



Quarterly Results

January – March 2026

Between January– March 2026, Netsafe received 6,977 reports overall.

Top taxonomy descriptions included:

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

6,977

TOTAL REPORTS

1,974

PERSONAL HARM COMPLAINTS

3,731

SCAM & FRAUD REPORTS

Reports by age group

0%	12%	12%	50%	23%	3%
00-12	13-17	18-21	22-40	41-64	65+

Reports by Region

40%	4%	15%	1%	3%	6%
Auckland	Bay of Plenty	Canterbury	Gisborne	Hawke's Bay	Manawatu-Wanganui

0%	2%	2%	4%	1%	2%
Marlborough:	Nelson	Northland	Otago	Southland	Taranaki

0%	8%	11%	0%
Tasman	Waikato	Wellington	West Coast

Reports by Gender

60%	1%	38%
FEMALE	GENDER DIVERSE	MALE

Personal Harm Reporting

Reported breaches under the Harmful Digital Communications Act*

Between January and March 2026, Netsafe received 1,974 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 January – March 2026, Netsafe received 531 reports with losses totalling:

\$2,770,585

LOSSES (\$)



Education & Impact

Harm Prevention Education

- The [Netsafe Kete](#) platform for schools gained an additional 664 educators and now has a running total of 5,992 registered users since launch. Our interactive modules for students on the platform had 4,173 active users this quarter.
- The main Netsafe website that serves the public with harm prevention advice saw 136,827 visits in Quarter 3.

Education products launched this quarter included:

- [Approaches to Online Moderation in Aotearoa New Zealand](#) was launched in February. This comprehensive toolkit to assist volunteer or professional online community moderators in recognising and responding to online harm on the channels they manage.
 - [The Cyberbullying Prevention Toolkit](#) was launched in February, a free, classroom-ready resource for Years 5–13 that helps schools address online bullying in practical, age-appropriate ways. The Toolkit is available through the Netsafe Kete for teachers to access directly.
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Public campaigns and resources launched this quarter included:

- Good to Know – a general public awareness campaign outlining the types of situations Netsafe can assist with, launched in February and ran across Netsafe Meta channels and search advertising until the end of March. Topline Results 31,389 landing page views, 1,025,478 people reached and 6.3M+ impressions.
- Safer Internet Day 2026 was promoted via Netsafe channels and partner channels.

Responding to Harm

- 530 incidents were recorded of schools and kura accessing immediate help with online safety incidents from our helpline team – up from 474 last quarter.
- 48 schools received individual support from the education team.

Partnership Work

- Netsafe had a public engagement presence at the Waitangi Grounds as part of Waitangi Day.
- Netsafe participated in the Auckland Rainbow Parade.
- Netsafe had a public engagement and education stand at Pasifika Festival in Auckland.
- Confident & Connected, funded by APNIC Foundation, was launched across the Pacific, a new regional digital safety programme for older adults across the Pacific, Tonga, the Cook Islands and Fiji was delivered in partnership with Tonga Women in ICT (TWICT), CERT Tonga, the Fiji Online Safety Commission and the Cook Islands Centre of Excellence in Information Technology (CEIT).
- An international partnership (MOU) with Social & Media Matters India to strengthen global collaboration was established.
- Netsafe introduced ScamProof to the more than 250,000 attendees of the AI Impact Summit in India, a proof-of-concept developed through Netsafe Lab in partnership with DDB Group Aotearoa NZ that shifts scam detection from reactive to proactive.
- Netsafe presented to Sexwise, a sexual health programme for secondary school students, outlining our role in supporting young people online and gave guidance on issues such as sextortion and image-based sexual abuse.