

Is adairs.com.au legit? TrustSniffer's high-trust assessment: 80/100

adairs.com.au

Verdict

80

OUT OF 100

HIGH TRUST

adairs.com.au appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-08-11 by automated analysis. Classification confidence 75%.

What this site appears to be

Adairs retail site listing product categories (bedroom, bathroom, furniture, homewares, kids), promotions, loyalty program details, shipping and returns, and marketing content. Appears to be an established Australian homewares retailer.

Evidence status and limitations

- Evidence completeness: UNKNOWN
- The real-world operator identity was not independently verified.
 - Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0% confidence AbuseIPDB, 1 report; shared hosting inflates reports	CLEAR
Domain age	26 years old Registered history	CLEAR
Web archive	Archived since 2000 1209 snapshots	CLEAR
Certificate	Encrypted connection Issued by WE1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- Public web-archive history exists since 2000.
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.

Full analysis

Overview

This website is an established Australian homewares e-commerce retailer presenting bedding, bathroom goods, furniture, homewares, kids' products, promotions, store information, shipping and returns, and a Linen Lovers loyalty programme linked to partner rewards; its apparent business model is direct retail sales through online shopping and checkout flows.

Scam/Impersonation Risk

No phishing, impersonation, blacklist, malicious-content, or conflicting-identity indicators were observed. The homepage presents a coherent retail model with identifiable product categories, promotions, store-finding, order tracking, customer help, shipping and returns, and loyalty functionality rather than high-pressure investment or credential-harvesting mechanisms. A single abuse report associated with the hosting IP is expressly attributed to shared provider infrastructure, carries no confidence score, and is therefore a discounted reputational signal rather than evidence against the website. The available evidence is consistent with an established, apparently legitimate retail site, although the real-world operator identity is not independently verified.

EVIDENCE

- Registration continuity indicates a domain registered in 2000 and approximately 25.68 years old.
- The web archive records 1,209 snapshots spanning 2000–2026, covering 27 tracked years.
- The homepage analysis recorded no red flags, no hidden forms, no external password forms, and no suspected brand impersonation.
- External reputation checks recorded 0 malicious and 0 suspicious detections, with no blacklist or phishing hit.

Regulatory Verification Notes

The site operates as a conventional retailer rather than a business model that ordinarily requires a financial-services licence. Its available content describes direct sales, promotions, loyalty benefits, shipping and returns, but does not establish an independently verified real-world operator identity or provide a licensing disclosure applicable to a regulated service. This is a verification matter rather than an indication of deception. The registration record names ADAIRS RETAIL GROUP PTY LTD and identifies Domain Directors Pty Ltd trading as Instra as registrar; those records support administrative continuity but do not, on their own, prove the operating entity behind the website. No matching third-party broker warning was identified.

EVIDENCE

- The homepage provides a retail catalogue covering bedroom, bathroom, furniture, homewares, kids and gifting categories.
- The homepage and linked shipping-and-delivery content expose customer-service and fulfilment functions, including order tracking and returns-related information.
- The registration record lists ADAIRS RETAIL GROUP PTY LTD as owner and Domain Directors Pty Ltd trading as Instra as registrar.
- The observed page content contains no stated financial licence, licence number, or regulated-service claim.

What to Verify Next

Before credential or payment interactions, an enterprise or consumer reviewer should independently confirm that the registered business details correspond to the intended merchant, review the applicable returns and delivery terms, and use payment methods offering established consumer protection. Contact channels should be confirmed through an independently sourced store or corporate channel, and loyalty-program terms should be reviewed before enrolment or account linking.

EVIDENCE

- The homepage exposes a store finder, “Track My Order” function, and Help Centre route for independent consistency checks.
- The site links to dedicated shipping-and-delivery content rather than relying solely on checkout statements.
- The account route and loyalty-program presentation provide specific areas for reviewing account, rewards, and transaction terms before use.

Summary Verdict

The website has a **high-trust, low-risk posture** and is apparently legitimate on the evidence available. Its long operational continuity, coherent retail presentation, clean technical and reputational indicators, and consistent customer-service functions materially support that conclusion, while operator identity remains independently unverified.

Infrastructure Integrity

The site resolves to EPISERVER_AS – Optimizely AB in Sweden on AS30811, without a detected CDN or WAF edge layer; this is a conventional, attributable hosting arrangement, while the hosting controls should be treated as a mitigating factor rather than proof of legitimacy.

EVIDENCE

- Hosted on AS30811 (EPISERVER_AS – Optimizely AB, SE); observed IP: 217.114.94.2, Sweden.
- TLS certificate uses issuer WE1 with DV validation and is valid to 2026-09-25.
- Infrastructure resolution identified 1 unique IP, 0 edge IPs, and 1 likely origin IP.
- DNS registry: RIPE NCC.

Closing Assessment

Normal browsing and ordinary retail use are proportionate to the available evidence; independent merchant-identity, returns-policy, and payment-protection checks should be completed before submitting credentials or payment details.

Written analysis generated 2026-08-11 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Signals weighed against the site

- AbuseIPDB: 1 report on hosting IP 217.114.94.2 (EPiServer Hosting SE, Data Center/Web Hosting/Transit), 0% confidence. The reports are attributed to shared infrastructure, not specifically to this website.

Identity verification

Status	UNVERIFIED
Identity score	30/100
Identity verification confidence	50%

- No on-site identity signals detected

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of adairs.com.au.

- The request stayed on adairs.com.au. It was not redirected to another domain. CLEAR
- Registration is published under Domain Directors Pty Ltd trading as Instra. CLEAR
- DNS for this domain is served by awsdns-17.org, across 4 name servers. NOTED
- The earliest public archive of this site is from 2000-12-06. CLEAR
- It is hosted on EPISERVER_AS, from a server in SE. NOTED

Domain intelligence

Registrar	Domain Directors Pty Ltd trading as Instra
Hosting	EPISERVER_AS - Optimizely AB, SE
Country	SE
Server IP	217.114.94.2
Name servers	ns-1162.awsdns-17.org, ns-164.awsdns-20.com, ns-1680.awsdns-18.co.uk, ns-909.awsdns-49.net
SSL issuer	WE1
SSL expiry	2026-09-25

Domain age	25.68 years (continuous registration)
Domain expiry	Not available
Archive first seen	2000-12-06
Archive snapshots	1209
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0% confidence, 1 report Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about adairs.com.au at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/adairs.com.au> · assessed 2026-08-11