

Redflags Real-time Security Awareness

Service Description

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Redflags Real-time Security Awareness

Redflags is a real-time human risk security service designed for public sector organisations. It helps you reduce cyber risk caused by everyday user behaviour across email, web, cloud services, and endpoints. The service provides immediate, context-aware guidance to users at the point of risk, helping prevent incidents before they occur.

Unlike traditional security awareness training, Redflags intervenes during real actions. It detects risky behaviour such as clicking suspicious links, uploading sensitive data, or bypassing security controls, then delivers short, clear prompts that guide safer decisions. This approach reduces reliance on annual training and improves outcomes in live operational environments.

Redflags supports UK Government security objectives, including prevention, user accountability, and measurable risk reduction. You gain clear reporting on behavioural risk trends, user engagement, and control effectiveness, supporting assurance, audit, and continuous improvement. The service integrates with existing government IT and security controls and is suitable for use across central government, local authorities, NHS bodies, and arm's-length organisations.

Redflags is offered as a self managed or fully managed, cloud-based service and aligns with G-Cloud principles for rapid procurement, scalability, and value for money.

Redflags Real-time Security Awareness

**Redflags®**
from ThinkCyber

Delivering secure
behaviour change

How does Redflags® engage your people?

Redflags® content is pushed directly to people's devices on an ongoing basis; subtly, allowing them to engage when they choose to. Interesting "security stories" and real-life examples attract interest, and make security relevant to people's personal lives. Includes bespoke or NCSC accredited content.

How does Redflags® reduce operational risk?

Redflags® delivers timely security awareness interventions, at the point of risk, to encourage secure decision making. Examples include plugging in a USB, data import/export from web sites, email attachment handling, clicking on links, screen not locked, setting passwords and more.

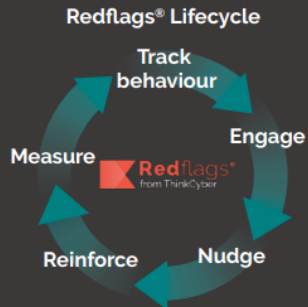
How does Redflags® drive secure behaviour change?

Redflags® highlights simple, actionable advice; uses relevant and personal examples to increase motivation; exploits cognitive biases to engage; and most importantly offers gentle nudges to guide behaviours when they occur. Activities can be tracked without intervention to set a behavioural baseline

How does Redflags® measure engagement and compliance?

Redflags® allows low-friction delivery of questions as well as detailed measurement of engagement including number of nudges and content dwell time; maximising your visibility of compliance, engagement and risky behaviours.

Redflags® Lifecycle



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graph TD; Track[Track behaviour] --> Engage[Engage]; Engage --> Nudge[Nudge]; Nudge --> Reinforce[Reinforce]; Reinforce --> Measure[Measure]; Measure --> Track
```



**Redflags®**
from ThinkCyber

The Redflags® Toolkit

Redflags® Ongoing Awareness

The simplest element of v drip-feeds snippets of content directly onto people's device.

- Engage your staff with interesting stories and real-life examples, making security relevant to their role and personal lives.
- Drive engagement with eye-catching, brief and digestible content delivered direct to their desktop, reducing barriers to engagement.
- Maintain awareness, keeping security front of mind with content drip-fed little and often.



Redflags® Behaviour Triggers

To reduce cyber security incidents we need to target the behaviours that drive them. Unique real-time security interventions, at the point of risk.

- Support people with gentle nudges to guide behaviours when they occur.
- Apply behavioural science theory to enhance intervention effectiveness.
- Gain visibility of risky behaviours taking place: from phishing to misdirected emails, online safety to data uploads.



Redflags® Learning Reinforcement

Annual training isn't enough. Complement ongoing awareness, reinforce learning outcomes with brief reminders.

- Reinforce and embed awareness, with short tips and reminders.
- Respond to incidents and events, with rapid delivery of relevant guidance when needed.
- Maximise engagement by delivering reminders only when relevant applications are in use.



Redflags® Portal

Measure behaviour change and engagement.

- Adapt your campaigns based on behaviour based metrics.
- Baseline behaviours with or without interventions.
- Measure engagement to give you the compliance data you need, as well as unique visibility of staff risky behaviours.
- Manage and measure content groups.



Redflags Real-time Security Awareness Packages

	Redflags	Redflags Studio	Redflags Enterprise
	For organisations wanting access to nudging and high engagement content, simple customisation and branding at an affordable price point.	For companies that want greater control over their security awareness content and customisation.	For enterprises requiring implementation support, account management, significant customisation, multi-language and experienced security awareness guidance.
Pre-built Campaign Content			
Multiple prebuilt behaviour change campaigns	✓	✓	✓
NEW content added monthly	✓	✓	✓
Full access to Redflags Studio: Unlimited bespoke content creation and editing access		✓	
Full catalogue access and full triggers access			✓
Nudges			
Available Nudges	Core nudges in prebuilt campaigns	Core nudges in prebuilt campaigns	40+ (full catalogue access)
Unlimited access to Redflags Studio: Tailor prompts to your needs!		✓	
Tailor prompts to your needs with the support and guidance of a team of experts!			✓

Redflags Real-time Security Awareness Packages (Cont.)

	Redflags	Redflags Studio	Redflags Enterprise
	For organisations wanting access to nudging and high engagement content, simple customisation and branding at an affordable price point.	For companies that want greater control over their security awareness content and customisation.	For enterprises requiring implementation support, account management, significant customisation, multi-language and experienced security awareness guidance.
Insights			
Access to Reporting Portal "Insights"	✓	✓	✓
Quarterly analysis packs			✓
Meta data reports			✓
Branding			
Basic branding (colours, logos)	✓	✓	✓
Full branding (colours, fonts, logos)		✓	✓
Campaign Customisation			
Limited customisation	✓	✓	✓
Redflags Studio to create & customise content yourself		✓	
Redflags content service to create & customise content for you			✓

Redflags Real-time Security Awareness Packages (Cont.)

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Language Options			
English	✓	✓	✓
Multi-language options, 3 additional languages as standard			✓
Groups			
Groups included	1	2 groups for targeting and segmentation	4 groups for targeting and segmentation
Option to purchase more groups at an additional charge		✓	✓
Support			
Full access to our Redflags Knowledge Base and ticketed support	✓	✓	Account manager support
Monthly calls with our team of experts to plan and schedule security campaigns		Paid add-on	✓
Schedule building and management		Paid add-on	✓
Content building and management		Paid add-on	✓
Account manager to support with your queries		Paid add-on	✓

Redflags Real-time Security Awareness Packages (Cont.)

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Professional Services			
Monthly calls with us to plan campaigns		Paid add-on	✓
Quarterly analysis packs		Paid add-on	✓
Support from experienced security awareness practitioners		Paid add-on	✓
Bespoke content creation			✓

Thank you.