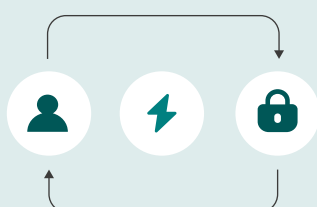


Human Risk in Practice

A Behavioural Snapshot from Redflags' State of the Nation Data 2025



Scope

Real-world behavioural evidence at scale

44

organisations analysed

493,938

minutes spent engaging with security content

29,324,301

real-time nudges delivered

28,544

employees reached

About this Infographic

This snapshot draws on the **Redflags Behavioural Impact Report**, capturing **real-world on-device behaviors** from 44 organizations across multiple industries. Redflags delivers **just-in-time nudges** to guide employees toward secure decisions, while silently tracking risky activities to provide security teams with **actionable visibility into human risk**. These metrics are **not self-reported**. They reflect actual behaviours in context, providing a benchmark for what is happening inside organisations today and the impact of behavioural interventions.

Insight

Even as attacks evolve, phishing, credential exposure, data handling, and emerging AI use remain top priorities.



Clicking links in external emails from unknown senders

93%



Visited Social media websites

46%



Hovering over links in external emails from unknown senders

93%



Visited AI websites

45%



Entering passwords into websites after clicking on links in emails

57%



Leaving laptop screens unlocked

39%

Impact

Behaviour changes when intervention occurs in context.

Behavioural nudges shift employees from automatic, instinctive actions toward more considered decision-making, and these changes persist over months.

82%

voluntary engagement with Redflags microlearning

35%

reduction in clicking links from unknown external senders

28%

increase in link-hover vs. link-click ratio over six months, indicating greater pause before action.

Visibility

Visibility into AI tool behaviours to make informed governance choices.

AI-related behaviors accelerated sharply in 2025.



+91%

increase in organisations tracking AI usage year over year



+43%

average increase in visits to AI sites

A small proportion of users account for a disproportionate share of activity:

3%

of users generate

18%

of AI-related events



Why this matters for CISOs in 2026

Human risk is shaped by context, time pressure, cognitive bias, and rapid adoption of new tools. When behaviour is observed and supported in real time, risky actions can be reduced, safer habits can form, and human risk becomes measurable.

This snapshot provides a benchmark for the scale, concentration, and malleability of human risk in modern organisations.

Next Steps

Dive further into the full research:



Download the CISO Guide to Intelligent Behaviour Change



Visit our website

Intelligent behaviour change, one nudge at a time

