

Is fairprice.co.za legit? TrustSniffer's high-trust assessment: 90/100

fairprice.co.za

Verdict

90

OUT OF 100

HIGH TRUST

fairprice.co.za appears legitimate.

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

Not Scam

Low Risk

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

What this site appears to be

A mid-sized online retail storefront (Fair Price) listing furniture, appliances and electronics with account login, signup, newsletter, promotions and checkout. Content is product-focused and informational for shoppers; no investment or crypto functionality detected.

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	21 years old Registered history	CLEAR
Web archive	Archived since 2007 248 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 2007.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is an online retail storefront operating as “Fair Price,” presenting appliances, furniture, electronics, product promotions, customer accounts, order tracking, delivery services, and checkout functionality. Its apparent business model is direct consumer sales, supplemented by optional financing or lay-by arrangements and delivery fees.

Scam/Impersonation Risk

No phishing, impersonation, or other contradictory signals were observed. The storefront presents a coherent retail model rather than investment, cryptocurrency, or unusually high-return propositions, and external reputation checks were clean. A behavioral review did identify password forms associated with external submissions, alongside non-whitelisted network activity and elevated console errors; in the context of the visible login, signup, newsletter, and checkout functions, these are technical implementation signals requiring ordinary checkout and authentication review, not evidence of impersonation or fraud. The site is therefore apparently legitimate and established, although the real-world operator identity is not independently verified.

EVIDENCE

- The homepage identifies the business as “Fair Price” and lists appliances, furniture, electronics, promotions, account access, order tracking, and shopping-cart functions.
- Domain registration records show creation on 2005-05-17 and an age of 21.25 years; the listed registrar is Axxess DSL.
- The archive contains 248 snapshots spanning 2007–2026, with 20 years tracked and a maximum observed gap of 1 year.
- Behavioral testing recorded 6 password forms, 2 password forms posting externally, 4 non-whitelisted external posts, 4 non-whitelisted external XHR requests, and 48 console errors; no hidden forms, wallet-drainer activity, cloaking, or brand impersonation was detected.

Regulatory Verification Notes

The reviewed content supports an established ecommerce profile, but it does not independently prove the identity of the operating entity. Registration data lists Fair Discounters Pty Ltd, while the site content reviewed here is branded as Fair Price; this is an association signal rather than proof that the named company operates the storefront. No financial or other regulatory license claim or license number was identified in the reviewed content. Because the site offers optional financing or lay-by arrangements, the applicable merchant, consumer-

credit, and payment obligations should be confirmed separately; the absence of a disclosed license is a transparency item, not evidence of a scam. No matching third-party broker profile was identified.

EVIDENCE

- The registration record lists Fair Discounters Pty Ltd and Axxess DSL as the registrar.
- The site is served from AS13335, CLOUDFLARENET – Cloudflare, Inc., US.
- The transport certificate is issued by WE1, uses DV validation, and is valid to 2026-10-05T17:48:14+00:00.
- The homepage presents direct retail sales with optional financing/lay-by and delivery fees but no identified license authority or license number.

What to Verify Next

Before credential or payment interactions, an independent check should confirm that Fair Discounters Pty Ltd is the merchant entity behind the Fair Price storefront. The applicable returns, delivery, financing or lay-by terms should be reviewed in the relevant policy pages, and payment should use a method offering appropriate consumer protection. Authentication and checkout destinations should also be confirmed as belonging to the intended merchant infrastructure, with a unique password used for the account.

EVIDENCE

- The homepage provides “Sign In,” “Create an Account,” “Track Your Order,” “Help Centre,” and “My Cart” functions.
- The reviewed content identifies product categories and promotions but does not independently document the operator relationship between the Fair Price brand and Fair Discounters Pty Ltd.
- The business model includes direct sales, optional financing/lay-by, and delivery fees, making merchant, returns, and payment terms relevant to transaction review.

Summary Verdict

Available evidence is consistent with an established, apparently legitimate online retailer with a high-trust, low-risk posture. No contradictory scam or impersonation indicators were observed, but the available evidence does not independently verify the real-world operator identity.

Infrastructure Integrity

The website is protected by Cloudflare CDN and WAF infrastructure, and all observed addresses were CDN edge servers rather than identified origin hosts. This architecture is a mitigating security control that reduces direct origin exposure, but it is not, by itself, proof of merchant legitimacy.

EVIDENCE

- Cloudflare protection was detected through CDN/WAF infrastructure, with 6 observed IP addresses classified as edge addresses and 0 likely origin addresses.
- The resolved hosting infrastructure is associated with Cloudflare, Inc., US, and the observed edge network uses AS13335.

Closing Assessment

Proceed with ordinary independent merchant-identity, returns-policy, and payment-protection checks before submitting credentials or completing a purchase.

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.

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 fairprice.co.za.

- The request stayed on fairprice.co.za. It was not redirected to another domain. CLEAR
- Registration is published under Axxess DSL. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2027-05-17. NOTED
- The earliest public archive of this site is from 2007-05-04. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	Axxess DSL
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:20::681a:f67
Name servers	chip.ns.cloudflare.com, kay.ns.cloudflare.com
SSL issuer	WE1
SSL expiry	2026-10-05
Domain age	21.25 years (continuous registration)
Domain expiry	2027-05-17
Archive first seen	2007-05-04

Archive snapshots	248
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 fairprice.co.za 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/fairprice.co.za> · assessed 2026-08-11