

Anti-Spam Compliance Unit Recorded Complaints – March 2011



During the month of March, **447** spam complaints were received in total.

The following tables are a breakdown of the type of spam, its origin and the reason for the complaint.

Spam format	Number received
Email	406
SMS (short message service i.e. text message)	20

Origin of spam	Number received
New Zealand	72
Overseas	375

Note: These figures will not match the total number of complaints made during the month as they relate to other methods of reporting (including complaints made using our online [Complaints Form](#)).

Complaint reason	Number received
I did not subscribe to this	56
The message did not contain an unsubscribe facility	37
Contains sexual content	2
I have previously unsubscribed and message continues to be sent	21
Other reasons	397

Note: Complainants are able to tick more than one reason for their complaint.

Total number of scams reported this month (March)	147
Email	120
SMS (short message service i.e. text message)	17
Phone (verbal)	8
Fax	1
Online scams from trading or social networking websites	5
Postal (letters)	2

Note: These statistics relate to information on the [Reported Scams](#) page, which went live in May 2010.

Total number of scams reported this year (2011)	400
Email	284
SMS (short message service i.e. text message)	86
Phone (verbal)	39
Fax	3
Online scams from trading or social networking websites	6
Postal (letters)	6

Note: These statistics relate to information on the [Reported Scams](#) page, which went live in May 2010.

Year	Number of formal warnings issued
2011	17
2010	152
2009	19

Year	Number of infringement notices issued
2011	0
2010	15