

Take a moment to own it

own
your
online

Cyber Smart Week 2025 – Editorial Pack

We've put this copy together so you can easily lift and shift Cyber Smart Week official messaging for your channels.

Take a moment to own it this Cyber Smart Week

Cyber Smart Week is here!

This Cyber Smart Week (6-12 October), we're supporting Own Your Online by encouraging you all to: **Take a moment to own it.**

Why online security should matter to you

In the last six months, 54% of New Zealanders have experienced an online threat. Cyber crime today is more sophisticated than ever before, and it does not discriminate – we are all vulnerable no matter your age, profession or income.

Despite cyber crime getting worse, **only 42% of New Zealanders say they feel vulnerable to online attacks.** This means many New Zealanders aren't taking smart, simple actions to keep themselves and their personal information secure online.

With scammers becoming increasingly sophisticated, we see the consequences of this in the numbers:

- **\$1.6 billion** lost to online threats to New Zealanders in 2024
- **Over \$1,000** is lost on average, per incident
- **88% of people** describe their attacks as moderate, significant or severe

Simple ways you can stay protected

This Cyber Smart Week, **Take a moment to own it.**

We're encouraging you to take some simple steps to help protect yourself online. And it can be easier than you think:

1. Turn on two-factor authentication (2FA)

2FA can protect us from 99% of automated online attacks.

(32% of people admit to not using 2FA on their main accounts.)

2. Use long, strong and unique passwords

They can take billions of years to crack.

(46% of people admit to using the same passwords online.)

We recommend you start with your three main accounts; banking, email and social media.

Find out more at ownyouronline.govt.nz

Here is some more information to use in any other material you wish to write.

Take a moment to own your online with these key actions:

1. Create long, strong and unique passwords.

Use a different password for each account and avoid using personal information, like your date of birth, in your password.

Passphrases (random phrases of four or more words, for example *coffeecountsasameal* or *mapsshouldbesouthsideup*) make for the best passwords. They're easy to remember but hard for attackers to crack.



2. Turn on two-factor authentication (2FA)

2FA is an additional layer of security that helps to protect your online accounts. A common form of 2FA is a unique code sent to your phone or taken from an app that only you have access to. You can use it to authenticate who you are every time you log in. That way, even if an attacker gets your login details, they still won't get in. Start by setting up 2FA on your bank, email and social media accounts.



3. Activate auto updates on apps and devices

Updates aren't just about getting the latest features available on apps and devices; they also protect you from any weaknesses or vulnerabilities that have recently been discovered and that could let attackers in. The easiest way to do this is by going to settings and turning on automatic updates.



4. Set your social media settings to private

Make sure your social media privacy settings are switched over to 'Private' or 'Friends only'. This way, you can control who sees what information you share and who you're sharing it with.



5. Think before you click

Be wary of opening links and attachments in text messages, emails or on social media. These can be used by attackers to get hold of your personal details, or to install malware on your device. Even if you think the text might be legitimate, it's better to go to the organisation's website using another method. If something sounds too good to be true, it probably is!



- 6. Report it** If you, or someone you know, experiences an online security incident, report it to the National Cyber Security Centre (NCSC). They're here to help New Zealanders protect and recover from online security threats and incidents.



ncsc.govt.nz/report
