



Quarterly Results

January – March 2025

Between January – March 2025, Netsafe received 6,601 reports overall.

Top taxonomy descriptions included:

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

6,601

TOTAL REPORTS

1,613

PERSONAL HARM COMPLAINTS

3,770

SCAM & FRAUD REPORTS

Reports by age group

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

Reports by Region

36%	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

1%	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 January and March 2025, Netsafe received 1,613 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 over 9,100 messages between January -March 2025 and answered over 2,900 questions.

Scam and Fraud Snapshot

Between January – March 2025, Netsafe received 553 reports with losses totalling:

\$2,679,058

LOSSES (\$)

Education & Impact

Harm Prevention Education

This quarter our education and outreach team delivered 21 sessions reaching 168 schools and kura across 16 regions, with 428 attendees.

Education products launched this quarter included:

- Netsafe launched 2 new online resources and a new suite of te ao Māori modules for kura and communities at the Te Matatini festival in March.

The main Netsafe website that serves the public with harm prevention advice received 216,000 views this quarter from 108,000 visitors (up from 71,704 visitors last quarter).

Public campaigns and resources launched this quarter included:

- Netsafe led Safer Internet Day in New Zealand, launching a [Safer Dating Online Guide](#), created in partnership with Bumble, offering expert tips on choosing the right app, building safe connections, and navigating online dating confidently.
- Throughout February and March, Netsafe's "[Spicy Noods](#)" campaign raised awareness about how to regain control if nudes are leaked.
- Netsafe launched our interactive [Body Image & Social Media toolkit](#), providing practical advice on supporting positive self-image amid social media influences for parents and teens.

Responding to Harm Impacting Schools

- 127 incidents were recorded of schools and kura accessing immediate help with online safety incidents from our helpline team.

Partnership Work

- Netsafe collaborated with the Library Network, LIANZA, Life Education Trust and New Zealand School Board Association to enhance school support this quarter.
- Netsafe were present at Waitangi Grounds again this year for Waitangi Day.
- Netsafe marched in the Auckland Rainbow Parade.