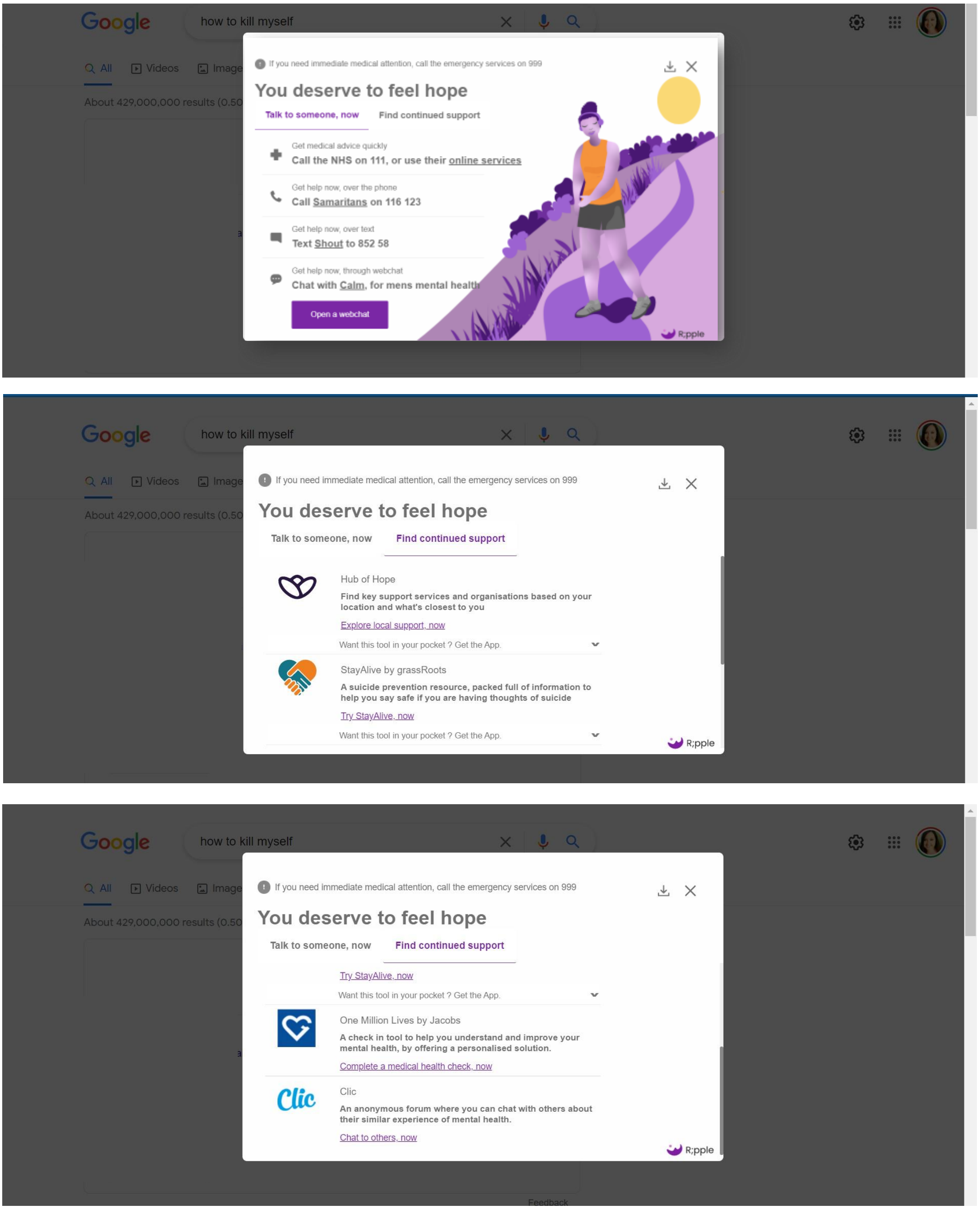
Font and Hex Colours Used

The font used is: FF Real Head Pro
The hex colours are as follows:
#70319f
#c480d0
#212121

What does R;pple look like?



What does R;pple look like?



Can we tailor the content on the tool?

We recommend utilising the national tool as much as possible. However, if your organisation would like to tailor the mental health support options that appear on the tool, we can do this for a one-off fee of £749 to cover our costs and time.

Why have rounded edges been used?

The R;pple tool has been designed with rounded edges to convey a more friendly appearance based on academic evidence.

Two studies examined the hypothesis that geometric patterns in the facial expressions of anger and happiness provide information that permits observers to recognise the meaning of threat and warmth. Results indicated that diagonal and angular patterns convey threat, whereas round patterns convey warmth. In a 2nd study, a set of 3 experiments using models of simple geometric patterns revealed that acute angles with downward pointing vertices conveyed the meaning of threat and that roundedness conveyed the meaning of warmth. Human facial features exhibit these same geometric properties in displays of anger and happiness.
(PsycINFO Database Record (c) 2016 APA, all rights reserved)

Why does R;pple include a message of hope?

The R;pple tool displays a message of hope at the top of the box stating 'Everybody is worthy of support'. The message of hope has been crafted in collaboration with CALM, The Molly Rose Foundation, The OLLIE Foundation, ASIST Training. A person with thoughts of suicide relate to wording that makes them feel understood. For this reason, inspirational and positive messages will often miss their mark.

As a result, the chosen message 'everybody is worthy of support' has been based upon the academic evidence of Professor Rory O'Conner Integrated Motivational-Volitional Model (Defeat & Entrapment), which has been chosen to alleviate a sense of burdensomeness and is also considered to be unambiguous and clear.

What does the imagery on the tool represent?

The R;pple tool displays a visual image of a person being helped up a mountain with a deliberate theme of nature being chosen.

Guided imagery (GI) has also proven to be effective for reducing anxiety symptoms. Thus, nature-based GI might help to overcome the limitation of access to nature and strengthen the impact of GI interventions. Further, there is evidence that visual mental imagery and visual perception share similar representations and are similarly processed (Borst and Kosslyn, 2008).

Boschker et al. (2002) pointed out that in some instances while the processes involved in imagery and actual experiences are very similar, the neuropsychological data suggests that imagery is not an exact representation of the real-world experience. Further, in these instances, imagery might actually be more effective than experiencing the real context because in imagery a participant might not focus on the unpleasant aspects of the context and instead focus on the most meaningful environmental characteristics.

Why have QR Codes been used?

For the Grassroots, Jacobs One Million Lives, Clic and Hub of Hope ongoing support options, a QR code is present. This has been included to improve the user journey when online using a laptop or desktop computer. By simply scanning the QR code with their smart device, the user will be immediately transferred to the mental health support option.

Can people return to the R;pple tool at a later date?

The R;pple tool features a 'bookmark' option to enable users to save the tool contents for later.

Can people exit from R;pple if they don't wish to utilise the tool?

The R;pple tool features an 'exit' option to enable users to close the R;pple tool and continue their search. This is to ensure that R;pple is not restricting users' rights and choices relating to their online searches.

Why have the colours been chosen?

The R;pple tool features soft grey and purple coloured imagery and text to align with the R;pple brand. According to research, soft purple tones have the capacity to bring balance and make users feel inner peace.

Purple hues are known to signify strength and peace and wisdom. Grey has also been chosen to bring a sense of balance.

As grey is a cool, neutral and balanced colour, it creates both a solid and stable grounding – perfect to evoke a sense of calm and composure, and relief from a chaotic world.

What decision process was behind the chosen charities that feature on the R;pple tool?

Jacobs One Million Lives

The Jacobs One Million Lives tool has been selected to feature on the R;pple tool as an opportunity for users to take an online check in. The app allows users to take a free check-in to understand how they are coping and start the journey to better mental health as well as encouraging open conversation about mental health and knowledge sharing to reduce stigma

Clic

Clic has been chosen as an option for users requiring 'ongoing support' because it is a forum for users to connect with likeminded people and is moderated 24/7. An online forum has been included based upon the research and evidence from Samaritans which states 'online forums could facilitate peer support with providers ensuring it is a safe place'.

Grassroots

Grassroots has been selected to feature on the R;pple tool in order to provide a choice of ongoing assistance for users to receive more long term support. The StayAlive app is a pocket suicide prevention resource, packed full of useful information to help users stay safe. Users can utilise the app if they are having thoughts of suicide or if they are concerned about someone else who may be considering suicide.

What decision process was behind the chosen charities that feature on the R;pple tool?

Samaritans
The R;pple tool provides immediate mental health support in the form of Samaritans (helpline), Shout (text service) and CALM (webchat facility).

The presence of these support services have been included based upon research and evidence conducted by Samaritans, including the following:

Individuals in crisis want clear signposting directing them to immediate support. This information must be succinct and present easily visible pathways to help.
Online instant messaging and live chat would be beneficial for immediate support.
The presence of immediate support for someone to speak has been given primacy above the offer to browse to identify and select a preferred support resource.
The R;pple tool continues to lead with an offer of support and provides a phone number for a 24/7 service so that someone struggling to navigate online can speak to someone straight away.

Shout
According to the Shout Annual Report in 2020, text messaging has enabled a new and discreet way for those in need of mental health support to reach out for help. The main reason people contacted Shout was for suicidal thoughts (34% of conversations) 65% of texters aged under 25 and 7% aged 13 or under showing the importance of text support for a digitally native demographic. Shout also see particular demographics, including autistic people (7% of texters) and the LGBTQ+ community (35% of texters) overrepresented in Shout usage. Nearly half of the people who texted Shout felt more comfortable texting than talking about private issues (48%).

Texting offers them an alternative way to open up and share the problems they haven't been able to speak out loud. It also gives people a valuable and lasting record of their action plan that they can return to whenever they need to, or use as a starting point for a conversation with a parent or GP.

CALM
CALM has been selected to appear on the R;pple tool as they provide a free, anonymous webchat facility for users, and has increased in popularity year on year, and indicating a demand for online chat services. CALM also provides a focus on male mental health. Every week 125 people in the UK take their own lives. And 75% of all UK suicides are male.

What previously existed?

What previously existed?

What similar projects have existed prior to R;pple?

Samaritans Radar was a free Twitter plug-in which used an algorithm to allow Twitter users to monitor each others' posts. It was launched on 29 October 2014 and suspended on 7 November 2014. It was closed permanently on 10 March 2015.

Samaritans Radar used a list of keywords and phrases to identify tweets that indicated someone might be struggling to cope.

It then sent an email alert to users who had signed up to monitor that account, flagging the tweet or tweets in question and linking to guidance on the best way of reaching out and providing support.

The idea was to give Twitter users a second chance to see potentially worrying tweets from friends, in case they missed them when they were originally posted.

Samaritans Radar was designed to provide an online safety net, after a 2013 study found an association between rates of tweets per users determined to be at risk for suicide, and actual suicide rates.

What were the concerns surrounding previous projects of this nature?

Samaritans Radar was suspended following negative feedback and advice, including serious concerns raised by people from the mental health community who use Twitter.

This feedback included concerns about privacy – as people being monitored were never notified or asked to consent – and concerns that the use of Samaritans Radar would people to censor their tweets, making Twitter a less safe space for people who were struggling, and seeking support and community.

How has R;pple addressed previous concerns around consent?

Through the Samaritans Radar initiative, Twitter sent an email to the users following them being flagged without being notified or asked to consent. R;pple does not capture any personal data and instead only monitors the number of harmful searches and the number of users who have chosen to click on one of the charity partner support buttons. In addition, R;pple does not send emails or any communications to the user. Instead, R;pple presents a visual page which provides users with a choice to positively accept a message of hope and to seek support from one of our charity partners or continue to the search results.

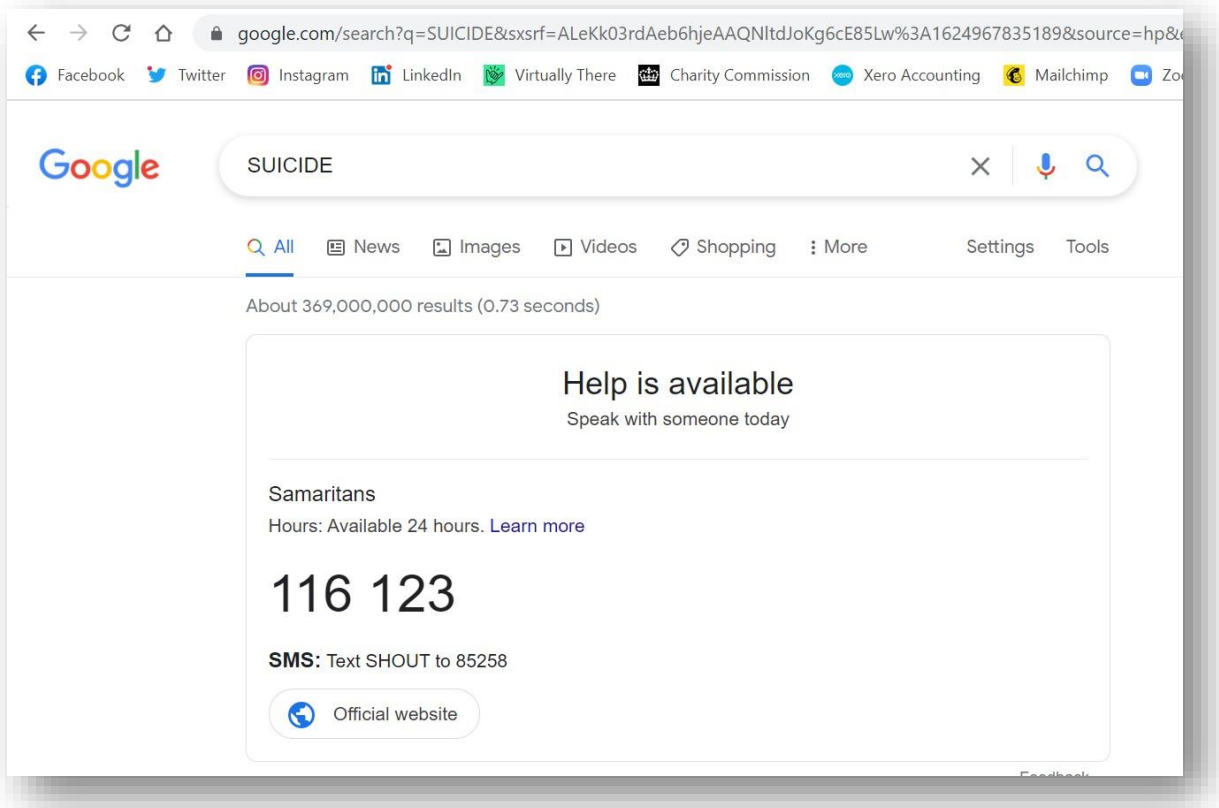
How has R;pple addressed previous concerns around people's freedom of speech?

The use of Samaritans Radar would censor people's tweets, making Twitter a less safe space for people who were struggling, and seeking support and community. The R;pple tool does not remove any content at all, instead providing a visual page in the first instance before the content is viewed. The user has the option to select 'continue to search results' when they wish to do so.

R;pple

What currently exists?

What currently exists?



How did Samaritans get added into the OneBox?
Google have a relationship with Samaritans as one of the leading mental health charities in the UK.

When was Samaritans added to the OneBox?
Samaritans was added to Google on 11 November 2010. Samaritans' helpline number and a highly visible telephone icon is triggered when people search online in the UK for information related to suicide. No change has been made since 2010 despite the huge digital enhancement of the world.

What has the impact of having the OneBox been?
Quotes from Samaritans:
In 2020, there were 6,339,886 visits to the Samaritans website and we answer a call for help every seven seconds. 58.88% of that traffic came from organic search.

The primary offer in the OneBox is a number to call and we cannot collect quantitative data about how many people who saw the number went on to dial it and speak to someone. Although we don't have exact data for how effective the OneBox is, we do know that most of the search terms that drove the highest volume of traffic to our website were those for which the OneBox appears (such as "how to kill yourself" and "i want to die"). These terms saw up to 600,000 impressions each in 2020, and drove up to 45,000 clicks each through to the Samaritans website. We only have capacity to monitor 1,000 search terms that we are mentioned in, but there are likely to be many more.

We regularly hear from volunteers who've spoken to someone who called us because of the OneBox. And during development of our online chat service, we held a series of focus groups and in-depth interviews to understand the needs of people seeking support online, developing a number of personas based on lived experience accounts. We're told that it's vitally important that the number is provided immediately without any further need to navigate and consume information - thus the OneBox and importance of this primacy when landing on site.

R;pple

How does R;pple work?

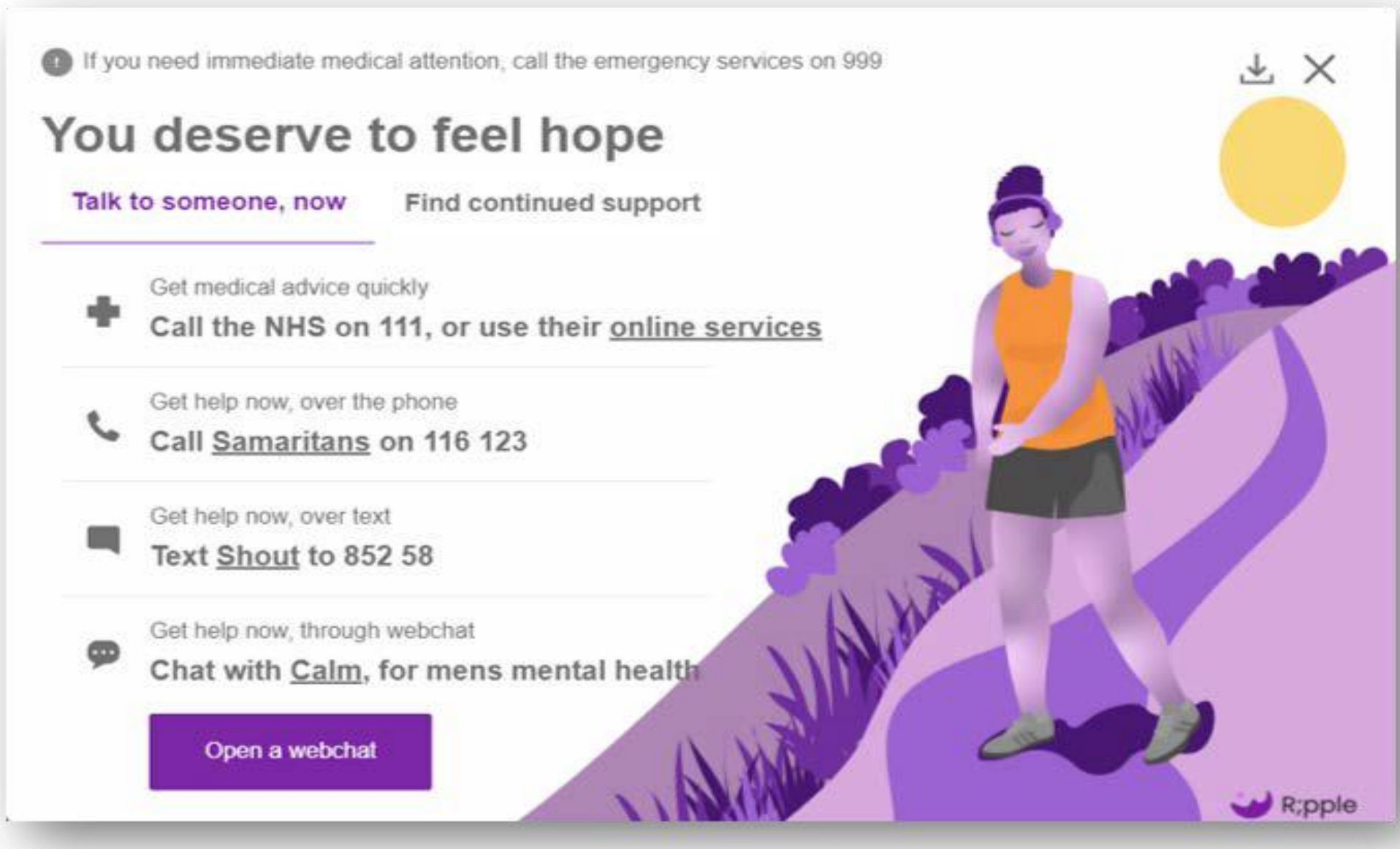
How R;pple works

What is R;pple?
R;pple is a browser extension.

What is a browser extension?
A browser extension is a small software module for customising a web browser. Browsers typically allow a variety of extensions, including user interface modifications, ad blocking, and cookie management.

What does the delivery involve?
The delivery of Ripple will involve providing a redirection and signposting service to individuals who are searching for harmful content relating to self-harm and suicide online.

What is the frequency of the project?
The frequency of use in the Ripple is dependant upon the number of harmful searches conducted online across the UK.



R;pple

How to install R;pple

Registered Charity Number: 1194331

How to install R;pple as an Extension

How can you deploy R;pple on individual computers?

- **Click here** to watch an instruction video on how to install R;pple on Google Chrome
- **Click here** to watch an instruction video on how to install R;pple on Microsoft Edge
- **Click here** to watch an instruction video on how to install R;pple on Mozilla Firefox
- **Click here** to watch an instruction video on how to install R;pple on Opera

How can you deploy R;pple onto all managed machines?

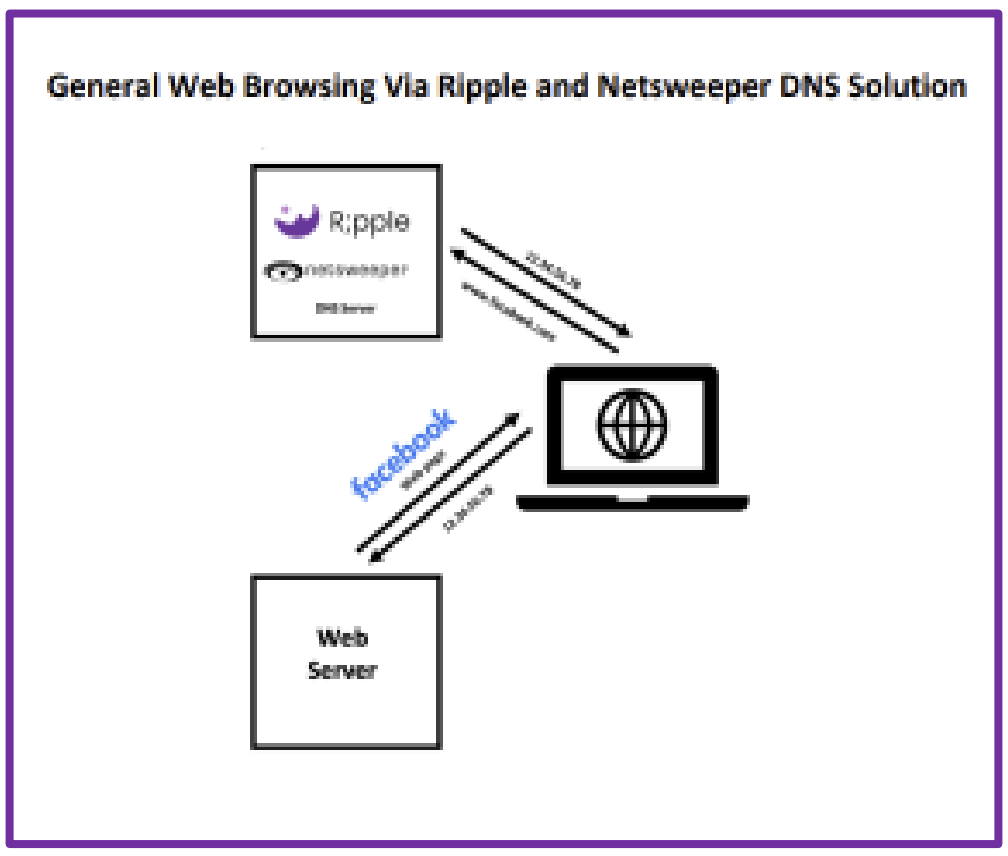
There are three primary ways to get the extension onto university (or indeed any) managed machines:

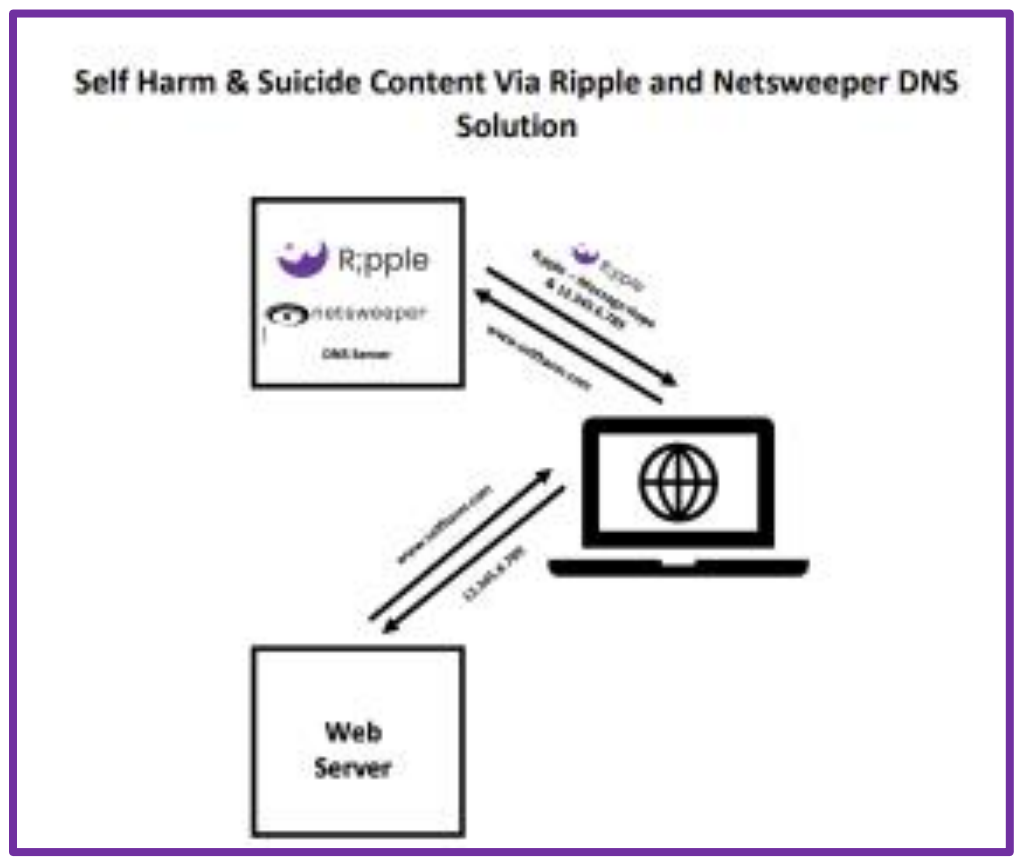
- GPO (Group Policy Object)- You can force install a browser extension on Chrome and on edge using this method
- Force installs through browser management. Both Google workspace and Microsoft 365 have methods for this
- Using a third-party management tool (of which there are many – if your organisation does not use one, this is not an option to consider)

Is there scope to give our employees the option to have this installed onto their family laptops as well as their corporate devices?

Yes - all employees (and any parents/individuals) can install R;pple for free on their family computers now, but you are welcome to promote this offering as part of your internal wellbeing options to encourage use outside of work.

How to install R;pple on the Network





R;pple

The Technical Components

The Technical Components

What mechanism sits behind R;pple?
Browser Extension - R;pple for the browser is very lightweight and utilises a minimal resource that does not cause any detrimental effect to the normal operation of the browser or host computer.

Does R;pple slow down user's machines?
Browser Extension - R;pple for the browser is very lightweight and causes no measurable resource utilisation

If our IT systems already block harmful content, how does R;pple interact with this?
Browser Extension - R;pple for the browser compliments network level content filtering. Because it is installed on the end point it can detect harmful web searches one step before network level equipment can. There is no reason why the browser extensions cannot be used with a network filtering service at the same time.

Is it possible to have your ext. packaged in a .pkg for mass deployment?
We don't have the extension as a standalone installer for any platform currently. We are currently investigating the methods available for Mac OS

Endpoint management tool – if your machines are managed, your platform may have a way of loading extensions to the local browsers

Managed browser – Chrome and Edge can be managed organisationally for logged in users.
Preference file – We could look at making a preference file for deployment as per this instruction: https://developer.chrome.com/docs/extensions/mv2/external_extensions/

How can you deploy R;pple onto all managed machines?
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- GPO (Group Policy Object) - You can force install a browser extension on Chrome and on edge using this method
- Force installs through browser management. Both Google workspace and Microsoft 365 have methods for this
- Using a third-party management tool (of which there are many – if your organisation does not use one, this is not an option to consider)

How will the extensions be updated?
The extensions themselves would update from the respective Google and Microsoft store that will keep the connection to the app store to benefit from the regular updates me make.

What is the external IP address of where R;pple will be hosted?
185.190.128.33

The Technical Components

When installing Ripple, a message was displayed stating R;pple can read or change all of your data. What does this mean?

While the message does say it can read all website data, in reality it doesn't, we have this permission for two reasons:

1. We would need to specify each and every top level domain name for each search engine we support. For example google.com, .co.uk, .com.au, .co.za etc. As it is, we match Google.* or Yahoo.* for example.
2. On the roadmap ahead, we will trigger the popup when a user navigates directly to a known harmful website – we don't want to specifically ask for permission to read data on those websites and put them in front of users.

How can we receive technical assistance to deploy R;pple across our organisation?

We can provide onboarding services at a rate of £649 per day to assist with the deployment of the browser extension.

R;pple

The Security

Registered Charity Number: 1194331

Security

What security implications are there in installing R;pple?
No data or personally identifiable information is captured by the extension.

Has R;pple undergone testing and due diligence?
The tool has been pentested externally by a London based consultancy
The tool has been developed professionally and diligently by Blue Tea London

Do people need to download it or agree to it?
To start with yes. This means our target audience is primarily schools/colleges/universities and parents who are all able to download R;pple on mass scale.

How does R;pple monitor searches?
It's carried out via key words. So if someone searches online for something relating to self-harm or suicide, Ripple will be presented to them – providing a message of hope and a selection of mental health resources to choose from.

Does R;pple track and monitor me?
Absolutely not! The only information we gain is the number of times R;pple has been activated and the number of click throughs to mental health support services. R;pple does not capture any personally identifiable information.

Can you give an example of something else like this tool?
Sure. If you go onto Google and type in something to do with self-harm or suicide, the Samaritans number will appear. R;pple works in exactly the same way as this, but instead of providing one option, it appears in a more visual box with a message of hope and a selection of mental health options for people to choose from.

Are users more susceptible to threats and vulnerabilities if they install R;pple?
No – the R;pple tool is very simple and there are not may components needed to make it effective. We do however take security very seriously at R;pple. We regularly penetration test the extension, probing for any weakness or mistake that could cause a security concern. Our penetration testing documentation is available on request.

When people use search terms out of the context for which R;pple has been designed, will this stop all results being returned?
Browser Extension - In the current released product, we match against a select number of single words but, more commonly, phrases. This allows a granular control of when the tool is triggered but it does mean that we will likely miss some opportunities because we have not specified the search term explicitly. We also do not include for spelling errors etc. as this will be too heavy to include in the extension.

Security

We are looking to advance our matching by more broadly looking for main ‘red flag’ words with relevant modifiers such as ‘how’, ‘where’, ‘when’, ‘best’ etc. For us to refine this, we would like to analyse activations (not every search performed) that trigger the extension and following R;pple pop-up. We will, when the time comes, offer the organisation a choice to opt in to this data collection or opt out. We are happy to share the word list with you if you believe activations for innocent or work related searches will be a problem.

- Network Integration - DNS – DNS is only based on Categorisation of web page and not based on the search terms.
- Network Integration - Proxy – Results will still be able to be access with a by pass button allowing end users the ability to get their search results.

Does R;pple refer to national or regional support services?
Both. R;pple is available to download on Google Chrome, Firefox, Opera and Microsoft Edge browsers and contain National mental health support resources.

However, if you would like a tailored bespoke version of the tool, this is possible at a fixed one of cost of £749. R;pple is currently a national tool to include UK, free and 24/7 mental health support options. Further customisation for localised or organisational services is a roadmap item and has been asked for by at least one university and several businesses we are engaged with.

Does R;pple have a cyber security strategy?
Yes – a full cyber security strategy and incident response plan is in operation

Is R;pple Cyber Essentials Certified?
Yes – we have been awarded certification from Cyber Essentials as of February 2022. Certification is available to view upon request.

Has R;pple been pentested?
Yes – Pentest Ltd have comprehensively pentested the R;pple tool, which passed all required and necessary security checks and assurances. Pentest reports are available to review upon request.

Does R;pple have a Data Privacy statement?
Yes – you can find R;pple’s Data Privacy statement on our website.

R;pple

The Data Privacy

Privacy

What data/metrics can we provide with the deployment of R;pple as a browser extension?

- The number of times the R;pple tool has been triggered (i.e., a harmful search has been conducted)
- The number of times R;pple has been downloaded
- The number of times a user has interacted with R;pple (i.e., the user has clicked on one of the
- support options displayed on the tool)

Ripple is not able to determine any organisational or individual identifiable data from the metrics that are collected, we only use this to help improve our tool.

What data/metrics can we provide with the deployment of R;pple as a network integration?

- The number of times the R;pple tool has been triggered (i.e., a harmful search has been conducted)
- The number of times R;pple has been downloaded
- The number of times a user has interacted with R;pple (i.e., the user has clicked on one of the support options displayed on the tool)

What data is held by R;pple with regards to IP addresses of users?

- Browser Extension - When the extension is activated we do collect some metrics and from these we do identify IP addresses they originate from. These IP addresses are not personally identifiable and are only used to estimate the regions in which R;pple is triggered.
- Network Integration -DNS – All these variables can be decided by the Organisation.
- Network Integration -Proxy – All these variables can be decided by the Organisation.

What data is held by R;pple with regards to the words/terms the user has searched for?

- Browser Extension – R;pple does not collect search terms at this time, though when we develop some more advanced matching, we may look to alter our terms to allow organisations to opt in or out of analytics that will include keywords. R;pple does not record the search term but our analytics do provide us with the IP address of a client who has activated the tool, along with some basic operating system, browser type, screen size and subsequent 'in tool' navigation data. After R;pple has been closed, no further data collection can occur.
- Network Integration -DNS – No data is stored on this content
- Network Integration -Proxy – On managed devices with Decryption enabled all search terms and words are stored with In the logger. For all unmanaged devices, none of this data will be stored or accessible.

How long is data from the R;pple tool held for?

In accordance with our Data Privacy Policy, we hold data for a total of 6 years from the end of the relationship.

Privacy

Who is data from the R;pple tool shared with?

- Browser Extension - The usage data from R;pple is analysed internally for the purposes of improving the tool and its function. Ripple may engage the services of external data scientists and mental health professionals for the same.
- Network Integration -DNS – Data is Shared between R;pple, Netsweeper and customer/end user.
- Network Integration -Proxy – Data is Shared between R;pple, Netsweeper and customer/end user

Where is the data gained from the R;pple tool stored?

- Browser Extension - All data is held within the EU and in a GDPR compliant way.
- Network Integration -DNS – All data is stored with in the UK and does not leave these shores.
- Network Integration -Proxy – All data is stored with in the UK and does not leave these shores.

Who has access to the data gained from the R;pple tool?

- Browser Extension - Only a select number of authorised R;pple representatives and developers have access to the data. Access is controlled and is based on need with access only authorised by a director or equivalent
- Network Integration -DNS – This is controlled by the data controller
- Network Integration -Proxy – This is controlled by the data controller

Can other users access the R;pple browser extension in the search history?

The browser extension sites over the top of the browser and activates when a word or phrase is searched for that matches the word list installed with the extension. The extension does not in itself collect any search history. The browser, depending on its settings and whether in private browsing/incognito may collect a search history as it would usually, irrespective of the R;pple tool being installed.

Are matches recorded by the supplier, what else is recorded, where is it stored and who has access to it?

- Browser Extension - R;pple does not collect search terms at this time, though when we develop some more advanced matching, we may look to alter our terms to allow organisations to opt in or out of analytics that will include keywords. R;pple does not record the search term but our analytics do provide us with the IP address of a client who has activated the tool, along with some basic operating system, browser type, screen size and subsequent 'in tool' navigation data. After R;pple has been closed, no further data collection can occur.
- Network Integration -DNS – All these variables can be decided by the Organisation.
- Network Integration -Proxy – All these variables can be decided by the organisation.

Are there any triggers for if it is uninstalled?

Browsers do not track uninstalls or installs, but they do know how many active users we have on a weekly basis.

Privacy

Are employees made aware that the software is in place once it has been downloaded?
This is at the discretion of the organisation. Each organisation can choose to inform their colleagues about the deployment of R;pple or be discreet about the installation and ensure the tool sits in the background.

Is there a follow up call with HR the following day once R;pple has made an interception? Or is there a referral into counselling/a treatment protocol?
This is at the discretion of the organisation. R;pple takes data processing extremely seriously and will not share any information without prior written consent.

Should a next of kin be involved in the process?
This is at the discretion of the organisation. R;pple takes data processing extremely seriously and will not share any information without prior written consent.

Should teammates/line manager be made aware?
This is at the discretion of the organisation. R;pple takes data processing extremely seriously and will not share any information without prior written consent.

Can a business see that R;pple has been activated by a user?

No data or personally identifiable information is captured by the extension and R;pple is not able to determine any organisational or individual identifiable data from the metrics that are collected. However, we are able to provide very high-level organisational information in the sense that we could tell you how many times R;pple has been ‘activated’ within your organisation. This is at the organisation’s discretion, and we would not be able to tell you any more information other than ‘R;pple has been activated X times within your organisation’.

R;pple

The impact of R;pple

Registered Charity Number: 1194331

Impact

What difference has it made to date, or what difference do you hope it will make and how will you capture this?

- To date, R;pple has been downloaded over 300,000 times, nationwide.
- 24 external individuals have approached R;pple to inform us that the tool intercepting them online at their most vulnerable point has saved their life and that they are now receiving mental health support.
- R;pple has won 12 awards in the mental health space, after only officially launching in September 2021.
- R;pple has gained significant UK media coverage, reaching over 8.5 million people and appearing on national television, radio and press.

R;pple exists to reduce exposure to harmful online content by displaying a real-time page display to encourage users to seek mental health support in the first instance. This will result in the following benefits:

- An increase in the number of individuals who seek mental health support from one of our charity partners
- Knowledge and awareness of the most common harmful searches conducted online in order to assist mental health charities shape and tailor their services accordingly.
- A decrease in the number of individuals who view harmful online search results relating to self-harm or suicide
- A decrease in the number of individuals who go on to self-harm or suicide

How do you know there is demand for R;pple?

“In a population survey of 21 year olds, of the 248 participants who had made attempts on their life, almost three quarters reported harmful internet use.” Bristol University, 2016.

There are an average of 611,000 harmful online searches per month just in the United States, with an average of 40,000 users choosing to click on the support link presented to them – that’s 6.5%. “There are 1.2 million internet searches for ways to take your own life every month” - Suicide Forum, 2018

R;pple

The Team

Registered Charity Number: 1194331

Who is the team behind R;pple?

R;pple would not exist without each and every one of the team members below. Over 75% of the individuals visible below have lost either a brother, sister, mother, father, auntie, uncle, son or daughter to suicide and balance a full time job with their voluntary work on R;pple.

Josh Hendy
The Inspiration

Alice Hendy
The CEO & Founder

Annette Duvdevani
The Canadian Lead

Becci Read
The Financial Lead

Ivan Kingston
The Data Privacy Officer

Richard Howarth
The Web Designer

Craig Butler
The Online Safety Manager

David Savage
The Chief Technology Officer

Eilidh Gibson
The UX Designer

Erin Gallagher
The US Lead

Peter Argus
The Accreditation Engagement Lead

Harrison Read
The Co-Ordinator

Stephen Geddings
The Cyber Security Manager

Ian Hendy
Executive Administration

Luke Haseldine
The Senior B2B Executive

Eleanor Gardner
The PR & Media Lead

R;pple

The Supporters

Registered Charity Number: 1194331

Who has deployed R;pple?

Corporates

Schools & Colleges

Who has deployed R;pple?

Universities			
Manchester Metropolitan University	Durham University	Bournemouth University	University of Lincoln
University of Greenwich	University of Northampton	University of Portsmouth	Canterbury Christ Church University
Edinburgh Napier University	University of Central Lancashire	Keele University	Aberystwyth University
University of Leicester	Aston University Birmingham UK	The University of Nottingham	De Montfort University Leicester
University of Exeter	Cardiff University	University of Wolverhampton	Birkbeck University of London
			University of Reading

What media outlets support R;pple?

With special thanks to:

Broadcast Revolution

PrettyGreen

R;pple

The Financials

The Financials – Browser Extension

How much does it cost to deploy R;pple as a browser extension?

R;pple is FREE for Individuals, Parents & Guardians, Schools, Colleges, Sixth Forms, Universities and Registered Charities. For businesses and corporate clients, we have a price per machine, per month (available to view on our website) and below:

Businesses

No. of Pc's / Laptops	Per unit, per month
0 – 50	0.99p
51 – 99	0.98p
100 – 199	0.95p
200 – 499	0.90p
500 – 999	0.85

Large Corporates

No. of Pc's / Laptops	Per unit, per month
1,000 - 1,999	0.80p
2,000 - 4,999	0.75p
5,000 - 7,499	0.70p
7,500 - 9,999	0.50p
10,000+	0.25p

Public Sector

No. of Pc's / Laptops	Per unit, per month
0 - 50	0.50p
51 - 99	0.49p
100 - 199	0.48p
200 - 499	0.45p
500 - 999	0.43p
1,000 - 1,999	0.40p
2,000 - 4,999	0.38p
5,000 - 7,499	0.35p
7,500 – 9,999	0.24
10,000 +	0.13p

The Financials

Can we tailor the content on the tool?
We recommend utilising the national tool as much as possible. However, if your organisation would like to tailor the mental health support options that appear on the tool, we can do this for a one-off fee of £749 to cover our costs and time.

How can we receive technical assistance to deploy R;pple across our organisation?
We can provide onboarding services at a rate of £649 per day to assist with the deployment of the browser extension.

When R;pple is available on mobile devices, will that deployment be included in the cost or will there be an additional cost incurred?
No additional cost will be incurred.

How much does it cost to deploy R;pple on the network?
We have a price per access point, per month (available to view on our website) and below:

Number of Wireless Access Points	Price per Year per Access Point (GBP £)	R;pple Charitable Income generated per Access Point (30%)
1 – 5	£25.00	£7.50
6 – 10	£23.00	£6.90
11 – 20	£21.00	£6.30
21 – 50	£19.00	£5.70
51 – 250	£17.00	£5.10
251 – 1,000	£16.00	£4.80
1,001 – 1,999	£15.00	£4.50
2,000 +	POA	POA

The Financials

Can we sponsor R;pple?

Yes, we have three sponsorship packages available: Splash (£5,000 per year), Ripple (£15,000 per year) and Wave (£25,000 per year). Each sponsorship package contains a range of benefits for your organisation, outlined in the link above.

Splash Sponsorship	Ripple Sponsorship	Wave Sponsorship
Benefits	**Benefits**	**Benefits**
• Listed as a Splash Sponsor on R;pple's Website Homepage • 1 x 'Making Waves with R;pple' – Wellness and Wellbeing Event for your colleagues, clients and customers per year.	• Your company logo listed as a Ripple Sponsor on R;pple's Website Homepage • Your company logo listed on all R;pple materials. • 2 x 'Making Waves with R;pple' – Wellness and Wellbeing Event for your colleagues, clients and customers per year. • Press availabilities	• Your company logo listed as a Wave Sponsor on R;pple's Website Homepage • Your company logo listed on all R;pple materials. • 3 x 'Making Waves with R;pple' - Wellness and Wellbeing Events for your colleagues, clients and customers per year. • Invitations to all R;pple events • Event and pre-event naming opportunities • Inclusion in press releases & press availabilities • Signage at events
Cost	**Cost**	**Cost**
£5,000 GBP per year	**£15,000 GBP per year**	**£25,000 GBP per year**

R;pple

The Sample Comms Plan

The Comms Plan

How do we publicise our deployment of R;pple?
This is at your discretion – there is no right or wrong way to deploy our extension. Some organisations have chosen to go public with their approach, involving external media agencies, press, television interviews and social media channels to publicise their work in suicide prevention. Others have chosen to deploy R;pple in the background with little or no attention drawn to their decision to deploy R;pple.

Whatever your approach, we are happy to help.

Do you have a communications template we can use?

Background
Following on from World Suicide Prevention Day on 10th September, we are keen to show the progress that has been made in our Suicide Safer strategy. Ripple Suicide Prevention charity have developed a browser extension (R;pple) for computers and desktops to provide more help and support to individuals who are conducting searches related to self-harm or suicide online.

As part of our wider commitment to the wellbeing of our staff/students, we will be one of the first organisations in the country to implement R;pple across our [number] devices from [date].

Suicide is the leading cause of death in people aged 20 to 34 in the UK. On average, over 5 young people take their lives each day and over 200 schoolchildren are lost to individuals dying by suicide.

Key messages

- Free browser extension for Google Chrome, Opera and Microsoft Edge
- Downloadable on non-University/Business devices too

Suicide prevention and support
- 10 September – World Suicide Prevention Day
- You are not alone
- Where to get help: at the University/Business (staff and students), SHOUT, CALM, Hub Of Hope
- Reminder to take free Zero Suicide Alliance training support

Recommended Communications approach and plan
- Communications to include trigger warnings and signpost to support
- Communications to not use the phrase ‘commit suicide’
- Samaritans media guidelines
- To be supportive and sensible
- To include mitigation statement

The Comms Plan

Sample Press release and News Story
[Organisation Name] pioneers use of R;pple in commitment to suicide prevention
[Organisation Name] has today become one of the first [organisation] in the country to install R;pple across all its computer networks and strengthening its commitment to suicide prevention.

All [staff/student] accounts and computers using the [organisations] computer network will be updated with the new browser extension, which will automatically intercept content from harmful searches relating to self-harm and suicide.

Upon searching for harmful content, the user will be automatically directed to R;pple, where they will be offered support and provided with mental health resources. R;pple, founded by Alice Hendy after losing her sibling, Josh, to suicide at 21 years old. Josh had been researching techniques to take his own life through harmful internet searches.

[Stakeholder] at [Organisation Name] said:
“We have taken an important step forward in introducing R;pple across our computers and networks, by strengthening our work to ensure we are making suicide prevention a priority. We are one of the first organisations in the country to introduce R;pple. It will ensure that automatic help and support is given to individuals looking for harmful content online.”

[Stakeholder] at [Organisation Name] said:
“R;pple provides an innovative and compassionate way of intercepting searches for harmful content, providing people with messages of hope and signposting to services that may be of help. I am extremely grateful to R;pple for working with us so closely to ensure we are leading implementation of this within the higher education sector.”

[Organisation name] has already pledged to make preventing suicide a priority, and already implements a variety of mental health support and resources to look after its [staff/students], including mental health disclosure training for frontline staff and mental health advisers.

Staff with concerns around their wellbeing can seek support through the [organisation specific] service, where each enquiry received is investigated by trained staff and appropriate support provided.

Ends

Notes to editors
For further information, please contact [contact details]
Suicide is the leading cause of death in people aged 20 to 34 in the UK. The Office for National Statistics showed that at least 95 university students nationally took their own lives in 2016/17.
R;pple can be downloaded on Google Chrome, Opera and Microsoft Edge browsers.
For more information and how to install, visit the Ripple Suicide Prevention website.

The Comms Plan

If you have been affected by suicide, you are not alone. If you or someone you know is experiencing suicidal thoughts, talk to someone, let them know what is going on and ask for help:

- In an emergency – call 999
- *[Organisation]* support – [details]
- SHOUT / CALM / Hub Of Hope / Samaritans / National Suicide Alliance / Cruse / The Tomorrow Project

Sample Staff/Colleague Email Template for Cascade

Trigger warning: suicide

Dear colleagues,

I would like to draw your attention to the next steps in our commitment to be a Suicide Safer organisation and to talk more openly about mental health and suicide prevention.

On *[date]*, following on from conversations from World Suicide Prevention Day on 10th September, we will be launching the R;pple (Ripple) browser extension on all of our machines. This ensures more help and support is given to individuals looking for harmful content online, immediately after it detects it has been searched. More information on R;pple is available on the Ripple Suicide Prevention website.

I would also encourage you to take the free 20 minute Zero Suicide Alliance free training to gain the skills and confidence to help someone who may be considering suicide.

Support signposting

The key message is if you have been affected by suicide, you are not alone. If you or someone you know is experiencing suicidal thoughts, talk to someone, let them know what is going on and ask for help.

- In an emergency – call 999
- *[Organisation]* support – *[details]*
- SHOUT / CALM / Hub Of Hope / Samaritans / National Suicide Alliance / Cruse / The Tomorrow Project

Best wishes,

The Comms Plan

Sample Webpage Communications

We have installed the R;pple browser extension onto all our computers. R;pple recognises if a person searches for harmful keywords or phrases related to the topic of self-harm or suicide and provides signposting to 24/7 free mental health support at a time when people are most vulnerable.

No data or personally identifiable information is captured by the extension – **find out more on our FAQs** *[link].* The R;pple team developed the content of the messaging and resources in collaboration with mental health clinicians, professionals, NHS representatives, lived experience panels and the public.

R;pple is also available to add to your own browsers, on Google Chrome, Opera and Microsoft Edge browsers. For more information about R;pple visit ripplesuicideprevention.com

Sample Social Media Posts

Option #1

We're proud to have installed @ripplesuicideprevention browser extension on all *[number]* of our computers, one of the first organisations in the country to do so. R;pple recognises if someone searches for phrases related to self-harm or suicide, instead providing signposting to 24/7 free #mentalhealth support.
[point] **link to news story**
[heart] If you or someone you know has been affected by suicide, you are not alone. Ask for help if you need it. Call Samaritans on 116 123, text Shout to 85258, or visit the Clic-UK online community at any time.

Option #2

Is your organisation doing enough in mental health and suicide prevention?

A colleague of mine, **@Alice Hendy – ripple suicide prevention**, has recently set up a charity in memory of her younger brother, Josh, who she lost to suicide. Alice found that Josh had been researching techniques to take his own life via harmful internet searches.

To ensure more help and support is given to individuals searching for harmful content online, she set up **@Ripple Suicide Prevention Charity** a digital tool, which if a user searches for harmful content online, they will first be guided through a filter of breathing exercises and then calmly presented mental health services they can access both now and longer term: accompanied with messages of hope and encouragement to keep safe.

To date, R;pple technology has been downloaded over **250,000 times**, has intercepted **1,863 people** from harmful online searches and saved **23** people from taking their life.

Join us at *[@Company Name]* in deploying this life saving tech for your staff. Email info@ripplesuicideprevention.com for more information and start to prioritise mental health and wellbeing.

The Comms Plan

Sample Client Communications

Dear XXX,

I hope you don't mind, but I have come across a piece of innovative technology that I believe *[your company]* can directly benefit from. R;pple is a digital tool, which if a user searches for harmful content online, they will first be guided through a filter of breathing exercises and then very simple, uncluttered and calmly presented strategies and forums, help lines and mental health services they can access both now and longer term: accompanied with messages of hope and encouragement to keep safe.

Alice Hendy created the technology and set up the in memory of her younger brother, Josh, who she lost to suicide. Alice found that Josh had been researching techniques to take his own life via harmful internet searches.

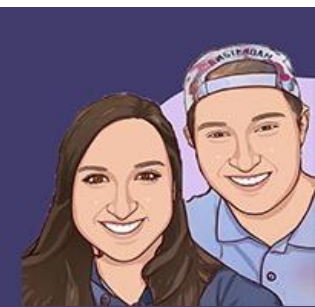
You can read why R;pple exists and how it will continue to make such a difference to those suffering with their mental health by watching a full deep dive into R;pple here.

- To date, Alice's technology has been downloaded over **250,000 times**, with schools, colleges, universities, parents, carers and charities able to download R;pple, free of charge (fee required from businesses)
- R;pple has been 'triggered' **1,863 times**, meaning her software has intercepted **1,863 people** from harmful online searches.
- **23** external individuals have approached R;pple to inform us that the tool intercepting them online at their most vulnerable point has saved their life and that they are now receiving mental health support.
- R;pple has won 9 prestigious awards in the mental health and innovation space, after only officially launching in September 2021.
- R;pple has gained significant National media coverage (including Sky News, BBC Breakfast, BBC News , GB News and The Telegraph), reaching over 8.5 million people

Useful Links

- FAQ's
- Explainer videos

I hope you can support Alice in her mission to get people the mental health support they need at a time when they are most vulnerable. Thank you for your support.



R;pple

The Future

Registered Charity Number: 1194331

The Future

What's next for R;pple?

Scale up
To consolidate positioning in the UK market by scaling it up through channels such as social media platforms.

To grow globally
To carry out a geographical scale up focusing on countries who are in the biggest mental health crisis (such as Japan). This approach would be tailored on how those who search for this content interact with the internet with the same user testing and iterations from phase 1 of the roadmap.

To drive policy change
Lobby the government and big tech companies to ensure better processes, screenings and controls are in place to ensure harmful content isn't uploaded in the first place and is taken down immediately when identified.

What does the development phase look like for R;pple?

Phase 1	Phase 2	Phase 3	Phase 4
Extension Product R;pple is available to be downloaded as an 'Extension Product' from all search engines. R;pple is available to be downloaded as an 'Extension Product' on an ad-hoc basis or on a mass scale.	**Wi-Fi Network Integration** R;pple is available to be integrated within a Wi-Fi network, enabling R;pple to be presented to users conducting harmful searches whilst using the Wi-Fi network.	**Parental Control Offering** R;pple is available to be integrated within internet Service Providers (ISPs) as a Parental Control Offering as an 'overlay interruption'. R;pple would become a function with the internet service provider to protect users when conducting harmful online searches.	**Mobile Device Offering** R;pple is available to be downloaded via Google Play and App Store to be integrated into the users mobile device. R;pple is automatically installed on a users device by the ISP (e.g. Vodafone, O2, Three, Giff Gaff, EE)
Audience • Individual users • Businesses (Lookers, Bardays, EY) • Education Sector (schools, colleges, universities)	**Audience** • Services (NHS, Network Rail) • Businesses (Bardays, Costa, Starbucks) • Education Sector (schools, colleges, universities)	**Audience** • ISPs (BT, Plusnet, EE, O2)	**Audience** • ISPs (BT, EE, O2)
Barriers • 'Extension Product' only available on laptop or desktop devices • Involves having to pro-actively install the tool.	**Barriers** • XXX	**Barriers** • Legal guidelines and obligations • ISP integration	**Barriers** • Legal guidelines and obligations • ISP buy-in

R;pple

Contact Us

Registered Charity Number: 1194331

Contact Us

www.ripplesuicideprevention.com

info@ripplesuicideprevention.com

Ripple Suicide Prevention Charity

@Ripplesuicideprevention

@Ripplesuicideprevention

Ripple Suicide Prevention Charity

R;pple

Registered Charity Number: 1194331