



Quarterly Results

April – June 2025

Between April – June 2025, Netsafe received 6,971 reports overall.

Top taxonomy descriptions included:

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

6,971

TOTAL REPORTS

1,782

PERSONAL HARM COMPLAINTS

3,793

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 April and June 2025, Netsafe received 1,782 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 9,000 messages between April -June 2025 and answered over 2,800 questions.

Scam and Fraud Snapshot

Between April – June 2025, Netsafe received 613 reports with losses totalling:

\$3,033,427

LOSSES (\$)

Education & Impact

Harm Prevention Education

This quarter our education and outreach team delivered 11 sessions reaching 9 school locations, to 413 attendees.

The [Netsafe Kete](#) platform for schools had a running total of 4,295 registered users since launch. Our interactive modules for students on the platform had 2,595 active users this quarter alone.

The main Netsafe website that serves the public with harm prevention advice welcome ~81,000 visitors in Quarter 4, checking almost 200,000 advice pages between them.

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.

Public campaigns and resources launched this quarter included:

- Netsafe joined partners Manatū Wāhine | Ministry for Women at the Local Government NZ conference to launch our [new toolkit for women](#) in the spotlight and their employers
- Netsafe launched a [new signed video](#) for Sign Language Week
- Netsafe launched Phase 2 of [Get Set Up for Safety](#) for Seniors – supported by Chorus - with Age Concern in Dunedin
- To mark Matariki, Netsafe launched a new section of the public website hosting all [te ao Maori and te reo translated materials](#).

Responding to Harm

- 173 incidents were recorded of schools and kura accessing immediate help with online safety incidents from our helpline team - a 37% rise from last quarter.

Partnership Work

- Netsafe joined TikTok, Save the Children NZ and invited MPs at Parliament for the launch of their joint report on children and youth online safety in Aotearoa.
- Netsafe's Legal Advisor delivered a session as part of Privacy Week 2025 (hosted by the Office of the Privacy Commissioner)

- Netsafe launched [a new video](#) to mark World Day for Cultural Diversity for Dialogue and Development - a collaborative project with Ministry for Ethnic Communities, Asian Family Services, Banyuhay Aotearoa, and Netsafe Poutaki Mātauranga Māori Amokura Panoho
- Netsafe signed an MOU with Australia's [ARC Centre of Excellence for the Digital Child](#), announced at the Digital Childhoods Summit in Canberra