Finland
DMARC & MTA-STS Adoption
Report 2024

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▶ In 2024, Nordic enterprises faced as many as 3,494 phishing attacks. The most targeted country was Finland which accounted for over 38.40% of the incidents. The second most targeted country was Sweden, accounting for 25.95% of the incidents. Among all other industries, the Information Services industry faced the highest level of exposure, accounting for nearly 29.08% of all phishing attacks.

This report will focus on the threat landscape in Finland, analyzing the adoption levels of various email authentication protocols, identifying security gaps, and making recommendations on how to enhance the overall security framework in the country.

Assessing the Threat Landscape

PowerDMARC's Finland DMARC and Email Authentication Adoption Report (2024) will cover the following key issues:

▶ What is the correct implementation rate of SPF and DMARC in Finland?

▶ What are the variations of MTA-STS adoption across different sectors?

▶ Do different domains in the country enable DNSSEC?

▶ What measures should be taken to enhance digital security in Finland?

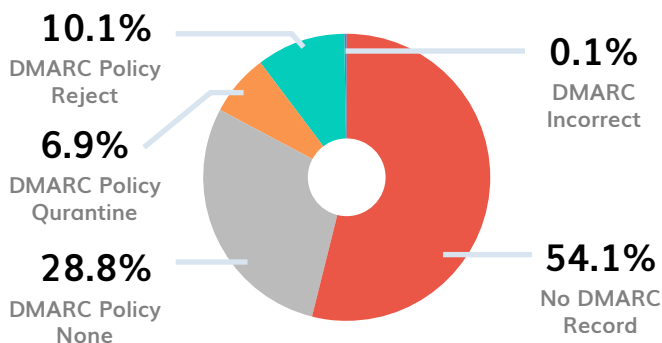▶ To what extent does the vulnerability to cyberattacks vary from sector to sector?

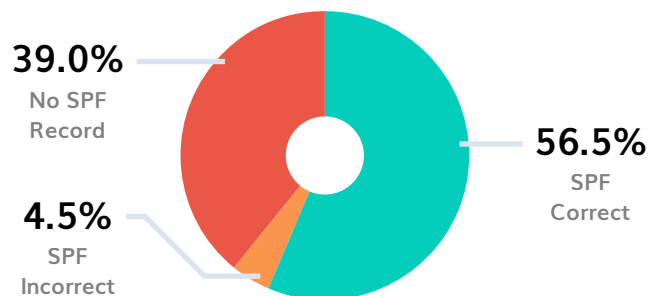# Sectors Analyzed

Total domains analyzed: 715

- ▶ Education
- ▶ Financial
- ▶ Government
- ▶ Healthcare

- ▶ Media
- ▶ Telecommunications
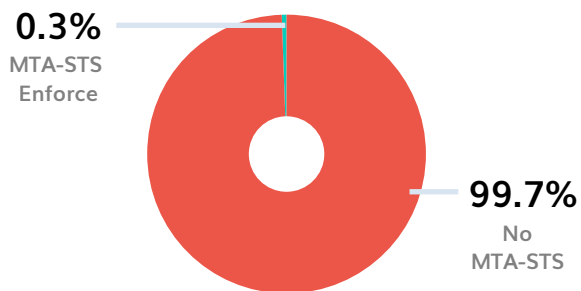- ▶ Transport

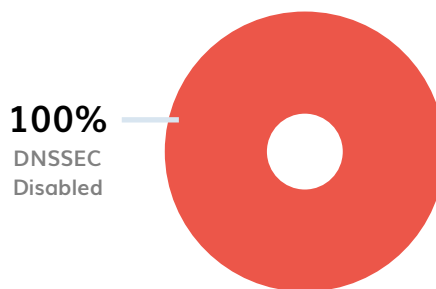# What Do the Numbers Say?

DMARC Distribution in Finland

10.1%
DMARC Policy Reject

6.9%
DMARC Policy Qurantine

28.8%
DMARC Policy None

0.1%
DMARC Incorrect

54.1%
No DMARC Record

SPF Distribution in Finland

39.0%
No SPF Record

4.5%
SPF Incorrect

56.5%
SPF Correct

MTA-STS Distribution in Finland

0.3%
MTA-STS Enforce

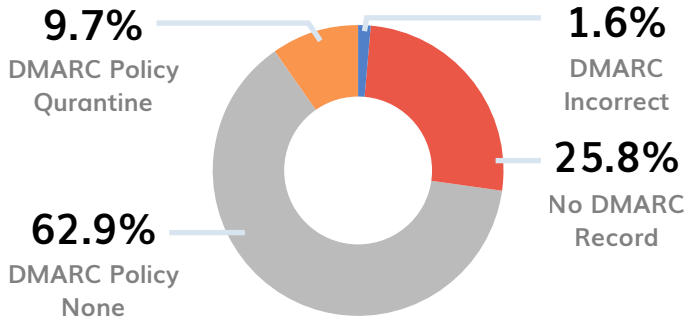**99.7%**
No MTA-STS

DNSSEC Distribution in Finland

100%
DNSSEC Disabled

Sector-wise Analysis of Domains in Finland

Education

DMARC Adoption

9.7%
DMARC Policy
Qurantine

1.6%
DMARC
Incorrect

25.8%
No DMARC
Record

62.9%
DMARC Policy
None

SPF Adoption

8.1%
No SPF
Record

4.8%
SPF
Incorrect

87.1%
SPF
Correct

MTA-STS Adoption

100%
No
MTA-STS

DNSSEC Adoption

100%
DNSSEC
Disabled

POWER DMARC

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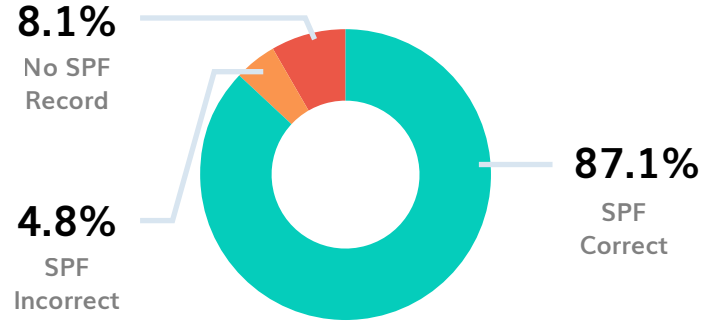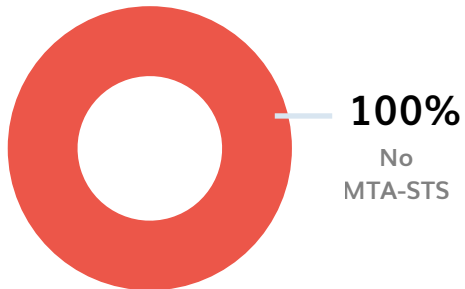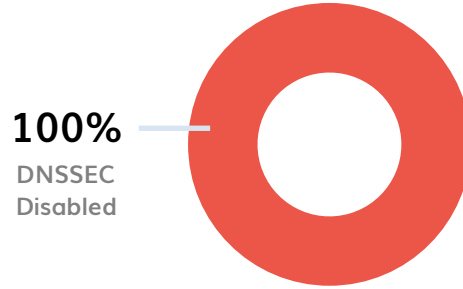
Financial

DMARC Adoption

27.2%
DMARC Policy Reject

13.0%
DMARC Policy Qurantine

33.7%
No DMARC Record

26.1%
DMARC Policy None

SPF Adoption

20.7%
No SPF Record

4.3%
SPF Incorrect

75.0%
SPF Correct

MTA-STS Adoption

1.1%
MTA-STS Enforce

98.9%
No MTA-STS

DNSSEC Adoption

100%
DNSSEC Disabled
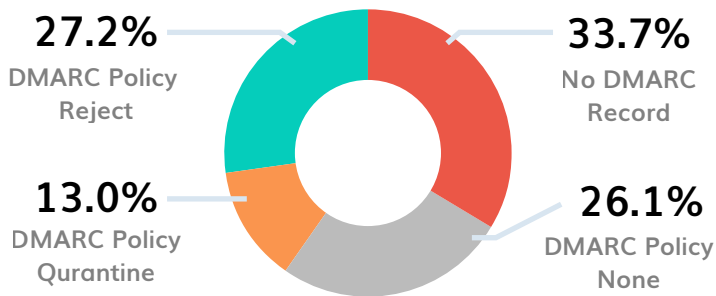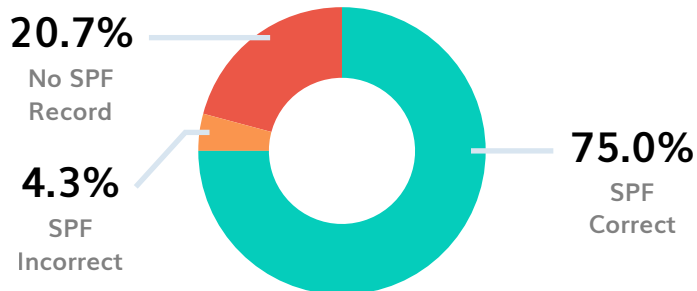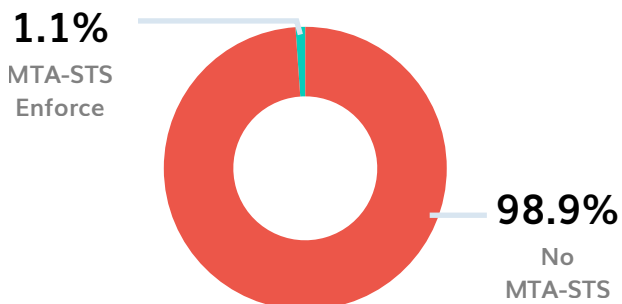
Government

DMARC Adoption

21.5%
DMARC Policy Reject

10.3%
DMARC Policy Qurantine

23.4%
No DMARC Record

44.9%
DMARC Policy None

SPF Adoption

33.6%
No SPF Record

0.9%
SPF Incorrect

65.4%
SPF Correct

MTA-STS Adoption

100%
No MTA-STS

DNSSEC Adoption

100%
DNSSEC Disabled
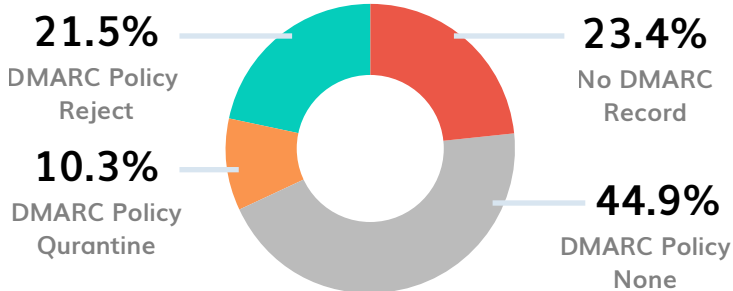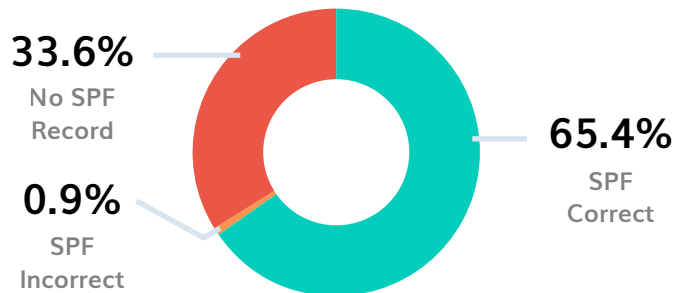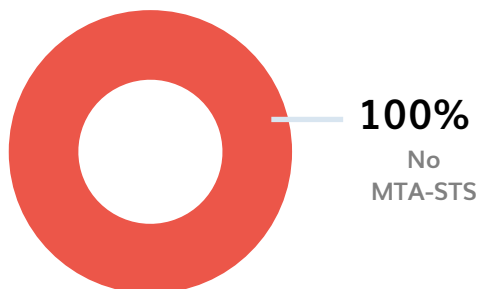
Healthcare

DMARC Adoption
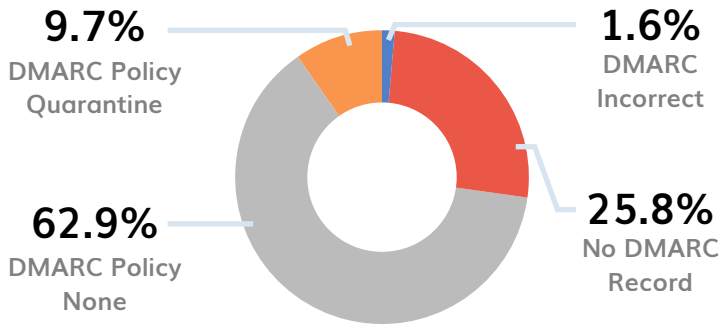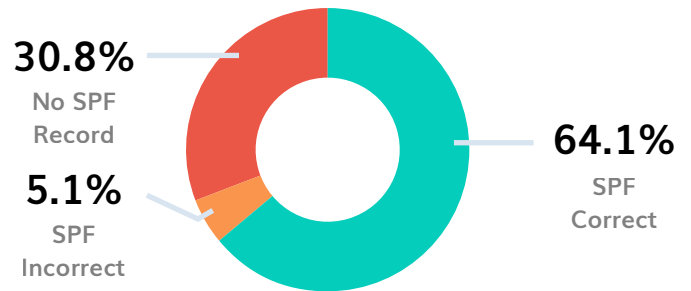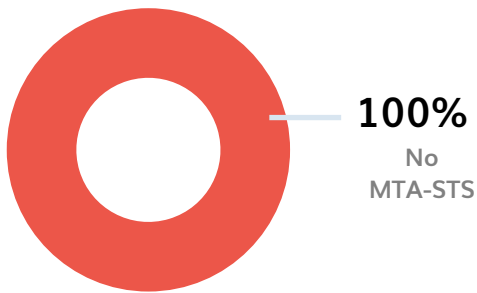
9.7%
DMARC Policy
Quarantine

1.6%
DMARC
Incorrect

25.8%
No DMARC
Record

62.9%
DMARC Policy
None

SPF Adoption

30.8%
No SPF
Record

5.1%
SPF
Incorrect

64.1%
SPF
Correct

MTA-STS Adoption

100%
No
MTA-STS

DNSSEC Adoption

100%
DNSSEC
Disabled

Media

DMARC Adoption

9.7%
DMARC Policy
Quarantine

1.6%
DMARC
Incorrect

25.8%
No DMARC
Record

62.9%
DMARC Policy
None

SPF Adoption

15.2%
No SPF
Record

12.4%
SPF
Incorrect

72.4%
SPF
Correct

MTA-STS Adoption

100%
No
MTA-STS

DNSSEC Adoption

100%
DNSSEC
Disabled
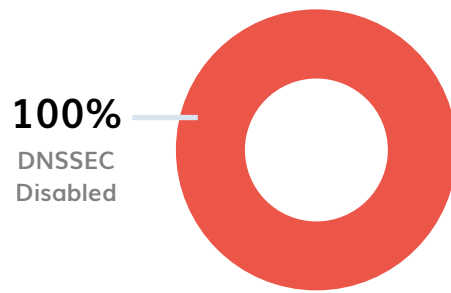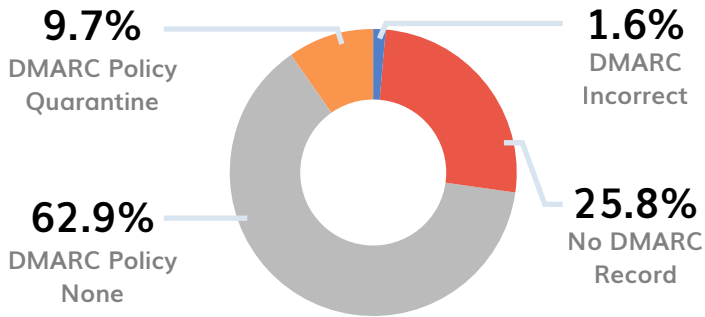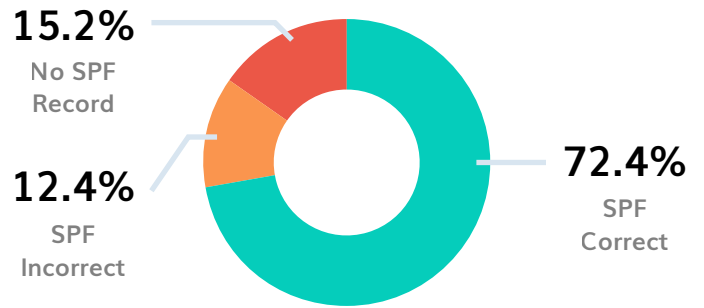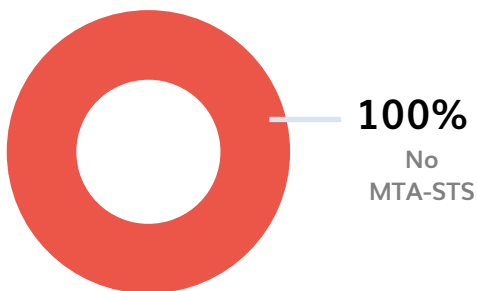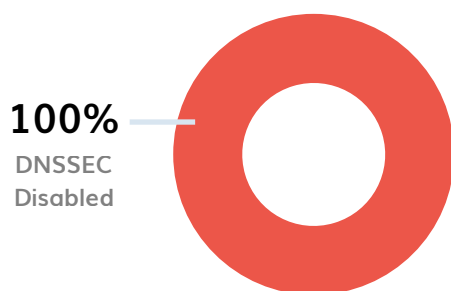
Telecommunications

DMARC Adoption

4.5%
DMARC Policy Quarantine

6.7%
DMARC Policy Reject

16.4%
DMARC Policy None

72.4%
No DMARC Record

SPF Adoption

51.5%
No SPF Record

44.8%
SPF Correct

3.7%
SPF Incorrect

MTA-STS Adoption

0.7%
MTA-STS Enforce

99.3%
No MTA-STS
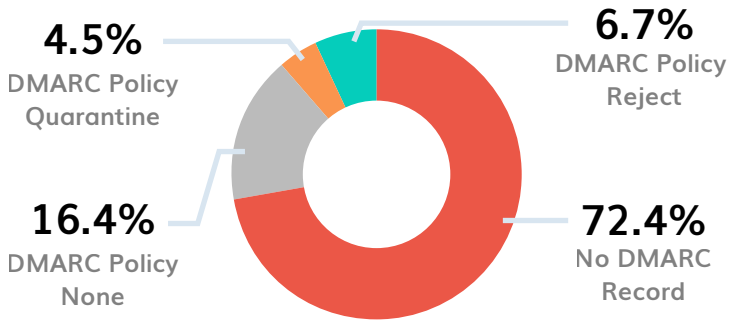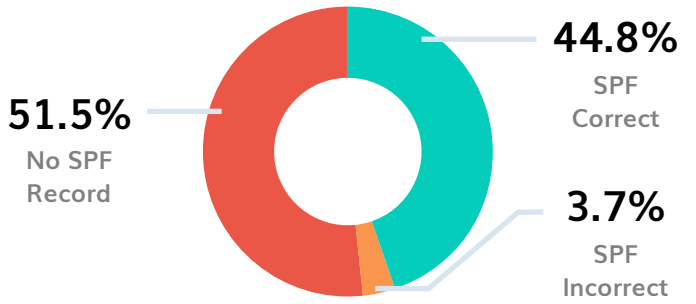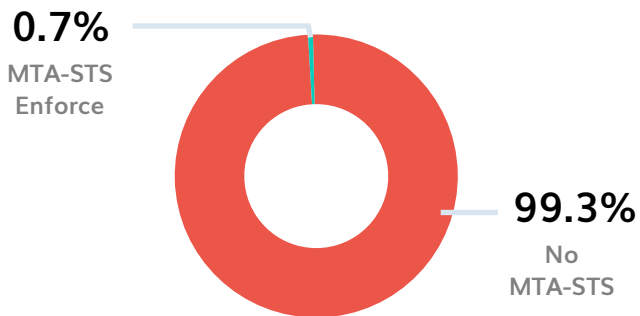
DNSSEC Adoption

100%
DNSSEC Disabled

Transport

DMARC Adoption

2.2%
DMARC Policy Qurantine

1.4%
DMARC Policy Reject

4.4%
DMARC Policy None

92.0%
No DMARC Record

SPF Adoption

80.3%
No SPF Record

18.2%
SPF Correct

1.5%
SPF Incorrect

MTA-STS Adoption

100%
No MTA-STS
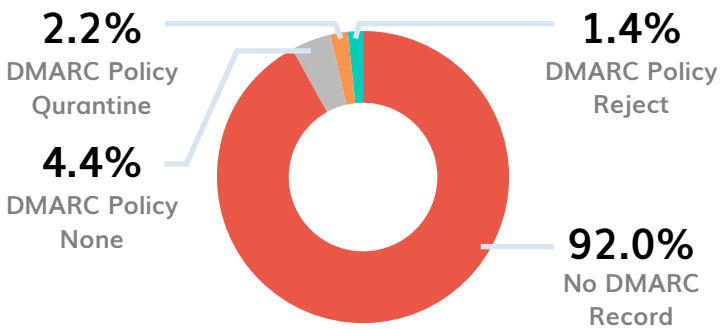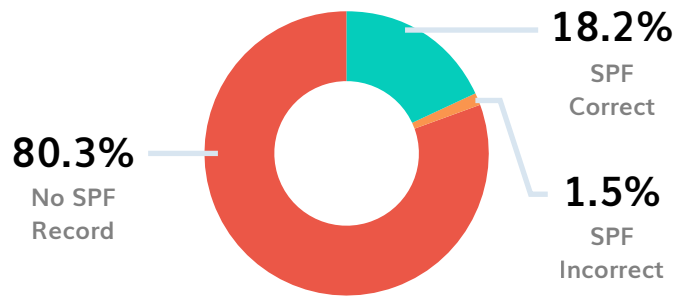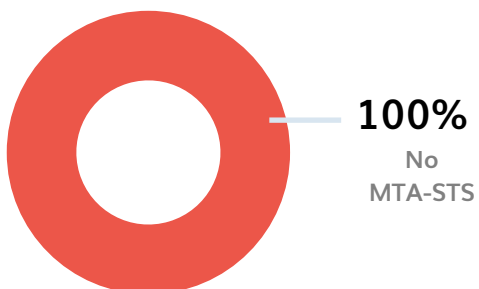
DNSSEC Adoption

100%
DNSSEC Disabled

Comparative Analysis of SPF Adoption among Different Sectors in Finland

% SPF Adoption

Education: 8.06%, 4.84%, 87.10%
Financial: 20.65%, 4.35%, 75.0%
Government: 33.64%, 0.93%, 65.42%
Healthcare: 30.77%, 5.13%, 64.10%
Media: 15.24%, 12.38%, 72.38%
Telecom: 51.49%, 3.73%, 44.78%
Transport: 80.29%, 1.46%, 18.25%

- ■ SPF Correct
- ■ SPF Incorrect
- ■ No SPF Record
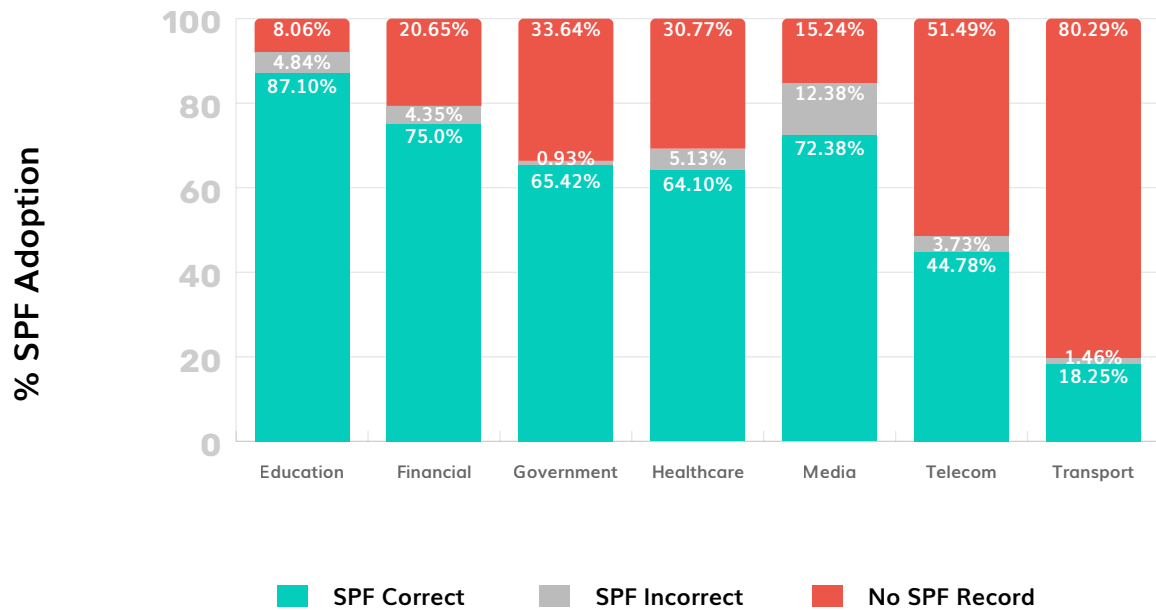
Comparative Analysis of DMARC Adoption among Different Sectors in Finland

% DMARC Adoption

Education: 9.68%, 62.90%, 25.81%, 1.61%
Financial: 27.17%, 13.04%, 26.09%, 33.70%
Government: 21.50%, 10.28%, 44.86%, 23.36%
Healthcare: 10.26%, 7.69%, 32.05%, 50.0%
Media: 4.76%, 4.76%, 40.0%, 50.48%
Telecom: 6.71%, 4.48%, 16.42%, 72.39%
Transport: 1.46%, 2.19%, 4.38%, 91.97%

- ■ DMARC Policy Reject
- ■ DMARC Policy Quarantine
- ■ DMARC Incorrect
- ■ DMARC Policy None
- ■ No DMARC Record

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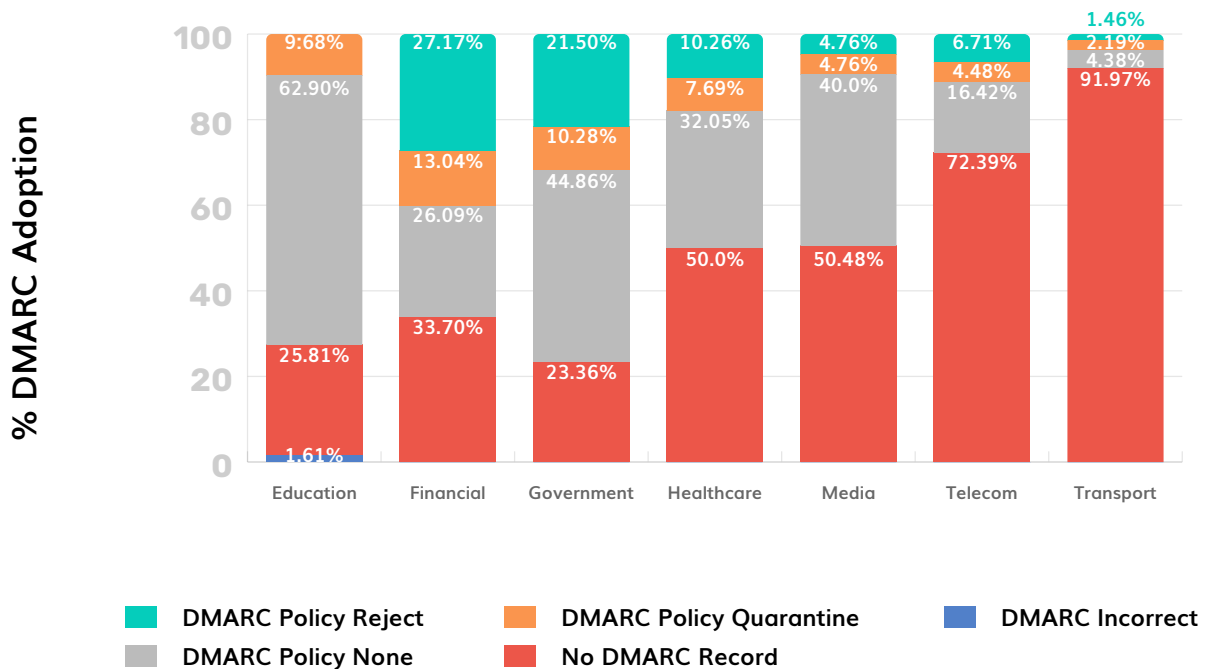
Comparative Analysis of MTA-STS Adoption among Different Sectors in Finland

% MTA-STS Adoption

100%	1.09% 98.91%	100%	100%	100%	0.75% 99.25%	100%
Education	Financial	Goverment	Healthcare	Media	Telecom	Transport

- ■ MTA-STS Enforce
- ■ MTA-STS Testing
- ■ MTA-STS None
- ■ No MTA-STS
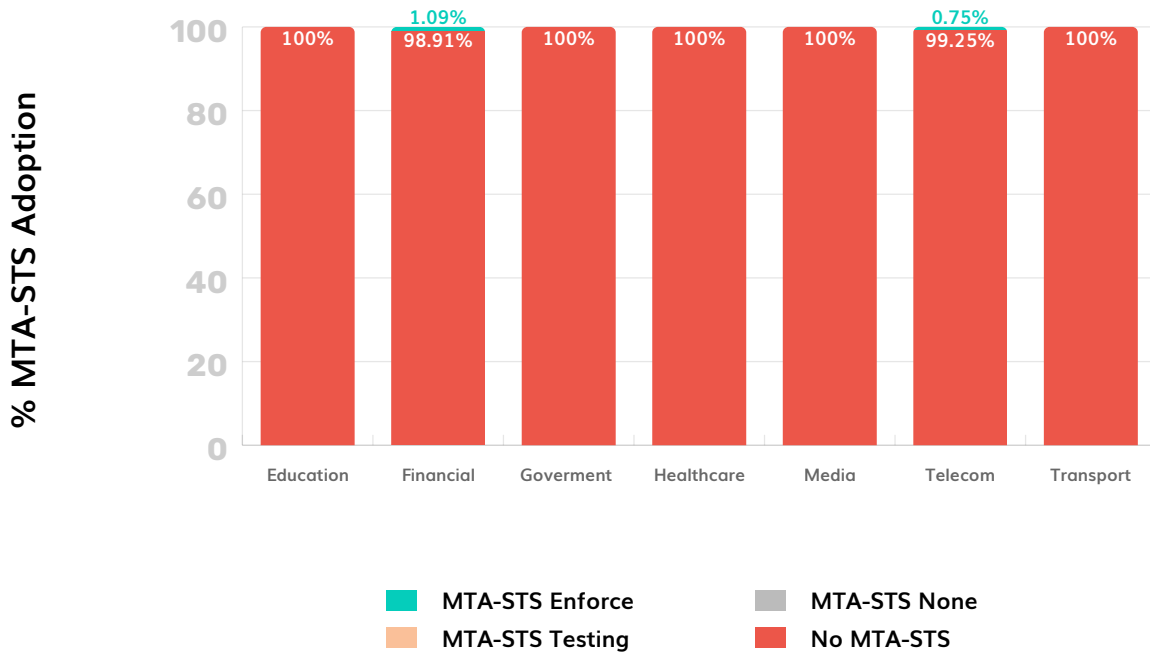
Comparative Analysis of DNSSEC Adoption among Different Sectors in Finland

% DNSSEC Adoption

100%	100%	100%	100%	100%	100%	100%
Education	Financial	Goverment	Healthcare	Media	Telecom	Transport

- ■ DNSSEC Enabled
- ■ DNSSEC Disabled
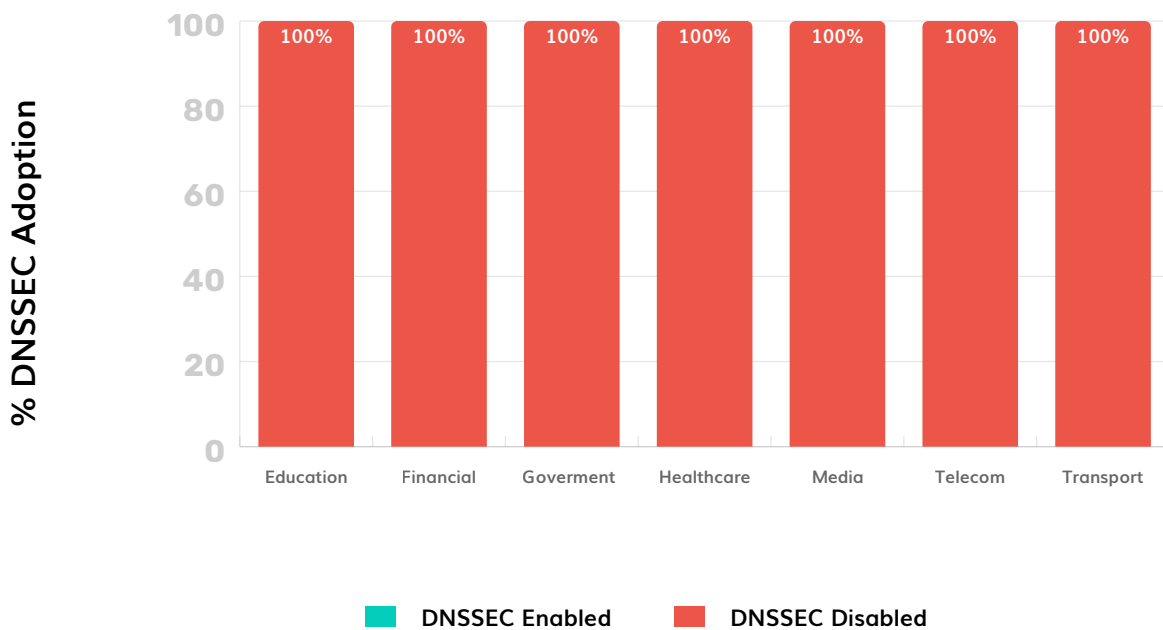
DMARC & MTA-STS Adoption Rates:
Key Statistics for Finland

▶ A high number (39.02%) of Finnish domains have no SPF record at all.

▶ 54.13% of Finnish domains have no DMARC record.

▶ The majority of domains with DMARC implemented (28.81%) have a policy set to "none," which provides minimal protection against email-based attacks.

▶ Only 10.07% of the analyzed domains have a DMARC policy set to "reject" offering maximum protection against email-based cyber attacks.

▶ 99.72% of Finnish domains do not have MTA-STS implemented.

▶ None (0.00%) of the analyzed Finnish domains have DNSSEC enabled.

Critical Errors Organizations in Finland Are Making

1 The education sector has the highest SPF adoption rate. Over 87.10% of domains in the education sector have correct SPF records.

2 Only 18.25% of domains in the transport sector have correct SPF implementation. Over 80.29% of domains in this sector do not have SPF records at all.

3 The adoption rate for the telecommunications sector is also very low, with 51.49% of domains having no SPF record.

4 The government sector shows the highest DMARC adoption rate (76.64%).

5 The transport sector again has the lowest DMARC adoption, with only 8.03% of domains implementing DMARC correctly and 91.97% having no DMARC record.

6 The telecommunications sector has noted low adoption rates, with 72.39% of domains lacking DMARC records.

7 The financial sector leads in implementing the strictest (reject) DMARC policy at 27.17%.

8 The education sector, despite high DMARC adoption, has 0% of domains using the "reject" policy, relying mostly on the "none" policy (62.90%).

9 The transport sector has the lowest "reject" policy implementation at 1.46%. MTA-STS adoption is extremely low across all sectors.

10 Only the financial and telecommunications sectors show any implementation, with 1.09% and 0.75% respectively.

11 All other sectors have 0% MTA-STS adoption.

12 Surprisingly, DNSSEC adoption is non-existent across all sectors, with 100% of domains in every sector having DNSSEC disabled.

How Can Organizations in Finland Improve Email Security & Deliverability?

1 Some sectors, especially transport and telecommunications, should ensure they implement SPF, noting very low adoption rates that might significantly affect their security.

2 These two sectors also fall behind in correct DMARC implementation. Not only should organizations strive to adopt DMARC at their earliest convenience, but they should also aim for stricter policies such as "quarantine" and "reject."

3 All sectors in Finland should also pay immediate attention to enabling DNSSEC for their domains to prevent DNS-based attacks. The current 0% adoption rate is worrisome for both state and non-state entities in Finland.

4 Only the financial and telecommunication sectors in Finland have noted a negligible degree of MTA-STS implementation. Therefore, paying more attention to configuring MTA-STS to ensure encrypted communication is necessary for all domains.

How Can PowerDMARC Help?

PowerDMARC is a full-stack email authentication SaaS services provider that combines DMARC, SPF, DKIM, BIMI, MTA-STS, and TLS-RPT solutions in one single, easy-to-navigate platform. The team of cybersecurity professionals at PowerDMARC aims to help MSPs, MSSPs, organizations, and governmental entities, to prevent cyberattacks transmitted by emails.

If you need professional support for configuring email authentication to minimize phishing attacks, spoofing, and domain abuse, then PowerDMARC is what you need.

At PowerDMARC, we made email authentication and email deliverability enhancement financially accessible to everyone, regardless of their business size or budget. Contact the PowerDMARC team at support@powerdmarc.com to learn more about our pricing schemes and strategies to take your email security to new heights!