

## A LOOK BACK: Top 10 E-mail and e-mail security milestones in a decade

### 2014 Start of DMARC Adoption

DMARC (Domain-based Message Authentication, Reporting & Conformance) began seeing wider adoption among organizations. It is built on SPF and DKIM to improve e-mail authentication and protect against phishing by allowing domain owners to specify how e-mail receivers should handle unauthenticated mail.

#### Soverin's Milestone:

Passionate about changing the status quo when it comes to digital privacy, we launched Soverin, an independent, privacy-first, user-centric e-mail service with best-in-class privacy protection and security features. We go beyond industry protocols and standards and fully integrate DMARC, SPF, DKIM, GDPR compliance, DANE, TLSA, BIMI, SRS, and more.

2014



### 2015 Emergence of Ransomware Attacks via E-mail

Ransomware, such as CryptoWall and Locky, became a major threat, often distributed through e-mail attachments. This heightened awareness of the importance of e-mail attachment security and filtering.

#### Soverin's Milestone:

We launched our privacy-centric e-mail platform to ensure secure communication by giving users complete control over the privacy of their mailboxes. In addition, we offered our users custom domain services to further protect their identities, ensuring all-around trust.

2015

## BITS OF FREEDOM

Voor jouw internetvrijheid

### 2016 Rise of Business E-mail Compromise

BEC scams increased sharply, with attackers impersonating executives or vendors to trick organizations into transferring funds. This led to greater emphasis on training and multi-layered security for high-risk email transactions.

#### Soverin's Milestone:

We partnered with Bits of Freedom to promote digital privacy rights and digital security awareness, further strengthening our commitment to protecting our users from emerging threats.

2016



2017

### 2017 GDPR Compliance and E-mail Security

With the EU General Data Protection Regulation (GDPR) coming into force in 2018, organizations began overhauling their e-mail practices in 2017 to comply with stricter data protection rules. E-mail encryption and data breach response strategies became key concerns.

#### Soverin's Milestone:

Passionate about changing the status quo when it comes to digital privacy, security measures, which have resulted in industry recognition and solid ratings, such as top A+ score from SSL Labs, all the while upholding user privacy and complying with regulatory standards.



### 2018 TLS 1.3 and Secure E-mail Communication

The release of TLS 1.3 provided stronger encryption for e-mails in transit. Its adoption led to better protection against man-in-the-middle attacks and more efficient e-mail encryption.

#### Soverin's Milestone:

Continuing to drive innovation in secure e-mail technologies, we pioneered a secure e-mail platform that leveraged the power of TLS and TLSA protocols, ensuring the privacy and security of our users' data and inboxes and achieving the highest scores in online verification tests such as Start TLS everywhere.

2018



2019

### 2019 AI-based Tools to Fight Phishing and BEC Attacks

Microsoft introduced AI-based tools in Office 365 to detect phishing and BEC attacks. These tools used machine learning to better identify e-mail threats and protect users from sophisticated impersonation scams.

#### Soverin's Milestone:

Recognizing that protecting user communication from phishing and spyware attacks is essential as the backbone of e-mail communications, we expanded our service offering beyond individual users. We launched our B2B proposition, partnering with security-focused organizations such as Freedom Internet to provide a secure and privacy-respecting e-mail ecosystem for businesses of all sizes.



### 2020 Surge in E-mail Phishing during COVID-19 Pandemic

Phishing attacks, often COVID-related, surged during the pandemic as more people worked remotely. This prompted organizations to enhance e-mail security with advanced threat protection (ATP) solutions and user education.

#### Soverin's Milestone:

To gain full control and trust over our e-mail infrastructure and data security, we transitioned to a self-hosted and fully private e-mail solution. This transition allowed us to implement more robust and stricter security measures, further reinforcing our dedication to protecting our users' privacy.

2020



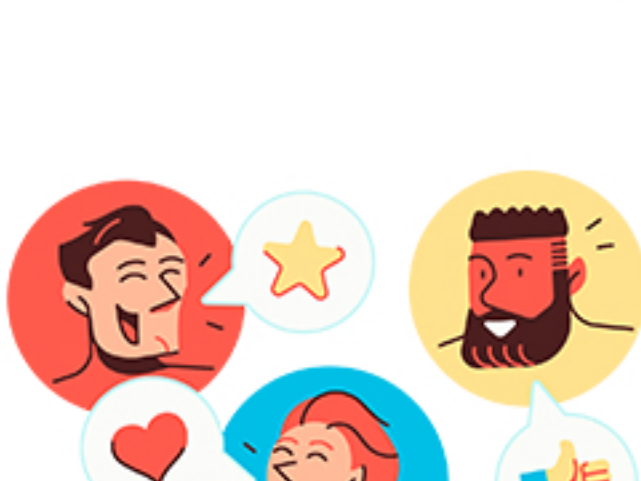
2022

### 2022 Rise of AI and Machine Learning for E-mail Security

The use of AI and machine learning in email security expanded significantly to combat phishing, malware, and account compromise. These technologies helped automate the detection and response to advanced email threats.

#### Soverin's Milestone:

Our commitment to leading a privacy-first email revolution paid off, and we were among the first five solutions selected for the Internet.nl Hall of Fame categories '100% Hosted Compliance' and '100% Secure Email'. Additionally, our privacy guarantees were recognized by the European Commission, which awarded us 5-star ratings for 'Confidential Delivery', 'Phishing and Identity Theft', and 'Integrity of Messages'.



### 2023 BIMI (Brand Indicators for Message Identification) Adoption

BIMI gained more widespread adoption, allowing brands to display their logos next to authenticated e-mails. This boosted trust in e-mail communications by visually confirming that the message originated from a legitimate source, enhancing e-mail security and user awareness.

#### Soverin's Milestone:

Amidst the increasing complexity of email security, driven by factors like spam, phishing, and the growing reliance on information systems, we remain at the forefront of technological advancements. By staying on top of industry standards and protocols like BIMI, and launching our reseller proposition, we expanded our reach to offer more users our privacy-respecting e-mail solutions.

2023



2024

### 2024 Encrypted E-mail as a Standard

End-to-end encryption has become the default for more e-mail providers, particularly in sectors like healthcare and finance, where sensitive data transmission is common. Encryption technologies like S/MIME and PGP are now built into mainstream e-mail platforms, making secure communication easier for non-technical users.

#### Soverin's Milestone:

It has only taken the rest of the industry a few years to catch up to what we have been doing from the start. Our unwavering focus on user privacy has positioned us as leaders in the industry. We've been at the forefront of adopting encryption technologies that are both advanced and easy to use since our foundation. With built-in encryption and user-first design that focuses on user security, we've set the standard for the industry and continue to drive innovation.

After a decade of keeping e-mail secure, we are proud to be a thriving and self-sustainable, independent privacy-first e-mail provider. To celebrate the end of a decade of user-centric e-mail and the start of a new one, we are re-launching our website, where you can learn more about us, our journey, and our expanded service and product offering.