



# Quarterly Results

## July – September 2024

Between July – September 2024, Netsafe received 6,417 reports overall.

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### Top taxonomy descriptions included:

Phishing • Harassment • Non-existent products scams • Sextortion (with sexual content) • Non-digital offenses

# 6,417

### TOTAL REPORTS

# 1,559

### PERSONAL HARM COMPLAINTS

# 1,399

### SCAM & FRAUD REPORTS

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## Reports by age group

2%	13%	7%	34%	31%	13%
00-12	13-17	18-21	22-40	41-64	65+

## Reports by Region

34%	6%	14%	1%	3%	4%
Auckland	Bay of Plenty	Canterbury	Gisborne	Hawke's Bay	Manawatu-Wanganui

1%	2%	4%	4%	1%	2%
Marlborough:	Nelson	Northland	Otago	Southland	Taranaki

0%	8%	14%	0%
Tasman	Waikato	Wellington	West Coast

## Reports by Gender

57%	1%	42%
FEMALE	GENDER DIVERSE	MALE

# Personal Harm Reporting

## Reported breaches under the Harmful Digital Communications Act\*

Between July and September 2024, Netsafe received 1,559 personal harm reports. The top personal harm categories under the Harmful Digital Communication Act for the quarter were:

- Harassment
- Sextortion (with sexual content)
- Sensitive information released (reputation)

\* Cases often involve breaches of more than one communication principle

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Kora (chatbot) received 6,900 messages between July - September 2024 and answered 3,000 questions.

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## Scam and Fraud Snapshot

Between July - September 2024, Netsafe received 582 reports with losses totalling:

**4,218,000**

LOSSES (\$)

# Education & Impact

## Harm Prevention Education

- This quarter our education and outreach team delivered **2** education sessions reaching **35** schools and kura, with **70** attendees.
- A further **19** support interactions provided bespoke advice to schools via email or phone.
- 912 educators registered on our new digital resources [“Kete” website](#) this quarter
- Netsafe harm prevention education campaigns during this period included Netsafety Week and Te Wiki O Te Reo Māori
- Education products launched this quarter included:
  - [TikTok Guardian’s Guide](#)
  - [Snapchat Family Toolkit](#)
  - Netsafe’s revamped public [education website](#)

## Responding to Harm

- 229 incidents were recorded of schools and kura accessing immediate help with online safety incidents from our helpline team.
- This quarter, just under half (45.4%) of those reports qualified as Harmful Digital Communications (HDC).

## Partnership Work

- Netsafe facilitated workshops for School Community Police Officers across both the North and South Islands, providing them with bespoke resources.
- In Christchurch, Netsafe joined Whakamanawa, a national event attended by 400 social workers from across New Zealand.
- -Netsafe’s Pacific Team attended the 53rd Pacific Islands Forum in Tonga.
- Netsafe were also the primary sponsor of Pride in the Park community event at Winter Pride, Queenstown.

- During Te Wiki o te Reo Māori week, Amokura Panoho, Netsafe's Poutaki Mātuaauranga Māori, presented at the Extreme Online Safety Wānanga to Protect Mokupuna Tamariki in Thames (hosted by the Hauraki Women's Refuge)