



Quarterly Results

April – June 2026

Between April – June 2026, Netsafe received 6,606 reports overall.

Top taxonomy descriptions included:

Worthless or non-existent products scams • Harassment • Friends or relatives impostor scams • Sextortion (with sexual content) • False allegation made.

6,606

TOTAL REPORTS

2,032

PERSONAL HARM COMPLAINTS

3,463

SCAM & FRAUD REPORTS

Reports by age group

1%	17%	13%	42%	24%	4%
00-12	13-17	18-21	22-40	41-64	65+

Reports by Region*

41%	6%	13%	1%	2%	4%
Auckland	Bay of Plenty	Canterbury	Gisborne	Hawke's Bay	Manawatu-Wanganui

1%	2%	3%	5%	2%	3%
Marlborough:	Nelson	Northland	Otago	Southland	Taranaki

0%	8%	9%	1%
Tasman	Waikato	Wellington	West Coast

* Percentages may not sum to 100 due to rounding.

Reports by Gender

53%

FEMALE

2%

GENDER DIVERSE

43%

MALE

2%

PREFER NOT TO SAY

Personal Harm Reporting

Reported breaches under the Harmful Digital Communications Act*

Between April and June 2026, Netsafe received 2,032 personal harm reports. The top personal harm categories under the Harmful Digital Communication Act for the quarter were:

- Harassment
- Sextortion (with sexual content)
- False allegation made

* Cases often involve breaches of more than one communication principle

Scam and Fraud Snapshot

Between April – June 2026, Netsafe received 324 reports with losses totalling:

~\$1,558,504

LOSSES (\$)

Education & Impact

Harm Prevention Education

This quarter our education and outreach team delivered 3 sessions reaching 81 school locations, to 81 attendees.

- The [Netsafe Kete](#) platform for schools gained an additional **387 educators** during the quarter, bringing the total to **6,379 registered educators**. Kete recorded **7,539 visits in Quarter 4**, a 21% increase compared with the same quarter in the previous financial year.
- Our interactive modules for intermediate and secondary students recorded **5,126 sessions this quarter**, compared with 4,173 in the previous quarter. **349 student evaluation surveys** were completed. The most-used online and offline resources focused strongly on cyberbullying and AI.
- The main **Netsafe website**, which provides the public with harm prevention advice and self-service help, saw **161,513 visits between 1 April and 30 June 2026**. Popular topics included scams, the Harmful Digital Communications Act, cyberbullying, sextortion and advice for children and young people.

Education products launched this quarter included:

- The **Digital Guardian Guide** was launched, extending Netsafe's trusted online safety support beyond schools and into homes and communities. The practical, evidence-informed resource provides parents and caregivers with accessible

advice on AI, social media, gaming, digital wellbeing, online relationships, scams and responding to online harm. Thousands of parents and caregivers engaged with the platform during its first month following launch.

- The **2026 Youth Action Squad** launched during the quarter, bringing members together for an inaugural in-person hui.

Public campaigns and resources launched this quarter included:

- Netsafe partnered with the **AI Safety Forum and The Light Project** on one of New Zealand's first national surveys exploring rangatahi experiences with generative AI. The research will help inform future guidance, education resources and public awareness initiatives relating to AI safety.
- Preparations continued for **Netsafety Week 2026**, expanding opportunities for schools, libraries, community organisations, workplaces and sporting organisations to participate, including through the new Community Champions initiative and national engagement resources.
- Netsafe introduced an updated suite of reporting forms designed to support more structured and detailed reporting of online harm. The revised forms guide users through key questions to better capture context, behaviours, and impact. This enables our team to assess cases more effectively and provide a more informed response. These updates aim to improve clarity at the point of reporting and support more consistent triaging across cases. **[Access the reporting forms netsafe.org.nz/report-online](https://netsafe.org.nz/report-online)**

Responding to Harm

- 133 incidents were recorded of schools and kura accessing immediate help with online safety incidents from our helpline team
- 43 schools received individual support from the education team

Partnership Work

- In April the Netsafe team connected with ethnic community leaders through the NZ Police Ethnic Leaders Social Cohesion Network, as part of our ongoing work to better understand how online harm is experienced across different communities in Aotearoa New Zealand.
- The first sub-regional hui for the Otago Young Digital Leaders pilot programme were held in Dunedin and Cromwell in late April and early May, bringing together cohort of rangatahi in each area to start shaping solutions to online harm in their communities.
- Netsafe and Trend Micro's free Techweek sessions were held in Christchurch in May. These sessions were designed to help parents, caregivers, educators and

communities better understand today's evolving online environment and emerging digital risks.

- Netsafe worked alongside partners in Tonga, Fiji, and the Cook Islands to support older adults to build confidence and stay safer online. This work was supported by a grant from the APNIC Foundation, via the Information Society Innovation Fund (ISIF Asia).