Surfshark®

IMPACT
REPORT
2024

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INTRODUCTION

As we present Surfshark's second Impact Report, we're proud to reflect on a year of continued progress. We're consistently striving to improve and strengthen our efforts toward being a socially responsible, climate-conscious cybersecurity company.

Over the past year, we've deepened our commitment to measuring and reducing our environmental footprint, strengthening partnerships with NGOs, and expanding CSR initiatives. Internally, we've also taken meaningful steps toward a more inclusive and values-driven company culture, paving the way for lasting change.
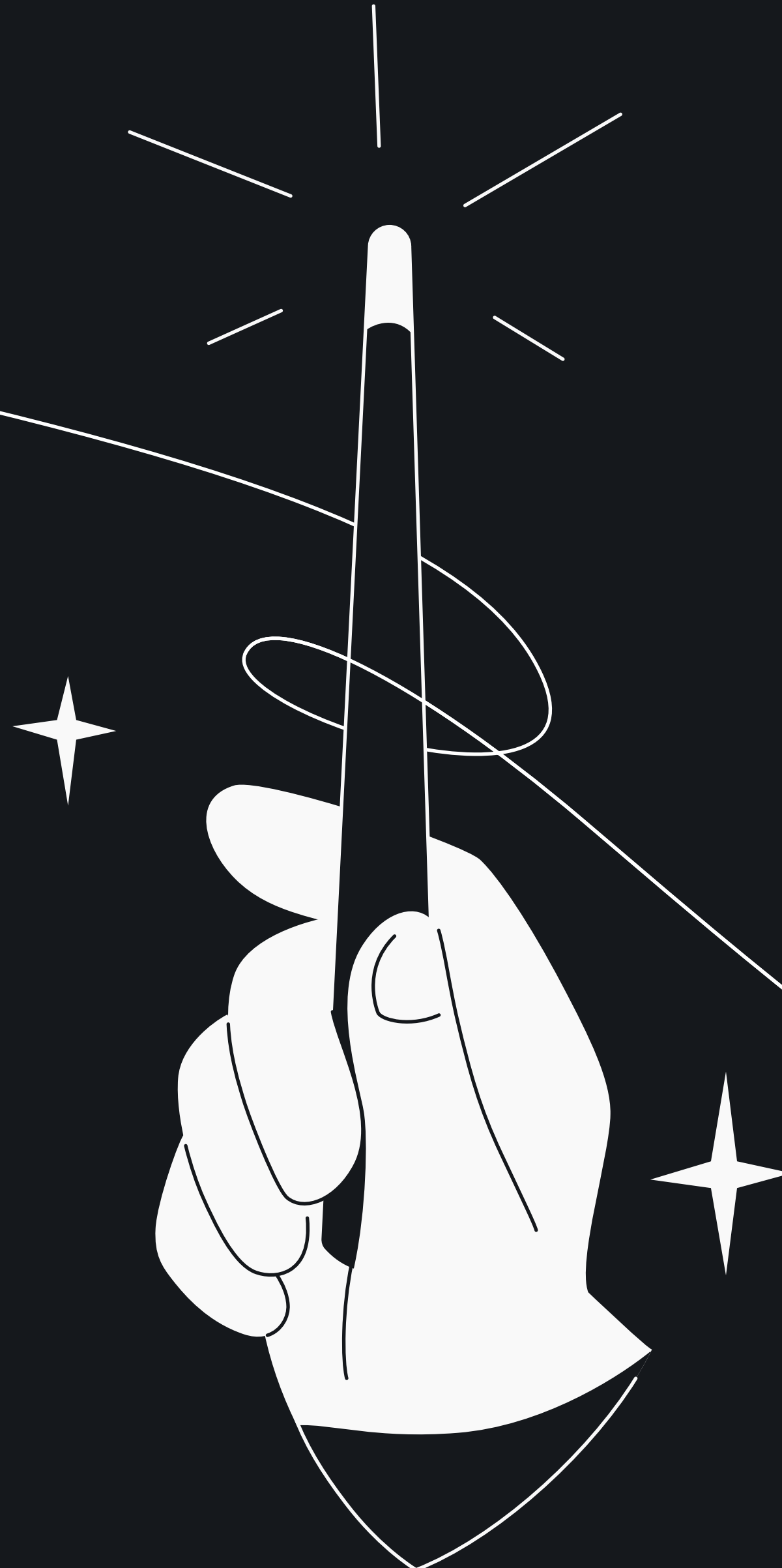
"At Surfshark, we prioritize understanding our customers' and stakeholders' needs. Our recent materiality assessment helped identify their top priorities for our ESG (Environmental, Social, and Governance) efforts. This feedback guides our work to reduce environmental impact and strengthen social responsibility. We believe privacy, security, and sustainability must go hand in hand. That's why we're committed to transparency, ethical practices, and delivering meaningful impact beyond cybersecurity."

**Vytautas Kaziukonis,
CEO at Surfshark**

ABOUT
THE REPORT

Surfshark's Impact Report covers January 1 to December 31, 2024. It highlights Surfshark's process toward sustainable growth and environmental transparency.
It also showcases the company's advancements in renewable energy usage, the wellbeing of its employees, and support for the international community. Surfshark is committed to environmental, social, and governance advancements and will continue sharing updates through its communication channels.

If you have questions about Surfshark's Impact Report or Surfshark's environmental initiatives, contact **Gabrielė Dačkaitė** (Social Impact Manager) at gabriele.dackaite@surfshark.com

2024 AT A GLANCE

Performed our first-ever ESG materiality assessment among our users

Calculated our Scope 3 activity-based emissions for the first time

Moved to a new office in Kaunas, which consumes electricity generated from Lithuanian renewable energy sources

Released a Code of Conduct

Hired 140+ employees globally

Held a sustainability trivia event and organized a flea market for our employees, embracing the "reduce, reuse, and recycle" principle

Launched an Earth Day walking challenge, encouraging employees to replace car journeys with walking

Planted a tree for each Surfshark employee as part of a collaborative effort with over 20 companies in Lithuania

Organized a company-wide workation

Organized a campaign called "You Donate, We Double"

Encouraged self-development, which led our team members to dedicate around 3,200 hours to enhancing their skills and broadening their knowledge
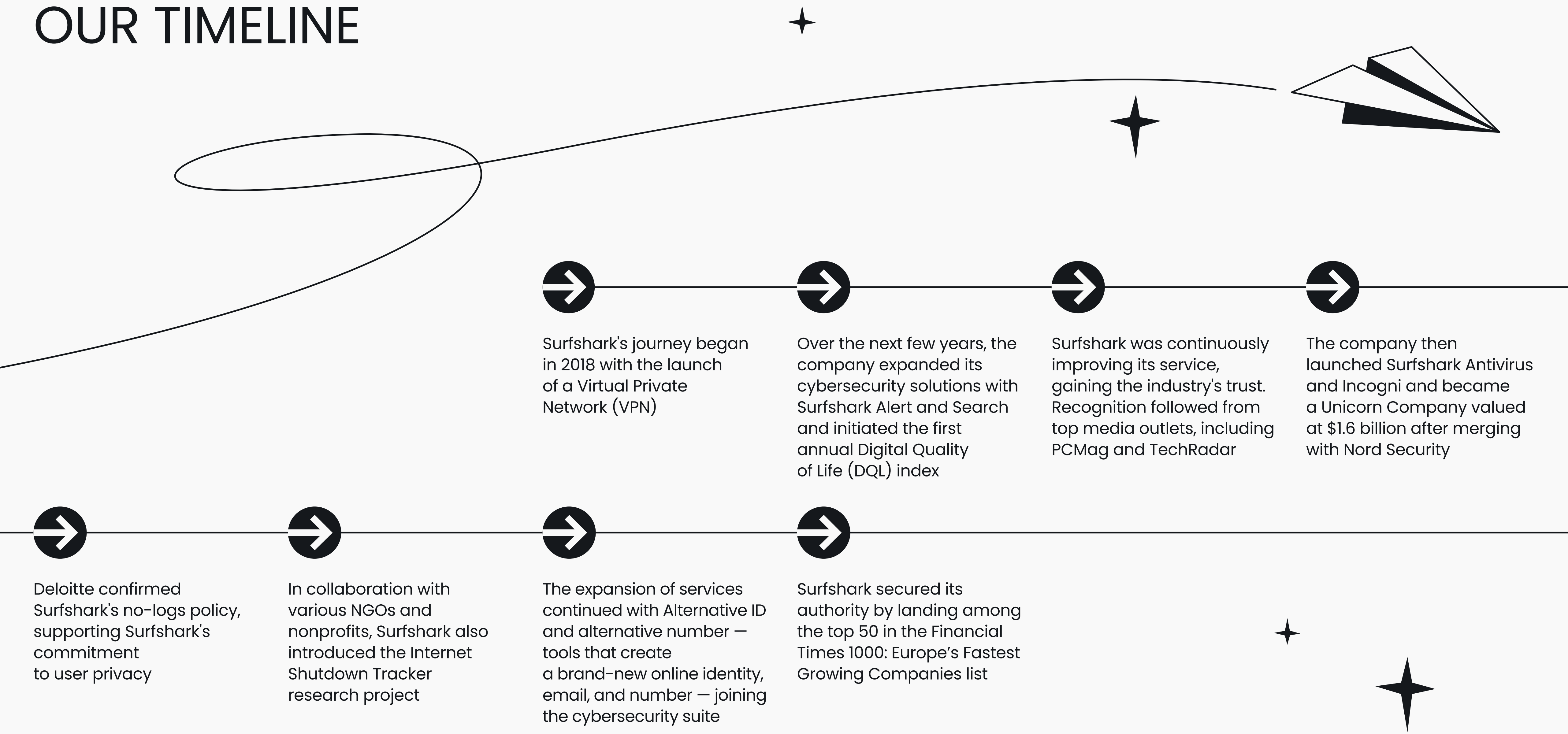
SURFSHARK'S SDG FOCUS

Here are the Sustainable Development Goals that we are aiming to contribute to:

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

13 CLIMATE ACTION

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

ABOUT SURFSHARK

OUR TIMELINE

Surfshark's journey began in 2018 with the launch of a Virtual Private Network (VPN)

Over the next few years, the company expanded its cybersecurity solutions with Surfshark Alert and Search and initiated the first annual Digital Quality of Life (DQL) index

Surfshark was continuously improving its service, gaining the industry's trust. Recognition followed from top media outlets, including PCMag and TechRadar

The company then launched Surfshark Antivirus and Incogni and became a Unicorn Company valued at $1.6 billion after merging with Nord Security

Deloitte confirmed Surfshark's no-logs policy, supporting Surfshark's commitment to user privacy

In collaboration with various NGOs and nonprofits, Surfshark also introduced the Internet Shutdown Tracker research project

The expansion of services continued with Alternative ID and alternative number — tools that create a brand-new online identity, email, and number — joining the cybersecurity suite

Surfshark secured its authority by landing among the top 50 in the Financial Times 1000: Europe's Fastest Growing Companies list

OUR MISSION

At Surfshark, we strive to build the most beloved security products for everyone. We talk about cybersecurity and cyberthreats in a language everyone understands, making our products accessible to all — from everyday people to cybersecurity geeks.

OUR VISION

We aspire for everyone to have complete control of their digital lives, care about the future and accessibility of the internet, and show the nature and impact of everchanging online threats. We see the future's internet as an open and valuable global resource for all.

SURFSHARK PRODUCTS

Packing an industry-leading VPN, private search engine, data leak warning system, antivirus software, and a tool that generates an alternative identity, email, and number into one app, Surfshark makes online protection easy and accessible. Surfshark also offers a service that helps its users get their personal data off the market. Discover our products and services.

VPN

- Encrypts your internet connection
- Changes your IP (Internet Protocol) address
- Stops annoying ads and protects against malware
- Protects your data and privacy on public Wi-Fi or networks you don't trust

Alert

- Alerts you if your email address appears in breached online databases
- Informs about the security status of your personal identification number
- Checks your password's vulnerability
- Monitors your credit cards

Alternative ID

- Maintains your email address and name private
- Minimizes the possibility of getting spam emails
- Prevents your info from falling into the hands of data brokers or other malicious actors

Incogni

- Contacts data brokers on your behalf to request that your personal data be removed from their databases
- Ironwall — a part of Incogni — also offers online protection and data removal services for public servants and businesses, focusing on judges, law enforcement, healthcare professionals, and financial institutions
- Available in the US, the UK, the EU, Canada, and Switzerland

Antivirus

- Detects and removes viruses and malware from your devices
- Offers real-time protection
- Prevents ad companies and bots from tracking your online activity
- Allows performing full scans or narrowing them down to frequently used folders

Search

- Performs private web search queries without any ads, logs, or trackers
- Provides accurate and relevant search results
- Searches without leaving any digital footprints

Alternative number

- Masks your regular number from unwanted eyes
- Keeps your regular phone number spam-free
- Minimizes data sharing, robocalls, smishing (SMS-phishing), and the chance of identity theft

SURFSHARK VPN FEATURES

Clean Web
Blocks ads, trackers, malware, and phishing attempts so you can browse safely.

Bypasser
Allows specific apps and websites to bypass the VPN tunnel. Works great with mobile banking apps.

Kill switch
Disconnects your device from the internet if the VPN connection drops unexpectedly.

Dedicated IP
A static IP address that helps bypass human verification prompts, access services that are sensitive to IP changes, and more.

Cookie pop-up blocker
Avoids annoying cookie consent pop-ups. Available as a Surfshark browser extension feature for Chromium-based browsers and Firefox.

Multi Hop
Allows you to connect via two different VPN servers simultaneously. You can select both countries from all the servers we offer.

Pause VPN
Allows pausing the VPN connection for 5 minutes, 30 minutes, or 2 hours. The connection automatically resumes once the selected time ends.

Rotating IP
Changes the user's IP address on the chosen location every 5 to 10 minutes without disconnecting from the VPN.

No Borders
Allows using a VPN through network restrictions such as digital government censorship.

ENGAGING OUR USERS IN SHAPING A SUSTAINABLE FUTURE

In 2024, Surfshark took an essential step in advancing our commitment to sustainability and corporate responsibility by conducting our first-ever ESG materiality assessment.

This initiative is significant because we invited a relevant group of our users to participate, giving them a voice in helping shape our ESG priorities. Participants were asked to evaluate a range of topics based on their perceived importance.

The assessment covered:

- 5 environmental topics;
- 16 social topics;
- 5 governance topics.

By asking our users to weigh in, we ensured that the issues they care most about are reflected in our strategic planning. This approach allows us to better align our sustainability efforts with the values of our community — and to recognize them as key stakeholders in Surfshark's long-term impact.

The insights gained will guide how we prioritize our ESG initiatives moving forward, helping us focus on the areas that matter most to the people who use and trust our services.

This marks the beginning of a more transparent and collaborative approach to responsible business at Surfshark.

Results

After our user group selected the topics they found most material in relation to Surfshark, we gained valuable insights into what matters most to our community regarding sustainability and responsible business practices.

ENGAGING OUR USERS IN SHAPING A SUSTAINABLE FUTURE

Environmental focus areas

In the environmental section, users highlighted climate change mitigation and greenhouse gas emissions as key areas of importance. This reflects a growing awareness of the environmental impact of digital infrastructure and a shared interest in supporting climate-conscious practices. Pollution of air, water, and soil was also identified as a significant concern, emphasizing the need for broader environmental responsibility in today's interconnected world.

Social priorities

Within the social category, data and cybersecurity stood out as the most important topic — a strong affirmation of Surfshark's long-standing commitment to protecting users' online lives. Freedom of expression and anti-surveillance were also highly prioritized, aligning closely with our mission to promote an open and secure internet for all. These results reinforce the values that both Surfshark and our users hold at the core of our service.

Governance highlights

In governance, users placed the highest importance on business ethics and integrity, as well as anti-corruption and transparency. These choices reflect a clear expectation for strong, principled leadership — something Surfshark has always aimed to uphold. The feedback confirms that trust, transparency, and accountability are as essential to our stakeholders as they are to us.

These insights will help guide our ESG priorities moving forward, ensuring our efforts are user-informed and impact-driven. This assessment begins a deeper dialogue with our community, where we can grow together to create a more secure, ethical, and sustainable digital future.

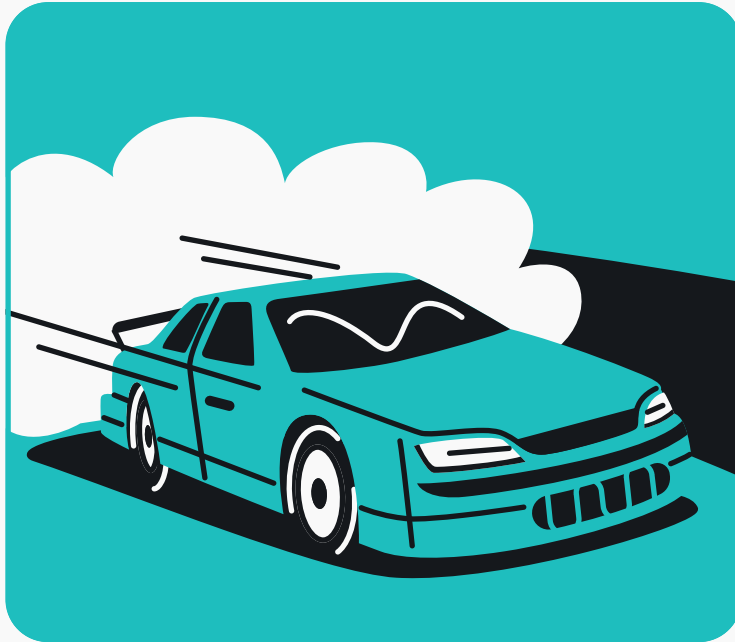# OUR ENVIRONMENTAL IMPACT

EMISSIONS

How much is 1 tCO2e?

Flying

~1 round-trip flight from New York to London per passenger.

Driving

~2,500 miles (4,000 km) in an average gasoline car.

As a company, we recognize the importance of addressing climate change, primarily driven by greenhouse gas emissions. We're committed to minimizing our carbon footprint and have performed detailed calculations of our Scope 1 and 2 emissions to make adjusted decisions.

Scope 1 emissions refer to direct greenhouse gasses emitted from sources owned or controlled by a company, such as onsite fuel combustion, industrial processes, and accidental releases.

Surfshark's **Scope 1** emissions	**36 tCO2e**

Scope 2 emissions refer to indirect greenhouse gasses a company produces using electricity, steam, heat, or cooling that others generate. Unlike direct emissions from the company itself, these originate from the energy production of utility providers. Scope 2 emissions are calculated using two methods — market-based emissions and location-based emissions.

The location-based method calculates emissions by taking the average emissions intensity of the energy grids used. This approach accounts for the emissions from a company's electricity, using the average emissions factors of regional or national grids. It does this without considering any specific renewable energy purchases or contracts the company might have.

Surfshark's **Scope 2** location-based emissions	**92 tCO2e**

The market-based method measures emissions based on the company's contracts and tracking records, like renewable energy certificates (RECs), that reflect a company's energy purchase decisions. This method allows organizations to get credit for choosing low-carbon or renewable energy sources. Since Surfshark powers its offices in Lithuania with renewable energy, our Scope 2 GHG emissions calculations were lower using this method.

Surfshark's **Scope 2** market-based emissions	**27 tCO2e**

EMISSIONS

Scope 3 emissions are indirect greenhouse gas emissions across a company's value chain, including upstream and downstream activities not owned or controlled by the company (e.g., business travel, employee commuting, purchased goods and services, etc.).

This year marks the first time we've calculated our Scope 3 emissions using an activity-based approach. While this method provides more detailed insights, it also comes with some data limitations, and results may not be exact. However, we believe it's essential to begin measuring all sources of emissions, not just those covered by well-established protocols. The calculations were conducted with the support of external sustainability advisors.

Surfshark's **total Scope 3** emissions (location-based)	**5490 tCO2e**

Total Scope 3 emissions include:

Purchased goods and services	**4582 tCO2e**
Capital goods	**112 tCO2e**
Fuel- and energy-related activities (market-based)	**26 tCO2e**
Fuel- and energy-related activities (location-based)	**38 tCO2e**
Upstream transportation and distribution	**2 tCO2e**
Waste generated in operations	**0 tCO2e**
Business travel	**381 tCO2e**
Employee commuting	**113 tCO2e**
Use of sold products	**262 tCO2e**

GREEN OFFICE

We conducted a GHG emission assessment to identify ways to lower our emissions, improve energy procurement, and enhance efficiency. Some of our initiatives include:

- Earning the Vilnius office an "Excellent" BREEAM* International New Construction rating and an Enefit certification for using 100% renewable energy, setting a benchmark for energy sustainability and environmental care in the business community;

- Partnering with Green Genius biogas plants to transform our Vilnius office's organic waste into renewable electricity, aiming to contribute to lower emissions by converting sorted food and coffee waste into renewable energy and biofertilizers;

- Moving our Kaunas team into a new office in August 2024 that received an "Excellent" BREEAM* certification and operates on renewable energy from Ignitis.

The BREEAM certificate (Building Research Establishment Environmental Assessment Method) is a widely recognized sustainability assessment and certification system for buildings and infrastructure projects.

Circular economy

A circular economy aims for sustainability by minimizing waste and maximizing resource utilization through reuse, repair, refurbishment, and recycling of materials and products. At Surfshark, we sell or give away used electronics like computers, monitors, and cables and auction the furniture that is no longer used in our office. These items are sold or given away only internally within the company. This approach not only lessens environmental impact but also improves resource efficiency and provides economic and social advantages.

E-waste

E-waste, including discarded devices like computers, smartphones, and appliances, must be appropriately disposed of and recycled to minimize health risks, save resources, and salvage valuable materials. At Surfshark, we ensure that all electronics that can't be reused or sold to our employees are properly recycled using third-party services.

On the right track

We've reduced our environmental impact by operating from the energy-efficient offices in Vilnius and Kaunas, Lithuania. With 50.3% of our Scope 2 emissions now sourced from renewable energy, this reflects our ongoing commitment to sustainability.

BEING A PART OF THE UN GLOBAL COMPACT

The UN Global Compact is the world's largest corporate sustainability initiative, which Surfshark joined at the end of 2023. It calls on companies to align strategies and operations with universal human rights, labor, environment, and anti-corruption principles and take actions that advance social responsibility goals.
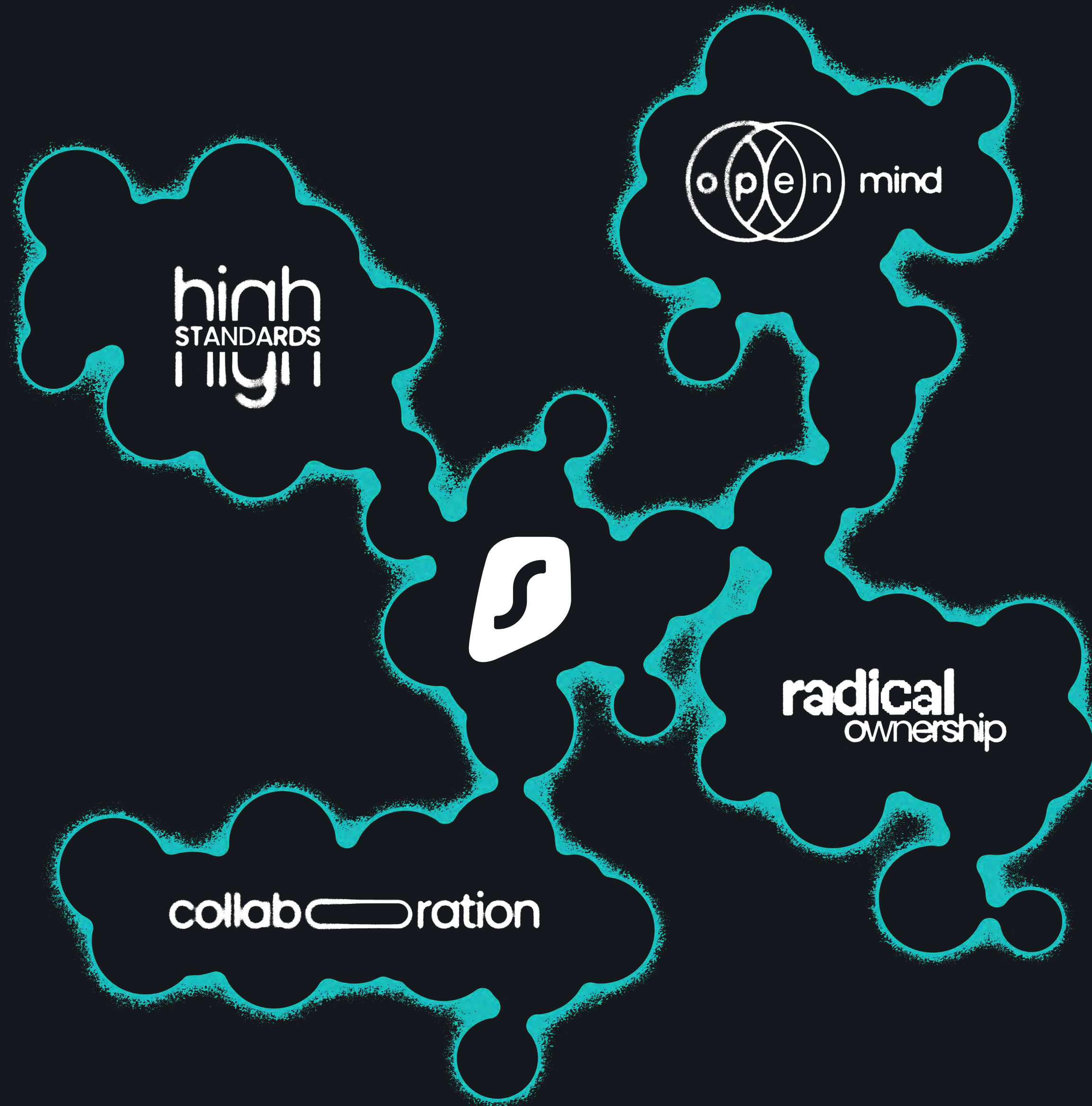
By following the UN Global Compact's Ten Principles, Surfshark acknowledges that good deeds in one area don't offset harm in another. Fostering a culture of integrity is vital to both social responsibility and sustainable business growth.

WE SUPPORT

UN GLOBAL COMPACT

OUR PEOPLE AND SOCIAL IMPACT

SURFSHARK PRINCIPLES

Our core principles drive our commitment to creating the most beloved and widely used online security products for everyone. They shape everything we do, guide us in the right direction, help us achieve results, and define our everyday lives at Surfshark.

High standards

We prioritize innovation and customer satisfaction, striving to improve daily and deliver long-term solutions that add value.

Radical ownership

We embrace ownership by owning our tasks, acknowledging achievements and setbacks, and proactively contributing to Surfshark's success.

Collaboration

We solve problems by leveraging expertise for optimal outcomes, celebrating team and individual achievements, aligning efforts, and generating innovative ideas and unconventional solutions.

Open mind

We actively listen to different perspectives, treat everyone respectfully, and welcome new ideas and approaches.

SURFSHARK STRUCTURE

(by the end of 2024)

144 newbies (excluding Ironwall)

101 promotions during 2024

33 Average employee age

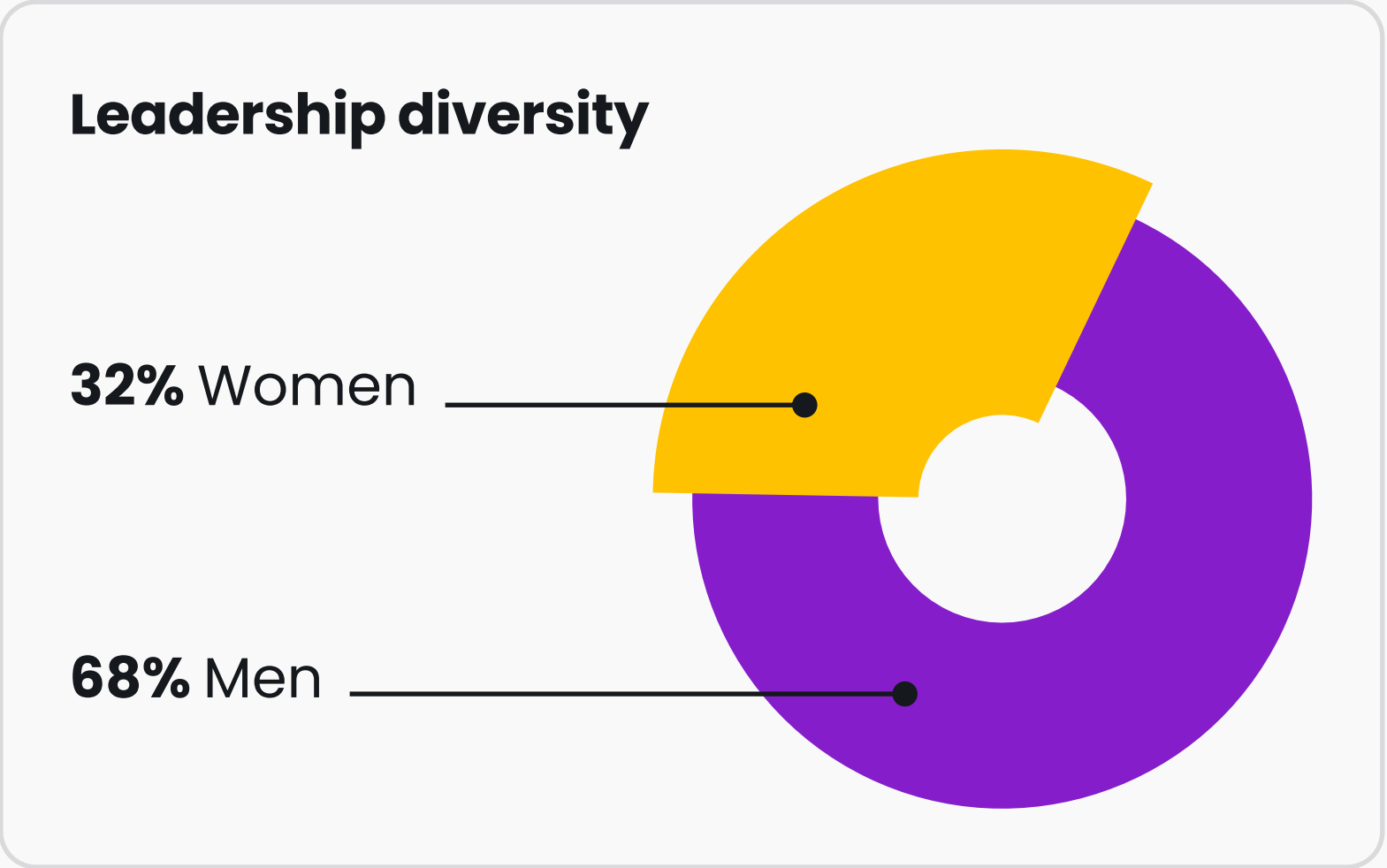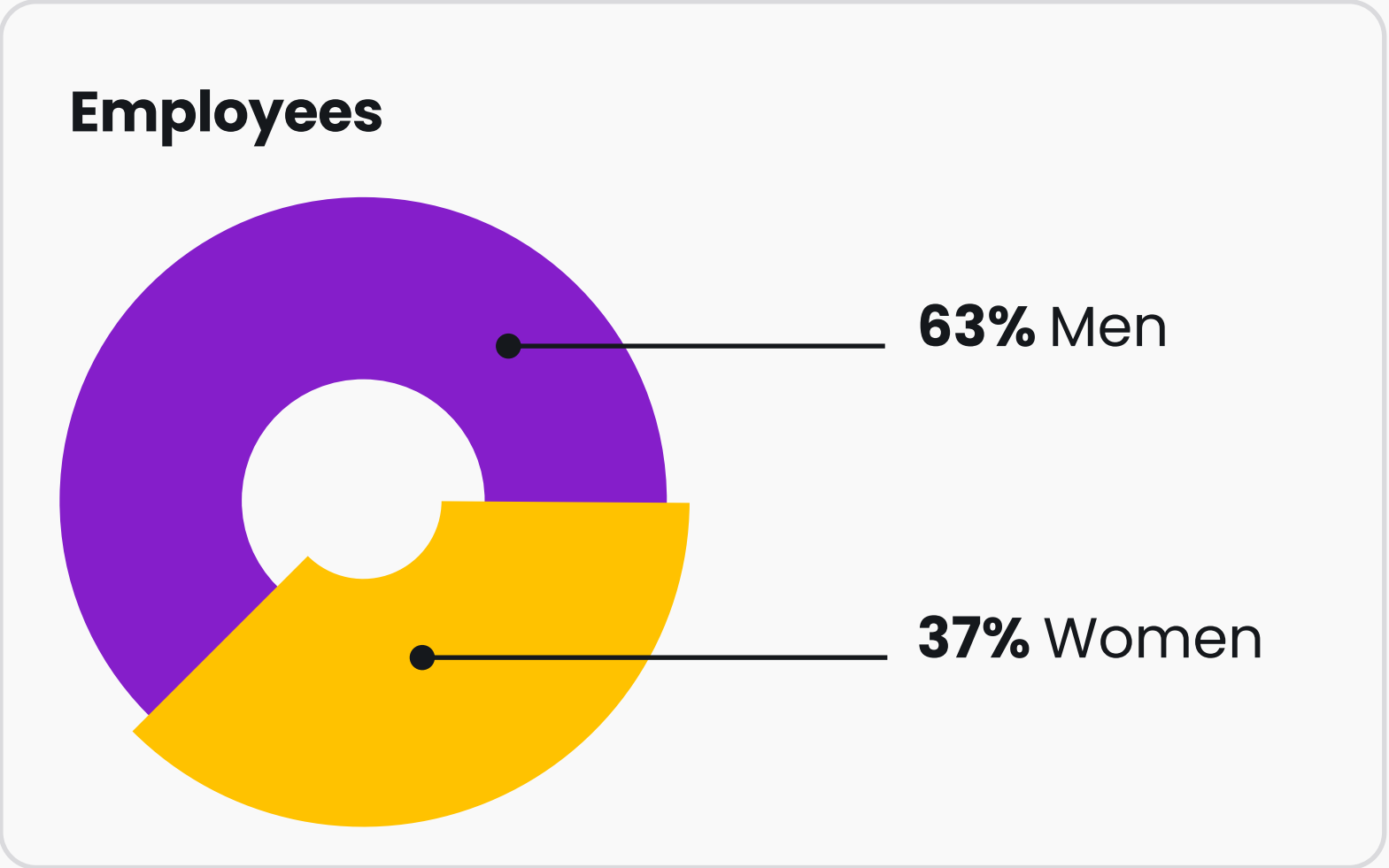**452** employees
20 national backgrounds

Note: Please note that we acquired Ironwall in mid-2024. The data presented may include Ironwall employees, but there are specific instances where Ironwall employees are not included.
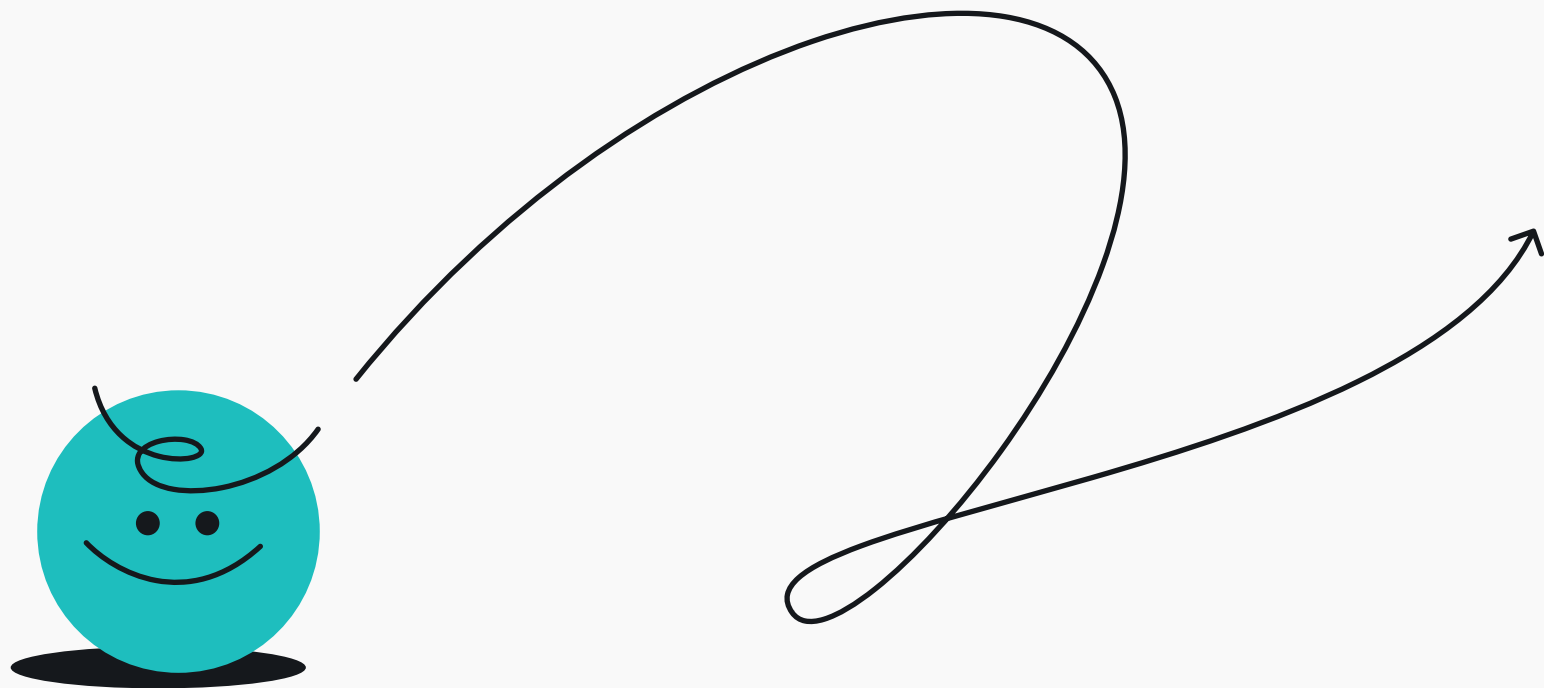
Employees

63% Men

37% Women

Leadership diversity

32% Women

68% Men

19% Managers
managers are considered people who lead a team of at least three people

81% Specialists

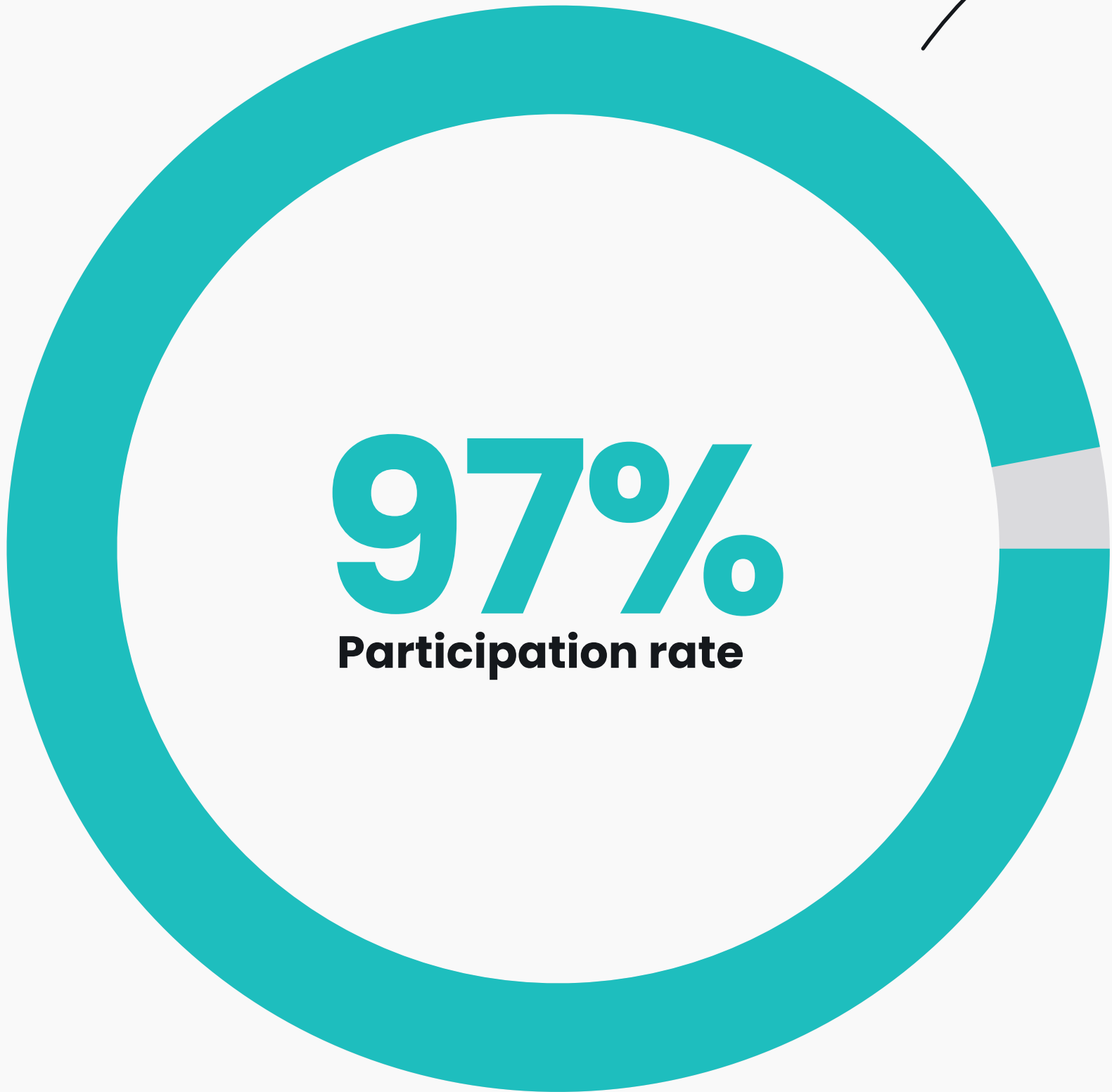**14%** C-level Women

86% C-level Men

An essential part of Surfshark's structure is our HR Business Partners. One of our HR BP's primary responsibilities includes career path development, conducting workshops, and enhancing the company's leadership. They also offer guidance to managers on staff matters and collaborate with leaders and teams, helping them navigate challenges.

SURFSHARK EMPLOYEE SATISFACTION

97%
Participation rate

To keep track of our employees' satisfaction and wellbeing in the company, we launch an annual survey at the end of each year, which all employees are encouraged to complete. The survey includes topics such as receiving constructive feedback from managers, approaching the managers with various matters, handling difficult situations at work, and the satisfaction of the team and teammates.

Total survey score — **4.2/5**

eNPS*

40

An eNPS of 40 means your employees are generally highly satisfied and loyal, with significantly more promoters than detractors.
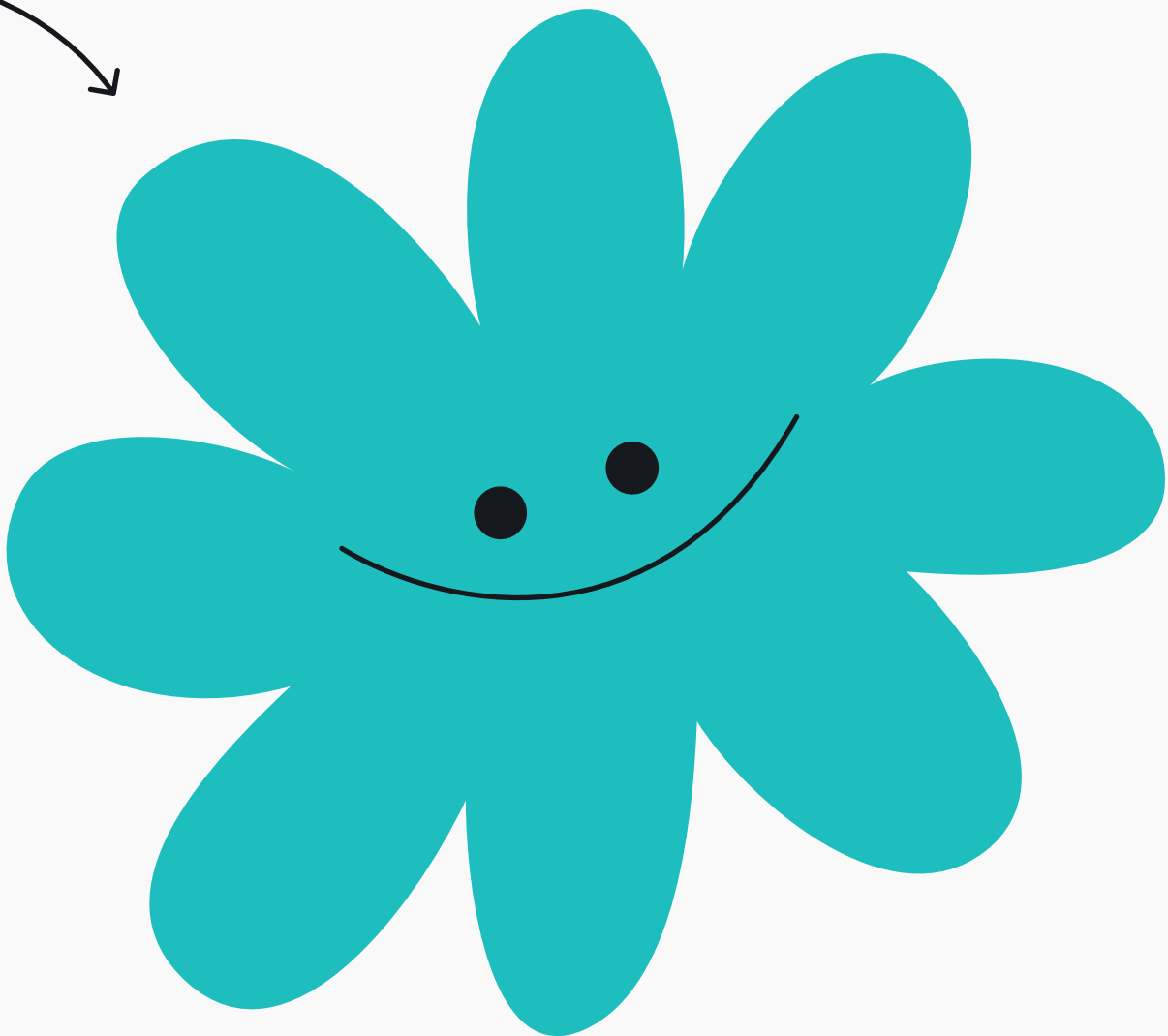
RECRUITMENT

Surfshark is an international company. We've expanded our workforce to almost every continent worldwide. Surfshark has offices in Vilnius, Kaunas, Warsaw, Berlin, Amsterdam, and California. To keep employees energized and focused, our offices offer snacks, fitness and relaxation spaces, plus a PlayStation zone for fun breaks.

Surfshark also complies with the Equal Opportunities Policy. When hiring an employee, recruiters consider the diversity of the team they're hiring for. They take into account many factors, including age, sex, nationality, etc. This way, we aim to increase teams' diversity. When an employee is seeking a promotion or a role change, the consideration is on achievements, talent, and any other professional factors and soft skills to determine whether an employee is the best fit for that position.

TRANSPARENCY

Employee annual performance review

The performance review process standardizes and clarifies feedback gathering, employee performance assessment, and salary review. We typically review employee compensation annually, but we may adjust salaries earlier for employees who change positions or seniority levels significantly. During the performance review process, managers present their employees at evaluation sessions and always follow up with them afterward.

Career ladders

Our employees' growth at Surfshark is based on career ladders and feedback. Career ladders outline how to achieve promotions by clarifying the expectations for various levels within a role. Our career ladders clearly define the roles, responsibilities, and soft skills required for different seniority levels.

Remuneration

At Surfshark, we're committed to fair wages and exceed minimum wage standards according to salary ranges in different countries. Our equal pay policy ensures that everyone is compensated fairly regardless of their role or background.

EMPLOYEE BENEFITS

We offer equal benefits for all employees. Whether our employees are celebrating their marriage or same-sex partnership, we provide dedicated days off to mark the occasion. Parental leave is also available to everyone — regardless of gender or family structure — because we believe support should be inclusive and fair.

Work arrangements

Work from office (WFO)

Our hybrid working model allows three office-based work days per week.

Work from home (WFH)

Our hybrid working model allows two remote work days from home per week.

Work from anywhere (WFA)

Our employees can request to work from anywhere up to 5 times per year.

Business trips and conferences

All employees can attend conferences and request business or educational travel to uplift their professional skill set.

EMPLOYEE BENEFITS

Leaves

Annual leave

The Labour Code guarantees all employees a particular amount of working days of annual leave (depending on the country the employee lives in). Surfshark also adds extra days off for Lithuanian employees who continue to work with the company.

Sick days

Employees are eligible for a certain amount of sick days covered by the company in cases when they feel physical symptoms of the illness and are unable to perform their duties working from home.

Maternity leave

Maternity leave starts before the expected birth date and extends to a particular period of time after delivery (according to the laws of the country where the employee lives), with the precise dates determined by a doctor.

Paternity leave

Fathers at Surfshark are entitled to paternity leave, with the length of leave determined by the laws of their country of residence. It can be taken at any time during the first year after their child's birth, allowing for flexible planning around family needs.

Childcare leave

All parents and full-time caregivers are eligible for childcare leave or parental care days depending on the laws of the country where the employee lives.

Other

Other types of temporary leave at Surfshark include study leave, marriage or partnership celebration, the start of a school year, unforeseen life events, and unpaid leave.

# EMPLOYEE BENEFITS

Discounts

All our employees get exclusive discounts when visiting restaurants and cafes, playing sports, or purchasing other daily services or goods.

Birthdays

On their birthdays, employees get to spin the birthday wheel and win a gift. Also, we provide a half day off, which they can enjoy on the day of their birthday or one day before/after.

Gadgets and software
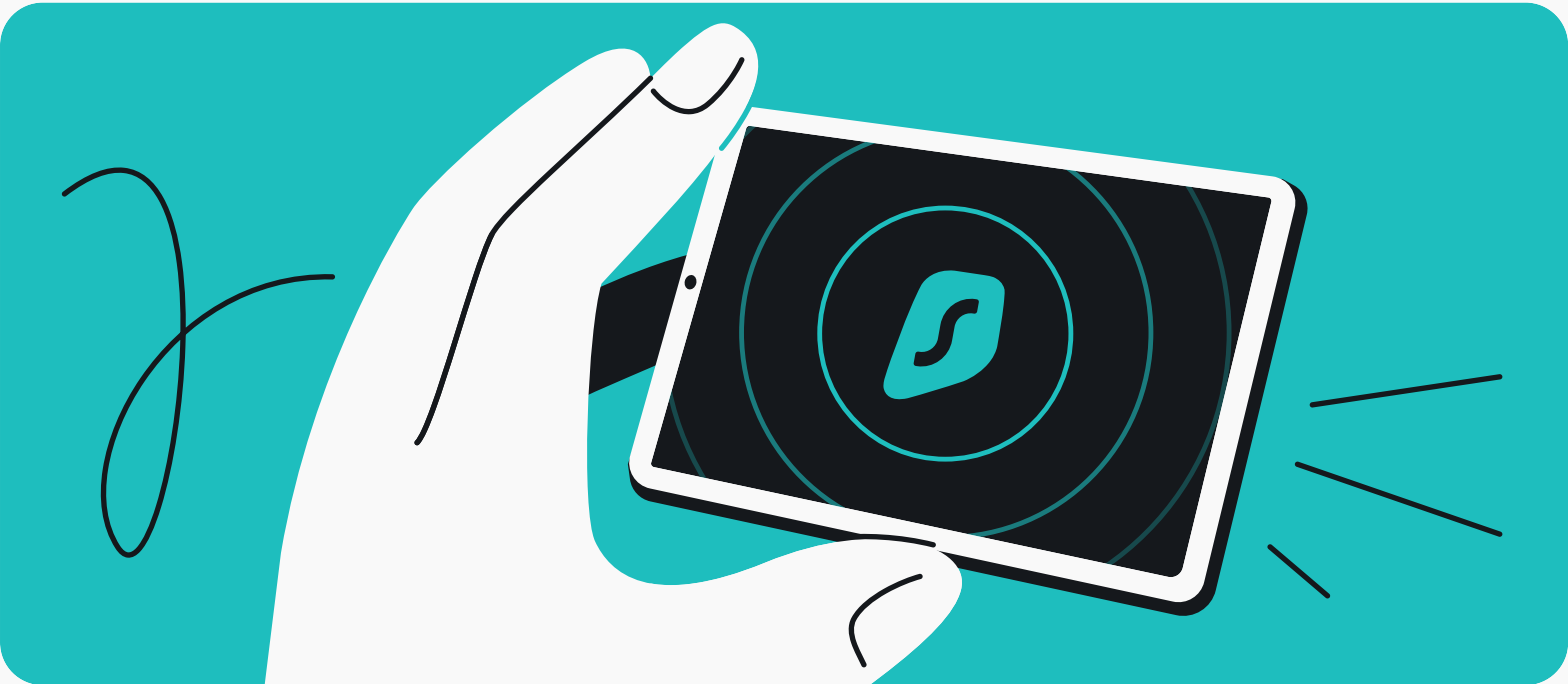
All our employees are equipped with any gadgets they may need at work, including computers, headphones, monitors, etc.

Work anniversary

For work anniversaries, Surfshark gives employees a gift card and a pin representing the time the employee has worked in a company.

Other occasions

Employees get benefits and gifts for weddings, the birth of a child, and college or university graduations.

EMPLOYEE BENEFITS

Events

Important milestones

The milestone celebration is an office event dedicated to all team members who have achieved a particular goal.

Newbie day

It's a special day dedicated to welcoming all new team members to Surfshark. Newcomers get to tour our offices, meet C-level managers, and learn about our products, culture, strategy, and mission. It's a chance to build connections, ask questions, and feel part of the team from day one.

All-hands

Every quarter, we meet to review our progress, discuss plans for the next quarter, and assess our alignment with our annual goals.

Quarterly and cross-teambuildings

To create a strong team dynamic, we organize teambuilding activities every quarter.
We also organize cross-teambuilding activities to build relationships, communication, and collaboration between different teams.

Themed events

We celebrate summer openings, Christmas, Halloween, and every other major holiday on the calendar.

Workation

Almost every year, our employees swap their desk chairs for sun loungers during our company-wide workation — the latest one was in 2024.

EMPLOYEE BENEFITS

Parking and public transportation

To help our employees commute to the office, our company offers public transportation compensation. In certain offices, Surfshark also offers city parking, underground parking spaces, spaces for EVs to park and charge, additional parking spaces in a few nearby parking lots, and bicycle and e-scooter lockers, some of which are equipped with charging power sockets.
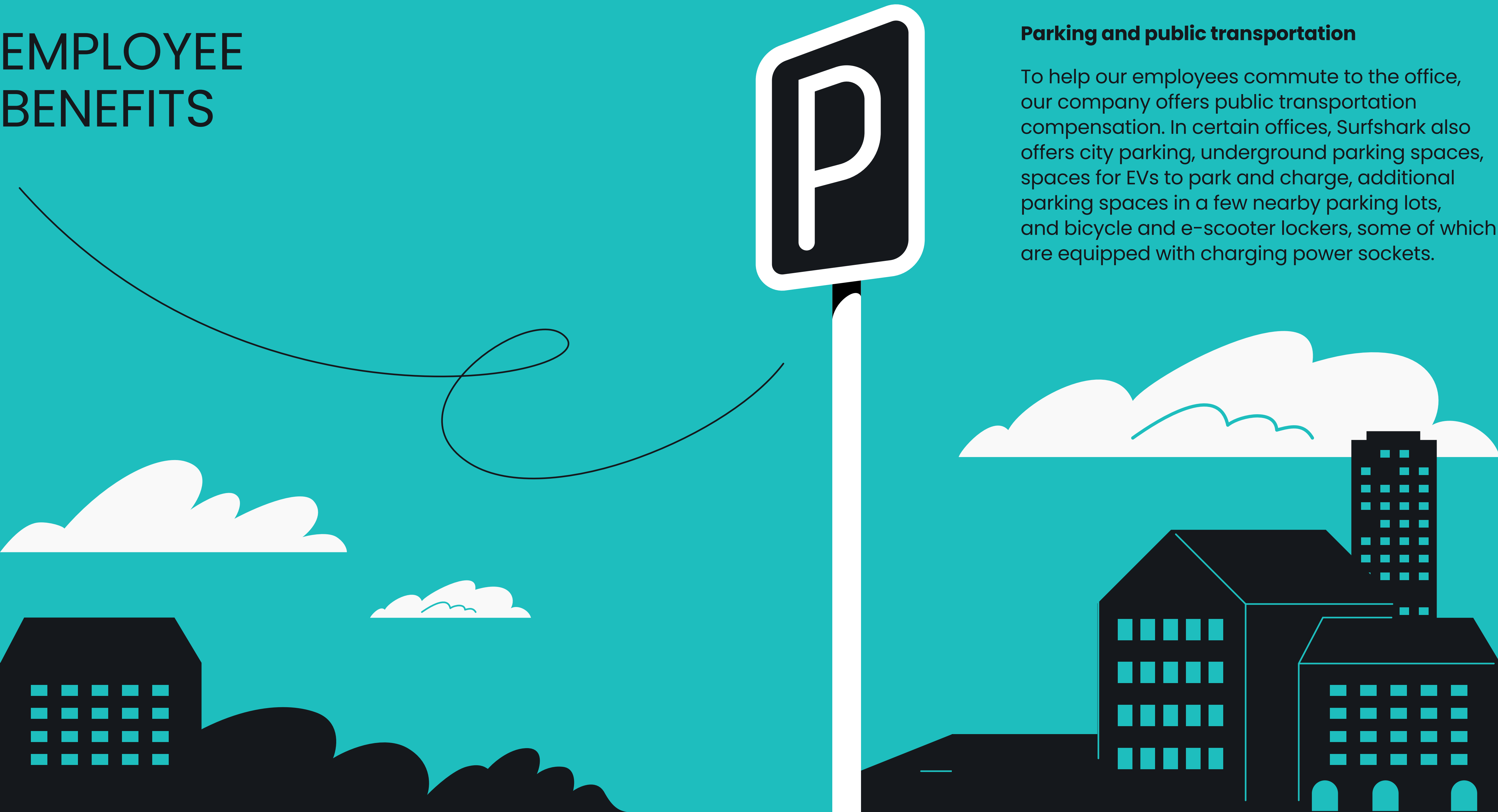
EMPLOYEE BENEFITS

Education

At Surfshark, nurturing the development and growth of our employees is a priority. To foster ongoing education, we offer books, online courses, podcasts, and conferences, as well as our very own learning platform, Surfshark University, which provides all the necessary resources for further development. Some of our internal trainings include:

Team feedback training

We use the Radical Candor method to foster an open feedback culture.
This approach emphasizes caring personally while challenging directly.
It also makes feedback a powerful tool for personal and team growth, ensuring everyone feels comfortable sharing insights and ideas. It helps us align efforts, enhance collaboration, and drive innovation across the company.

DiSC training

Using DISC workshops in a team is highly beneficial, and the main goal is to improve team effectiveness by fostering understanding, communication, and collaboration.
DISC helps team members understand how others prefer to communicate. This allows them to tailor their communication style to be more effective with different personalities.

Advanced GPT training

It empowers your team with a deep understanding of GPT, advanced prompting techniques, and custom GPTs. As a result, you unlock significant gains in innovation and efficiency, leveraging AI to enhance workflows and achieve impactful organizational results.

Special team sessions

In special team sessions, we focus on targeting challenges, team formation, culture establishment, SWOT analysis, and valuing integration, among other needs.

This year alone, our team members have dedicated around 3,200 hours to enhancing their skills and broadening their knowledge.

PHYSICAL AND MENTAL WELLBEING

Physical wellbeing

In our offices in Vilnius and Kaunas, Surfshark provides group workouts emphasizing cardiovascular health, core stability, and flexibility. Additionally, we offer online exercise programs designed to accommodate various tastes and ways of life.

Besides group training sessions and online exercise programs, Surfshark offers health insurance for employees in Lithuania and Poland. Incogni-owned Ironwall also offers health insurance coverage for its employees.
Once an employee successfully completes the probation period, they can select any health insurance plan that best suits their needs from the available options.

Emotional wellness

At Surfshark, we care about employees' emotional wellness. That's why we offer free psychological counseling and private health insurance that covers external counseling sessions.

To help our employees manage their mental health proactively, we also offer:

A meditation space with comfortable, eco-friendly cushions and mats, a TV for guided sessions or music, and an aromatherapy humidifier (Vilnius office)

Massage chairs with various relaxation and advanced braintronics® features (Vilnius office)

A workshop on understanding and preventing burnout, focusing on its causes and impacts on our lives

Sessions on providing emotional first aid at work, covering support for colleagues, and dealing with work-related mental health issues

Access to mental health apps for guided meditation, mindfulness exercises, and stress management tools

OUR SOCIAL IMPACT

Empowering change with trusted organizations

Surfshark goes beyond cybersecurity products; we are committed to our core values, which drive us to actively promote internet safety and privacy. To achieve this, we partner with various NGOs and nonprofits and organize non-commercial educational and awareness-raising initiatives each year.

The VPN Trust Initiative (VTI) unites leading VPN providers to advocate for online privacy, security, and freedom through transparent standards and best practices.

OONI

Open Observatory of Network Interference (OONI) documents global internet censorship and advocates for an open, uncensored internet.

European Digital Rights (EDRi) defends digital rights and freedom by pushing for enforced laws, informing people about online safety, and promoting a healthy technology market.

The Internet Society fosters and advocates for the growth of internet infrastructure, offers programs to build skills, and more.

The i2Coalition advocates for best practices and industry standards to keep the internet open and thriving.

The Global Encryption Coalition (GEC) protects encryption in at-risk countries by advocating for policies that support and strengthen encryption practices.

Fight for the Future runs hard-hitting campaigns for a future where technology is a force for the community and collective power, not oppression.

Project Syndicate

Project Syndicate is a nonprofit that delivers original and thought-provoking articles written by cybersecurity, digital rights, education, and activism leaders.

Open Rights Group (ORG) campaigns to protect everyone's rights to online privacy and free speech.

Access Now is a global organization that protects the digital rights of at-risk users by advocating for comprehensive policies, organizing events to fight for human rights, and more.

OUR SOCIAL IMPACT

Working toward a change with social initiatives

With the help of our trusted NGOs and nonprofits, we're successfully mapping out the course toward improving digital wellbeing for all.

This year, we also launched a dedicated webpage for corporate social responsibility at Surfshark.

Emergency VPN

We continue our Emergency VPN initiative by providing access to journalists, NGO representatives, and activists facing internet censorship. In 2024, we have supported over 300 individuals in maintaining secure and open internet access in restricted regions.

Social Engineering 101

Surfshark has launched a free online course on Udemy to help users spot scams and improve cybersecurity awareness. The course includes lessons on social media, dating apps, banking, and emails, and it features quizzes, downloadable materials, and unlimited video access.

Accessibility

We aim to be accessible to everyone, including nearly 16% of the population with disabilities. To achieve this, we collaborated with Johannes Kepler University (JKU) to review our website and apps and gather insights that will guide us in enhancing our services in the future.

EDRi's Privacy Camp

We are proud to have supported Privacy Camp, organized by European Digital Rights. The 2024 edition, "Revealing, Rethinking and Changing Systems," focused on transforming the systems influencing privacy and digital rights to address inequalities and injustices.

OUR SOCIAL IMPACT

Press Play Prague

We sponsored Press Play Prague, an international film festival focused on journalism. The festival aims to emphasize the importance of storytelling in journalism and inspire social change through films addressing key social and political issues.

Global Encryption Day

Global Encryption Day, celebrated annually on October 21 by the Global Encryption Coalition, emphasizes the vital role of encryption in safeguarding online privacy and security. For the third year, we celebrated this initiative by promoting online safety measures.

Planting the Unicorn Forest

In May, we planted a tree for each Surfshark employee alongside over 20 other companies, totaling over 9,000 trees across three hectares in Lithuania. This initiative aims for a sustainable future and is expected to absorb 1,815 tons of CO_2.

Additionally, Surfshark launched an Earth Day walking challenge, encouraging employees to replace driving with walking throughout May.

Sustainability trivia

We hosted a sustainability trivia event, during which employees tested their knowledge on environmental issues, diversity and inclusion, recycling, and ways to improve our planet.

OUR SOCIAL IMPACT

Employee flea market

We organized a flea market for employees to promote the "reduce, reuse, recycle" principle. Our staff could buy, sell, or exchange items they no longer needed, fostering a spirit of sustainability.

Donations

In celebration of Shark Awareness Day, Surfshark has partnered with the Shark Trust for the second year to support ocean conservation and the vital role of sharks. We invited our community to sign the Big Shark Pledge, promoting sustainable shark conservation efforts and protective laws for a more sustainable future.

For Pride Month, we reaffirmed our commitment to creating an inclusive workplace where everyone can express themselves openly and without fear of being judged. We encouraged our team to support LGBTQ+ organizations through donations to amplify important voices and emphasize the significance of community.

During Christmas, Surfshark also launched the "You Donate, We Double" campaign, where employees donated to support children, teens, elders, and the Blue/Yellow fund for Ukraine, with the company doubling their contributions. Additionally, we participated in a drone construction workshop, where employees built drones to send to Ukraine.

MAPPING CYBERSECURITY WITH OUR RESEARCH PROJECTS

Smart Home Privacy Checker

Internet Shutdown Tracker

Digital Quality of Life 2024

Global data breach statistics

"Right to be forgotten" requests report

DQL 24

Our research hub focuses on internet censorship, cyberattacks, and privacy breaches. To foster a safer online environment, we provide educational resources where we highlight critical issues and are actively engaged in numerous initiatives.

The Smart Homes Privacy Checker analyzed data from the listings of smart home device apps on the Apple App Store. The study unveiled the most data-hungry apps and revealed a troubling trend: convenience often outweighs privacy concerns.

Autocratic governments often employ social media censorship and internet restrictions to maintain control, restricting free speech and the right to assemble. We have created an Internet Shutdown Tracker to document such cases of information suppression worldwide.
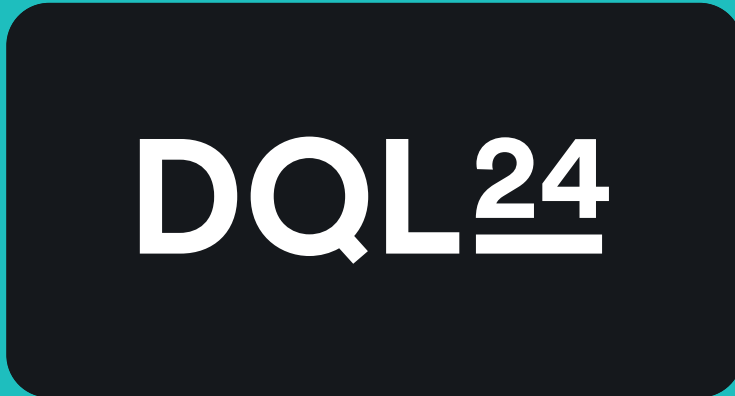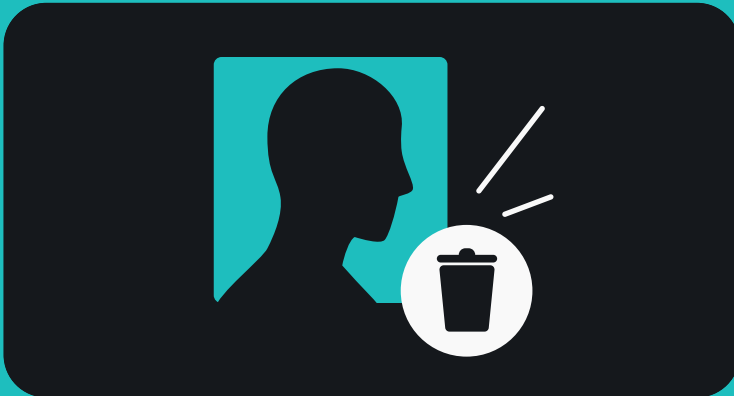
For the sixth year, our study, Digital Quality of Life 2024, examined digital wellbeing globally, focusing on five pillars: internet affordability, quality, e-infrastructure, e-security, and e-government.

Since 2004, there have been 23 billion account breaches. To help people understand the scope of this issue, we provide global data breach statistics, including interactive maps, country comparisons, quarterly and country-level trends, and other leaked data point statistics.

In the EU and regions with similar data protection policies, people have a "right to be forgotten", enabling them to ask search engines to remove their info from search results. Our "Right to be forgotten" research delves into the intricacies of using this right.

OUR GOVERNANCE AND ECONOMIC IMPACT

OUR GOVERNANCE

Surfshark's employees are grouped into three categories: C-suite, managers, and specialists.

C-suite

The C-suite consists of senior executives who are responsible for the company's strategic vision. They convene weekly to review the company's results, review OKR progress, discuss important updates, handle internal communications, and address urgent situations.

Managers

Managers are employees who lead their respective teams and maintain regular, active communication with relevant C-suite members through face-to-face meetings. They are responsible for their team's performance and ensure that all updates about the company and its priorities are communicated in weekly one-on-one and regular team meetings.

Specialists

Specialists, along with all employees, can voice their concerns about the company's governance or any other issues during anonymous Q&A sessions, internal anonymous surveys, and feedback forms, or by approaching the stakeholders directly.

All internal communication occurs through designated Slack channels, internal newsletters, Q&A sessions, and monthly or quarterly company or department-specific events.

CODE OF CONDUCT

Surfshark's Code of Conduct sets clear expectations for ethical behavior, professionalism, and mutual respect across the Surfshark community. More than just a set of rules, it reflects Surfshark's values and the culture of trust we strive to build.
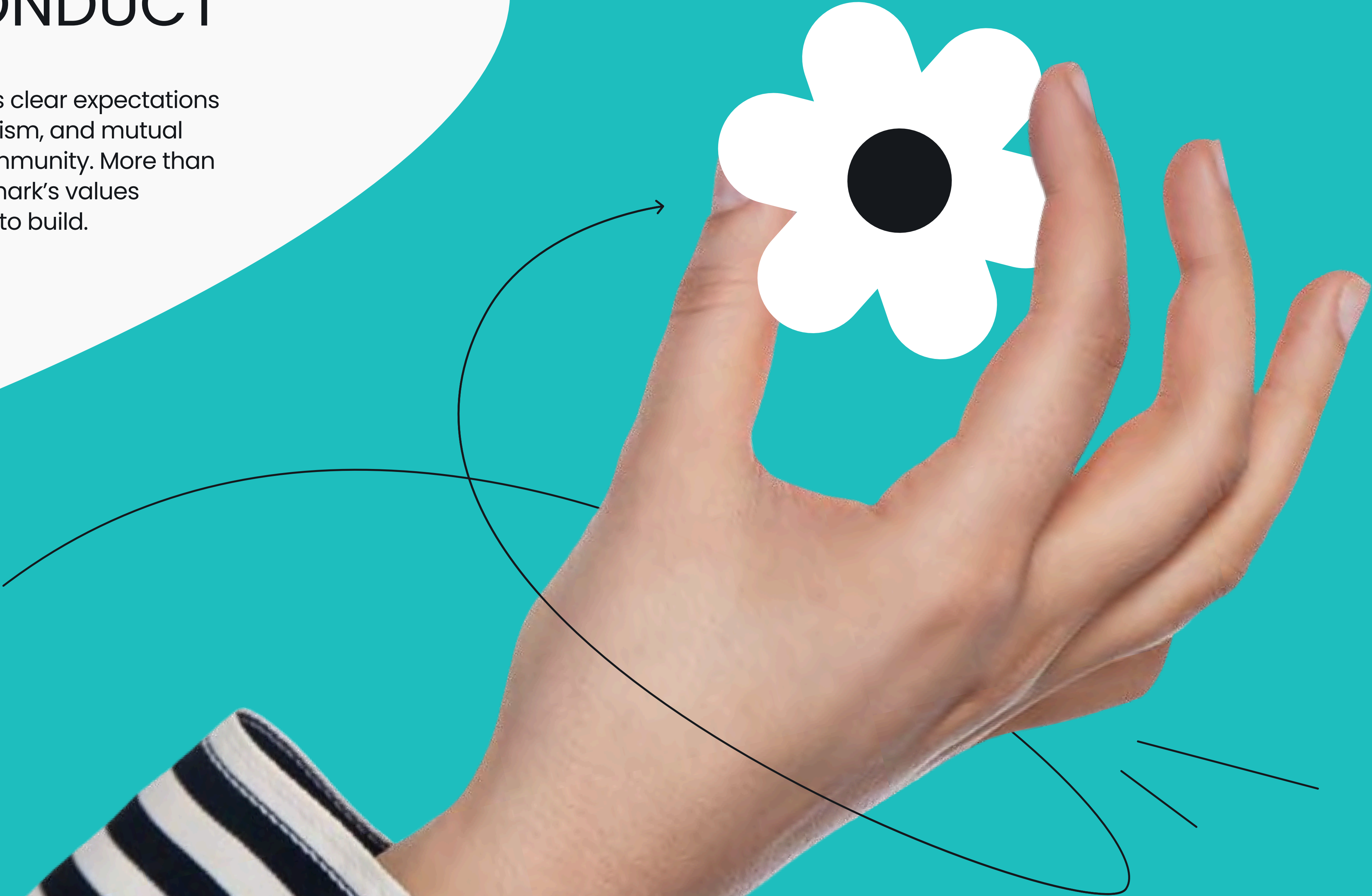
PRINCIPLES

Training

At least once a year, Surfshark employees have to complete different training sessions to learn how to identify and assess workplace risks related to their everyday work. The training sessions include:
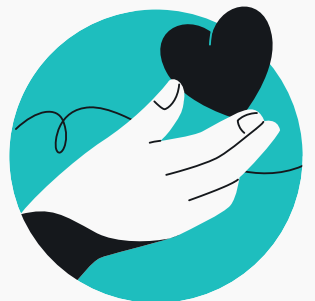
Information security and risk awareness training

Social engineering awareness training

Privacy training

Violence and harassment prevention at work

Compliance course

The compliance course also consists of policies about the following:

Sanctions

Modern slavery

Bribery and corruption

Tax evasion

Export compliance

Anti-money laundering

Financing of terrorism

PRINCIPLES

Policies & procedures

Surfshark and all its employees are compliant with the following policies and procedures:

Code of Conduct

Whistle-blowing

Anti-bribery and anti-corruption

Physical security

Anti-money laundering & trade compliance

Employees' data protection

*Surfshark handles employees' data securely, responsibly, and in compliance with applicable privacy laws and regulations.

OUR ECONOMIC IMPACT

Risk management

At Surfshark, risk management is integral to maintaining regulatory compliance and preserving operational integrity. Risks are identified and assessed, and appropriate actions are taken to mitigate them as needed based on the type of risk and its potential impact. This proactive approach addresses various risks, enhances our overall resilience, and safeguards our assets.

Supply chain

As we innovate and grow, we also dedicate ourselves to ensuring that our partnerships and business practices align with our mission of promoting responsible operations. To enhance our supply chain management, we conduct comprehensive risk assessments and due diligence checks on vendors who handle sensitive information, integrate with our systems, or present significant financial, reputational, or compliance risks and those integral to our product or service delivery. Upon completing our evaluations, we determine whether to establish or continue a business relationship with each vendor. Our goal is not just to increase our ethical responsibility but also to promote it within the sector of technology and digital privacy.

Privacy policy

Surfshark's Privacy Policy governs the management of personal data for users interacting with Surfhark's services or website. Privacy Policy includes:

Data collection and usage

Data retention and security

Fuel- and energy-related activities (market-based)

Data transfer

Third-party interactions

User rights

Cookies and mobile use

Policy updates

This overview of the Privacy Policy shows how Surfshark manages users' data. It strives to balance service quality and strong privacy protection. The detailed policy information is on our website.

OUR ECONOMIC IMPACT

How we handle privacy concerns

Surfshark adheres to data protection laws, including, but not limited to, the EU's GDPR, the UK's GDPR and Data Protection Act, and California's CCPA, to guide its data management practices. Surfshark has launched an internal Privacy Compliance Program to align with privacy laws and enhance protection for both its employees and users.

Our Privacy Policy outlines how we manage personal data, including specific rules for different services and promotions. We ensure quick user access to their personal data in compliance with Article 15 of the General Data Protection Regulation (GDPR).

We regularly review and update our security systems to adhere to the latest privacy laws, including the recently enacted Digital Services Act and Digital Markets Act, ensuring our data management practices are fully compliant.

OUR EFFORTS TO MAKE OUR PRODUCTS SAFE

Security

Surfshark complies with the strictest security measures to maintain the highest level of security for our users. Discover the security features, testing methods, and additional processes that Surfshark and its products undertake to maintain the safety of our services and protect our customers.

Implementation of the most secure protocols

Surfshark offers WireGuard, OpenVPN, and IKEv2 VPN protocols and uses robust AES-256-GCM encryption and ChaCha20 encryption for the WireGuard protocol. Moreover, Surfshark uses a 2048-bit version of the RSA encryption keys.

Penetration tests

Surfshark checks for exploitable vulnerabilities and assesses the software by executing frequent system penetration tests.

Security monitoring

Surfshark constantly monitors its IT infrastructure for suspicious and malicious activity and possible attacks. The monitoring is performed 24/7, and all processes are automated.

Zero-knowledge password storage

User logins in Surfshark's database are encrypted, ensuring no one can decrypt the stored login information.

Automated patching

Surfshark uses automated unattended upgrades to ensure our production environment meets the software requirements.

The principle of least privilege (PoLP)

Our company adheres to the PoLP, meaning that our employees only have access to the tools, resources, and operational systems required for their work responsibilities.
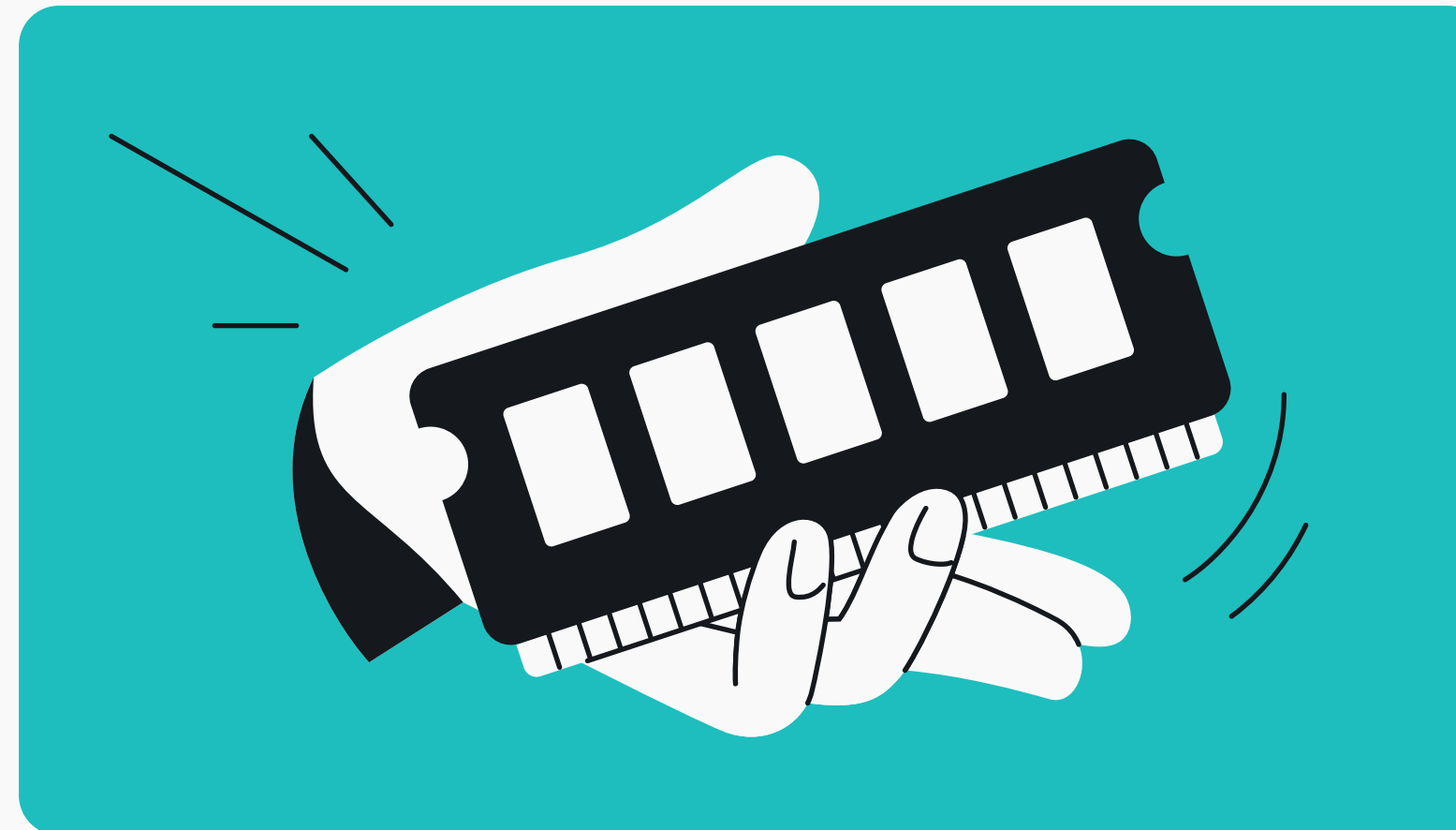
OUR EFFORTS TO MAKE OUR PRODUCTS SAFE

Servers

Surfshark is committed to enhancing user privacy and security to the highest standards. Our efforts include expanding our server network and transitioning to RAM-only server configurations. Uncover more of our initiatives for greater privacy and transparency within the VPN industry.

100% RAM-only infra servers

Surfshark servers are all upgraded to RAM-only infrastructure, meaning servers boot up using only RAM instead of hard drive storage.

Automatic rebuilds

Most of our VPN servers are wiped out and rebuilt regularly. This way, we reduce the vulnerability window for our systems.

OUR EFFORTS TO MAKE OUR PRODUCTS SAFE

Quality

At Surfshark, quality is the foundation of our services and plays a significant role in fulfilling our customers' satisfaction. Our commitment to maintaining the excellence of our products is demonstrated through regular assurance evaluations, patents, and various other practices.

Server infrastructure audit

obust and secure server infrastructure is vital to excellent VPN service.

Cure53, a German company, conducted a thorough study of our infrastructure and found no significant concerns.

Browser extensions' audit

Another audit by Cure53 revealed that our browser extensions stand out for their robust security.

The study confirms that our internal security measures successfully reduce security risks.

No-logs assurance report

Deloitte confirmed that Surfshark adheres scrupulously to the commitments made in our no-logs policy.

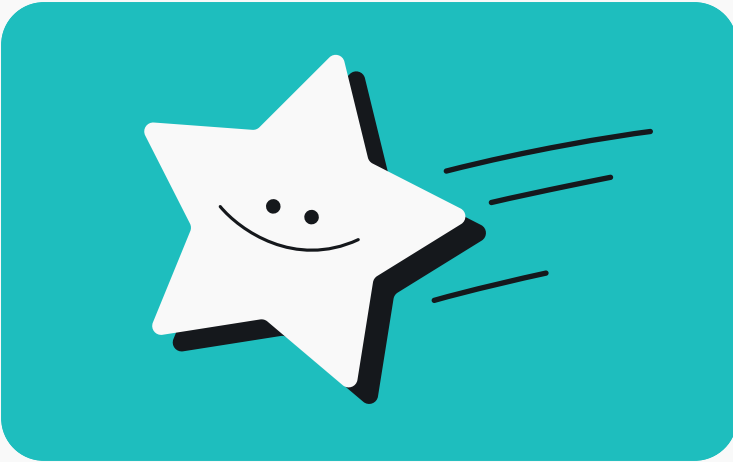This gives proof that Surfshark complies with the highest privacy and quality requirements.

Antivirus verification

According to VB100 certifications from Virus Bulletin, our Surfshark Antivirus complies with the strictest security measures.

OUR EFFORTS TO MAKE OUR PRODUCTS SAFE

Regular certification

Surfshark acquired an official seal of approval from AV-Test for reliable protection, ad blocking software, and streaming capabilities and confirmed its VPN security with the Mobile App Security Assessment (MASA).

Patents

Surfshark was granted a few patents — exclusive rights — for our inventions, methods, and ideas.

This legally allows us to prevent others from creating, using, or selling our innovations for a limited time.

You can find our patents right here.

Code review

With the help of SAST (Static Application Security Testing), Surfshark regularly performs software quality assurance.

24/7 support

To ensure our service quality, Surfshark offers 24/7 customer support.

The support agents can be reached via live chat or email.

Employee background check

Surfshark runs background checks on prospective candidates to verify their reputation and reduce internal threats.

Visit Surfshark's trust center to find out more.

A VISION FOR THE FUTURE

The 2024 Impact Report reflects Surfshark's ongoing commitment to sustainability and social responsibility. This includes using renewable energy, supporting employee wellbeing, launching global initiatives, and strengthening internal governance processes.

As we move forward, we aim to deepen our impact by expanding sustainability efforts, refining how we measure our environmental footprint, and fostering a supportive, inclusive workplace. Our focus remains clear: protecting everyone's safety online while being a responsible organization in the real world.

If you have questions about Surfshark's Impact Report or Surfshark's environmental initiatives, contact **Gabrielė Dačkaitė** (Social Impact Manager) at gabriele.dackaite@surfshark.com