# Sinch Mailgun launches Australian hosting region to keep email data onshore for banks, hospitals and universities

**Melbourne, November 10, 2026 — Sinch AB (publ) today announced the launch of an Australian hosting region for Sinch Mailgun. The region launches with Mailgun Send (Sinch Mailgun's email API) as the core product running on the local infrastructure, giving customers email data residency with transactional email data and logs stored onshore. This will enable highly regulated sectors, including financial services, healthcare and higher education, to better control their email sending data, keeping it within Australia.**

This expansion comes as Australian businesses face growing demands around data security and regulatory compliance. With ongoing reforms to Australia's Privacy Act and requirements under Australian Privacy Principle 8 (APP 8) and the Australian Prudential Regulation Authority's (APRA) CPS 234 information security standard, locally hosted communications are becoming increasingly important.

With the launch of this new hosting region, Sinch Mailgun ensures that email sending data, delivery events, analytics and backups are processed and stored on Australian soil. Enterprise-ready from day one, this infrastructure carries SOC 2 and ISO 27001 certifications. It is designed to address key industry needs including:

- Financial services: Enables financial organisations to keep email sending local. Transactional emails like payment reminders, card lock/unlock notifications and one-time passwords are all sent onshore.
- Healthcare providers: Assists healthcare organisations in keeping patient email sending data onshore. For example, patient appointment reminders and their associated data stay local.
- Higher education: Supports universities and colleges in keeping student email communications onshore. This means that data related to enrolment confirmations, student communications or notifications stays local.

While the region is built for Australian organisations, it is also open to businesses in New Zealand and across APAC that want fast email delivery and data hosted in Australia, closer to their customers than US or EU hosting options.

*"Australian enterprises want a trusted partner who can keep their most critical customer data within Australia without sacrificing speed, Sinch Mailgun delivers that," said Wendy Johnstone, Executive Vice President, APAC at Sinch. "We are enabling organisations with Australia data residency requirements to seamlessly route high-volume, secure communications over fully certified, onshore infrastructure."*

This regional milestone builds on Sinch's commitment in the Australian market. In August, Sinch rebranded MessageMedia to Sinch Engage, and announced a new AI partnership with Australian AI company Coderra, which lets businesses deploy AI agents across Sinch's messaging channels. By combining these milestones, Australian customers can now seamlessly run email, WhatsApp, SMS and AI-powered messaging through a single provider with a dedicated local presence.

This unified approach allows local businesses to scale customer engagement dynamically; transitioning from automated, intelligent AI agents that handle complex customer interactions to next-generation conversational channels like Rich Communication Services (RCS).

**For more information, please contact:**
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**About Sinch**
Sinch's vision is to connect every business with every customer, everywhere in the world. As the intelligent communications infrastructure for the AI era, Sinch powers over 1 trilion customer interactions annually for more than 200,000 customers globally. Leading global enterprises and AI innovators rely on Sinch to strengthen customer relationships and deliver seamless experiences across messaging, email, and voice. Profitable since its founding in 2008, Sinch generated net sales of USD 3 billion (SEK27 billion) in 2025 and has over 4,000 Sinchers in 60 countries, with headquarters in Stockholm. Sinch is listed on Nasdaq Stockholm (XSTO: SINCH). Visit us at group.sinch.com.