

SIM farms are gaining ground in Europe

SIM farms are a way for some messaging providers to cut SMS delivery costs. The problem? They've become a major channel for SMS phishing, spam, and fraud. SIM farms are a threat to European consumers, but also to businesses, since they're in breach of GDPR — and many legitimate companies are unaware of their presence within their SMS delivery chains. However, the global and fragmented nature of our industry hampers law enforcement in preventing these crimes.

It's time to tackle this threat

Using a proprietary tool, Sinch monitored the SMS traffic of 22 global tech brands and 21 mobile operators in 16 EU countries to check if messages were diverted onto SIM farms*.

*The time scope of the research was 1 August to 25 September 2022.



Five key findings from this preliminary analysis

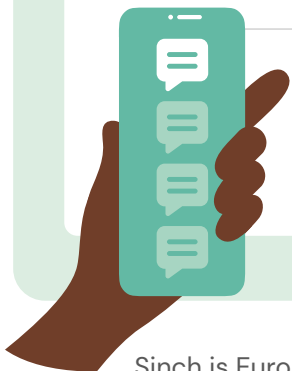
59% of the tech brands have SIM farms in their value chains

1 in 2 of the mobile operators have traffic sent to their subscribers via SIM farms

14 out of 16 countries have evidence of SIM farm activity

75% of the French mobile operators have a problem with SIM farms

1 in 4 SMS sent by the global tech brands to their customers in Spain are sent through SIM farms



What's next

If your company is unknowingly using SIM farms, your customers' data is at risk of being misused by third parties without authorization, which means you might be breaching your GDPR obligations.

Understanding your delivery chains and eliminating any SIM farm usage is crucial. Sinch can help you in analyzing your business SMS. Get in touch to join our campaign to protect consumers and their data!

Sinch is Europe's largest cloud communications platform, powering business-critical communications and meaningful customer engagement for the world's largest companies and mobile operators. [Find out more](#) on how we're addressing the SIM Farm challenge or [get in touch](#) with our team to discuss this topic.