



Quarterly Results

October – December 2025

Between October – December 2025, Netsafe received 6,410 reports overall.

Top taxonomy descriptions included:

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

6,410

TOTAL REPORTS

1,873

PERSONAL HARM COMPLAINTS

3,390

SCAM & FRAUD REPORTS

Reports by age group

1%	14%	12%	45%	26%	3%
00-12	13-17	18-21	22-40	41-64	65+

Reports by Region

39%	5%	15%	1%	2%	5%
Auckland	Bay of Plenty	Canterbury	Gisborne	Hawke's Bay	Manawatu-Wanganui

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

1%	8%	10%	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 October and December 2025, Netsafe received 1,873 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

Scam and Fraud Snapshot

Between October – December 2025, Netsafe received 549 reports with losses totalling:

\$1,906,063

LOSSES (\$)



Education & Impact

Harm Prevention Education

- This quarter our education and outreach team delivered 4 sessions reaching 20 school and kura locations, to 468 attendees.
- The [Netsafe Kete](#) had an additional 275 educators register on our Kete platform, making a running total of 5,343 authenticated registered users, who collectively made 4,421 visits to the Kete this quarter. Our interactive modules for students on the platform had 2,666 active users this quarter.
- A further 20 support interactions were recorded of schools receiving bespoke advice from our education team via email or phone consultation.
- The main Netsafe website that serves the public with harm prevention advice saw 65,000 visits in Quarter 2.

Education products launched this quarter included:

- For Mental Health Awareness Week in October, we launched our new suite of resources for families and professionals supporting young people with intellectual disabilities. A partnership with Hōhepa and People First (supported by Ministry for Social Development), the resources are an interactive version of the [Hōhepa Digital Citizens Framework](#) and include Easy Read documents, simple online quizzes to identify current digital safety skill level, and a micro learn module for support workers to use the framework with their service users:
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Public campaigns, resources and research launched this quarter included:

- Netsafe launched our first national [research report on sextortion](#). Our research found that: - 8% of Kiwis have experienced sextortion directly. - 40% of young adults aged 18-24 have been affected personally or through someone close to them. - Māori (38%) and rainbow communities (32%) are disproportionately impacted. - 35% of victims report a severe impact on their mental health.
- Netsafe's released the 2025 Annual Population Survey research reports providing an updated picture of how people in Aotearoa New Zealand experience online harm. Alongside this, Netsafe's hate speech research highlighted the prevalence

and impacts of targeted and identity-based abuse. Netsafe has also examined proposals to restrict or ban young people's access to social media, [see reports here](#).

- To mark Fraud Awareness Week, Netsafe and the Global Anti-Scam Alliance (GASA) released our annual [State of Scams in New Zealand 2025 report](#). Kiwis lost a record \$3 billion to scams in 2025, a 30 percent jump from 2024, with the average victim losing \$3,352. This is significantly up from the \$2.05 billion lost in 2023 when we first started doing this report.
- Netsafe was recognised at the New Zealand Contact Centre Network and CRM Consulting Awards for our work across five categories, including the Gold Supreme Award (Under 50 Seats), best in country and celebrating innovation and measurable public outcomes.

Responding to Harm

- 474 incidents were recorded of schools and kura accessing immediate help with online safety incidents from our helpline team – down from 636 last quarter.

Partnership Work

- CEO Brent Carey visited India with one of our helpline team, to New Delhi, Mumbai and Goa (thanks to the Asia New Zealand Foundation) engaging with diplomatic, legal, media, and policy circles on the intersections of online safety and cyber wellbeing.
- We hosted our annual AGM in November, appointed two new board members and published our [Year in Review for FY24-25](#)