

Is buzzfeednews.com legit? TrustSniffer's high-trust assessment: 93/100

buzzfeednews.com

Verdict

93

OUT OF 100

HIGH TRUST

buzzfeednews.com 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 2026-08-10 by automated analysis. Classification confidence 55%.

What this site appears to be

BuzzFeed News article listing and navigation content. Editorial news and entertainment headlines with consent/ads disclosure; standard publisher layout.

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 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	13 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by GlobalSign Atlas R3 DV TLS CA 2026 Q1	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.
- The operator behind the site could not be independently connected to a real-world brand or person.

Full analysis

Overview

This website is BuzzFeed News, an editorial digital publisher presenting breaking news, original reporting, analysis, entertainment, culture, politics, science, and other topical coverage. Its apparent business model is advertising-supported publishing, with visitor engagement monetized through display or native advertising and related data-driven advertising partnerships.

Scam/Impersonation Risk

No contradictions were observed. The homepage presents a coherent editorial-news experience with named sections, article headlines, bylines, advertising disclosure, and a consent banner; the available content contains no phishing, impersonation, deceptive transaction, or malicious-activity indicators. Browser activity included substantial external advertising and consent-related requests and page changes, but the observed behavior was classified as consistent with ordinary publisher infrastructure: no hidden forms, password collection, wallet activity, clipboard manipulation, or cloaking was detected. The domain's long registration history and clean external reputation further support an established-site assessment, although they do not independently prove the real-world operator identity.

EVIDENCE

- The homepage displays "BuzzFeed News," editorial sections, article headlines, author bylines, and an advertising disclosure.
- The homepage contains one consent-banner form and no sensitive login or payment form.
- Registered 2013-07-22T17:30:05Z; domain age 13.06 years.
- External reputation checks recorded no malicious or suspicious detections, no phishing-site result, and no confirmed blacklist hit.

Regulatory Verification Notes

The available material is consistent with a news publisher rather than a regulated financial service, and no regulated financial offering or license claim is presented. The registration record associates the domain with BuzzFeed, Inc. through MarkMonitor, Inc.; this is a useful administrative signal, but the real-world operator identity remains independently unverified. The site's on-page legal or governance disclosure position is therefore unclear and should be treated as a transparency item rather than evidence of misconduct. The lack of a broker-dataset match provides contextual reassurance but is not a licensing or regulatory determination.

EVIDENCE

- The homepage identifies the service as “BuzzFeed News” and presents editorial categories including Business, Politics, Science, Tech, and World.
- The published business model is advertising-supported digital news, with analytics, advertising, and tracking components observed on the page.
- Domain registration lists BuzzFeed, Inc. as the organization and MarkMonitor, Inc. as registrar, with expiration on 2028-07-22T17:30:05Z.

What to Verify Next

Before credential or payment interactions, an organization should independently confirm that the intended service and any associated account or commercial request originate from the publisher’s officially established channels. Standard checks should include confirming the relevant legal entity, reviewing applicable privacy and advertising disclosures, and ensuring that any payment or subscription flow uses expected payment-protection mechanisms. If a specific regulated service is later presented, its licensing should be checked directly with the relevant regulator rather than inferred from the publisher’s identity.

EVIDENCE

- Independent operator-identity verification is not established in the available assessment.
- The observed site purpose is editorial publishing rather than a regulated financial service.
- The available disclosure state for legal or governance information is unclear.

Summary Verdict

Available evidence is consistent with an established, apparently legitimate website with a high-trust, low-risk posture. No scam, phishing, impersonation, or other contradictory signals were identified, but the assessment does not independently prove the real-world operator identity.

Infrastructure Integrity

The site is protected by Fastly’s CDN/WAF infrastructure, with observed addresses belonging to CDN edge servers rather than a directly exposed origin. This is a meaningful exposure-reduction measure and supports infrastructure integrity, but it is a mitigating control rather than proof of legitimacy.

EVIDENCE

- Served from AS54113 (FASTLY - Fastly, Inc., US).
- Observed CDN edge IPs: 151.101.130.114, 151.101.194.114, 151.101.2.114, and 151.101.66.114.
- TLS certificate issued by GlobalSign Atlas R3 DV TLS CA 2026 Q1; validation level DV; valid to 2026-10-18T13:03:38+00:00.

Closing Assessment

Normal browsing and ordinary site interaction are proportionate to the assessed posture; credential or payment activity should remain subject to routine independent merchant-identity, return-policy, and payment-protection checks.

What the analysis found

No rule findings contributed to this verdict.

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 buzzfeednews.com.

- The request stayed on buzzfeednews.com. It was not redirected to another domain. CLEAR
- Registration is published under MarkMonitor, Inc.. CLEAR
- DNS for this domain is served by awsdns-00.org, across 4 name servers. NOTED
- The registration is paid up to 2028-07-22. CLEAR
- It is hosted on FASTLY, from a server in US. NOTED

Domain intelligence

Registrar	MarkMonitor, Inc.
Hosting	FASTLY - Fastly, Inc., US
Country	US
Server IP	151.101.194.114
Name servers	NS-1029.AWSDNS-00.ORG, NS-118.AWSDNS-14.COM, NS-1695.AWSDNS-19.CO.UK, NS-595.AWSDNS-10.NET
SSL issuer	GlobalSign Atlas R3 DV TLS CA 2026 Q1
SSL expiry	2026-10-18
Domain age	13.06 years (continuous registration)
Domain expiry	2028-07-22
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 buzzfeednews.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/buzzfeednews.com> · assessed 2026-08-10