



Quarterly Results

October – December 2024

Between October – December 2024, Netsafe received 6,144 reports overall.

Top taxonomy descriptions included:

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

6,144

TOTAL REPORTS

1,457

PERSONAL HARM COMPLAINTS

3,469

SCAM & FRAUD REPORTS

Reports by age group

1%	18%	12%	40%	23%	5%
00-12	13-17	18-21	22-40	41-64	65+

Reports by Region

35%	6%	14%	1%	3%	4%
Auckland	Bay of Plenty	Canterbury	Gisborne	Hawke's Bay	Manawatu-Wanganui

1%	1%	3%	4%	2%	2%
Marlborough:	Nelson	Northland	Otago	Southland	Taranaki

0%	8%	10%	1%
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 October and December 2024, Netsafe received 1,457 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

Kora (chatbot) received 8,400 messages between October - December 2024 and answered 2,600 questions.

Scam and Fraud Snapshot

Between October – December 2024, Netsafe received 548 reports with losses totalling:

5,411,287

LOSSES (\$)

Education & Impact

Harm Prevention Education

This quarter our education and outreach team delivered 11 sessions reaching 69 schools and kura across 13 regions, with 126 attendees.

A further 19 support interactions provided bespoke advice to schools via email or phone 398 educators registered on our Kete platform this quarter - a running total of 2,902 registered school users since launch in February 2024.

Our parent webinar pilot is proving successful: the December webinar received 129 registrations with families tuning in from 36 schools across primary to secondary nationwide.

Education products launched this quarter included:

- New school newsletter packs will help primary and secondary schools share age-appropriate online safety advice.
- Policy template and user agreement templates have been subjected to a thorough review.

The main Netsafe website that serves the public with harm prevention advice received 167,320 views this quarter from 71,704 visitors.

Public campaigns and resources launched this quarter included:

- Netsafe launched our scam interactive stories to help Facebook Marketplace users learn to recognise warning signs and scammer tactics

Responding to Harm

- 132 incidents were recorded of schools and kura accessing immediate help with online safety incidents from our helpline team.
- This quarter, just under half (42%) of those reports qualified as Harmful Digital Communications (HDC).

Partnership Work

- Netsafe acquired bullying prevention charity Sticks 'n Stones and signed an MOU with Life Education Trust to promote Hector's World™ in Primary Schools nationwide.
- Netsafe launched research on scams and AI online harms this quarter.
- Netsafe co-hosted the Wellington Dialogues policy event with NZTech.

- During Fraud Awareness Week Netsafe launched our annual State of Scams research.
- Netsafe and the Federation of Māori Authorities (FOMA), signed a Memorandum of Understanding to work collaboratively on digital safety and competency.
- Netsafe delivered community education to Citizens Advice Bureau and Well South, with the latter having a particular focus on young people, suicide and online content.
- Netsafe presented on scam awareness at the Age Concern 'Making Connections Day' in Wellington.
- Netsafe joined the Digital Seniors Tech Expo - a unique event created by seniors, for seniors.
- Netsafe's CEO and Pacific Manager attended International Cyber Week in Singapore.