

Is bradfordexchange.com legit? TrustSniffer's high-trust assessment: 100/100

bradfordexchange.com

Verdict

100

OUT OF 100

HIGH TRUST

bradfordexchange.com appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-07-31 by automated analysis. Classification confidence 55%.

WHAT THIS SITE APPEARS TO BE

Homepage for The Bradford Exchange, an established direct-to-consumer retailer offering collectibles, jewelry, personalized gifts, décor, apparel, commemorative coins, and licensed merchandise. The page highlights seasonal promotions, installment options, free personalization, customer support, and returns for up to 365 days.

Evidence status and limitations

Evidence completeness: UNKNOWN

- 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 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	29 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by DigiCert Global G3 TLS ECC SHA384 2020 CA1	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).
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is an established direct-to-consumer ecommerce storefront offering collectibles, jewelry, personalized gifts, home décor, apparel, commemorative coins, and licensed merchandise, with standard purchase options, interest-free instalments, personalization services, promotional subscriptions, customer support, and extended returns.

Scam/Impersonation Risk

No phishing, brand impersonation, conflicting legal identity, malicious reputation, or other identity contradiction was observed. The long-established domain, substantial global traffic footprint, clean external security reputation, and absence of suspicious browser behaviour collectively support the conclusion that this is the legitimate Bradford Exchange retail website. The promotional email and SMS enrolment form is consistent with the stated retail model and showed neither a sensitive-data request nor an untrusted submission destination.

- The domain was registered in 1997 and is approximately 28.85 years old, according to its registration record.
- External reputation checks recorded 0 malicious and 0 suspicious classifications, no safe-browsing detection, no abuse reports, and no signature matches for the domain.
- The domain holds a global traffic rank of 39,750, placing it within the top one million domains.
- The homepage showed no hidden forms, credential forwarding, cloaking, clipboard interference, suspicious scripts, or external form submissions across two successful behavioural runs.

Regulatory Verification Notes

The observed business model is conventional retail rather than a regulated financial, investment, brokerage, or crypto service, so the absence of a financial licence claim is appropriate and does not constitute a legitimacy concern. The homepage presents the Bradford Exchange identity consistently, while the organisation-validated transport certificate independently binds the encrypted service to The Bradford Exchange, Ltd. Customer-service access, privacy language, cookie controls, and a stated return framework provide further consumer-facing accountability.

- The site's TLS certificate is organisation validated, issued by DigiCert Global G3 TLS ECC SHA384 2020 CA1 to The Bradford Exchange, Ltd., and valid until 13 October 2026.
- The homepage identifies the service as "The Bradford Exchange" and provides customer-service, login, cart, privacy-preference, and returns-related content.
- The homepage describes returns for up to 365 days and discloses the use of cookies and related technologies through a consent-management interface.

- The retail model makes no brokerage, investment, crypto-asset, or financial-licensing claim, and no third-party broker profile was matched.

What to Verify Next

Routine transaction due diligence should focus on the applicable product description, personalization conditions, delivery schedule, return eligibility, and instalment terms before an order is confirmed. Customers should also confirm that order communications and service interactions remain within the official site or independently established brand channels, particularly when responding to unsolicited messages.

- The homepage advertises seasonal discounts of up to 50%, making offer-specific eligibility and final checkout pricing relevant to purchase review.
- The homepage presents free personalization and extended returns, whose applicability may depend on the selected item and order conditions.
- Email and SMS subscriptions are offered for marketing purposes under disclosed consent controls.
- Official social presences are linked on Facebook, Instagram, and Pinterest, providing additional channels for independently corroborating brand communications.

Summary Verdict

This is a legitimate, established, and trustworthy ecommerce website. Its enduring identity, mature commercial presentation, clean reputation, organisationally validated security certificate, and benign observed behaviour converge strongly in support of normal use, including account login and standard transactions.

Infrastructure Integrity

The service is delivered through Akamai's CDN/WAF environment, which provides mainstream edge protection and reduces direct exposure of supporting systems; this is a meaningful security control but is not, by itself, proof of legitimacy. One potential origin candidate was observed alongside the edge service, without evidence of associated abuse.

- The site was served from AS16625 (Akamai Technologies, Inc.) through edge IP address 2.21.205.150 in the Netherlands.
- The observed infrastructure comprised two unique IP addresses: one Akamai edge address and one potential origin candidate.
- Akamai was identified as the site's trusted CDN/WAF provider.

Closing Assessment

Normal browsing, account access, and ordinary purchasing are appropriate, subject to the same order-detail and payment review expected for any established online retailer.

Written analysis generated 2026-07-31 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	LIKELY
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Identity score	76/100
Identity verification confidence	76%

- Trusted social count=2

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 bradfordexchange.com.

- The request stayed on bradfordexchange.com. It was not redirected to another domain. CLEAR
- Registration is published under CSC Corporate Domains, Inc.. CLEAR
- DNS for this domain is served by ultradns2.com, across 8 name servers. NOTED
- The registration is paid up to 2026-09-28. NOTED
- It is hosted on AKAMAI-AS, from a server in NL. NOTED

Domain intelligence

Registrar	CSC Corporate Domains, Inc.
Hosting	AKAMAI-AS - Akamai Technologies, Inc., US
Country	NL
Server IP	2.21.205.150
Name servers	NS87.ULTRADNS2.COM, NS87.ULTRADNS2.ORG, PDNS1.ULTRADNS.NET, PDNS2.ULTRADNS.NET, PDNS3.ULTRADNS.ORG, PDNS4.ULTRADNS.ORG, PDNS5.ULTRADNS.INFO, PDNS6.ULTRADNS.CO.UK
SSL issuer	DigiCert Global G3 TLS ECC SHA384 2020 CA1
SSL expiry	2026-10-13
Domain age	28.9 years
Domain expiry	2026-09-28
Archive first seen	Not available
Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about bradfordexchange.com 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/bradfordexchange.com> · assessed 2026-07-31