

Is familyshop.cl legit? TrustSniffer's high-trust assessment: 90/100

familyshop.cl

Verdict



familyshop.cl appears legitimate.

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

Not ScamLow Risk

Assessed 2026-08-03 by automated analysis. Classification confidence 70%.

What this site appears to be

Spanish-language Familyshop retail homepage offering apparel, footwear, accessories, toys, and household products in Chilean pesos. It includes product listings and discounts, cart and checkout functions, account and order-tracking access, operating hours, customer-service contacts, store information, and policy links.

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	1 report AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	24 years old Registered history	CLEAR
Web archive	Archived since 2005 140 snapshots	CLEAR
Certificate	Encrypted connection Issued by YR2	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 2005.
- 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

The website is an established Chilean ecommerce storefront selling fashion and general merchandise directly to consumers, with online shopping, customer accounts, order tracking, and fulfilment support presented as its core retail purpose.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing indicators, deceptive financial claims, or confirmed malicious reputation signals were observed. The registered corporate identity, long domain tenure, extensive archival record, established traffic footprint, and coherent retail content converge strongly in support of legitimacy. Interactive testing also found no cloaking, hidden forms, credential forwarding, suspicious scripts, or clipboard manipulation.

- Domain-registration records identify COMERCIALIZADORA FAMILY S.A. as the owner; the domain was registered in 2002 and is approximately 23.85 years old.
- The web archive contains 140 snapshots spanning 2005–2026, representing 22 years of tracked history, with no confirmed suspicious repurposing or semantic shift.
- External reputation checks recorded 0 malicious and 0 suspicious classifications, no phishing finding, and no confirmed external threat listing.
- The homepage presents a coherent Familyshop retail catalogue without detected impersonation or fraud indicators.

Regulatory Verification Notes

The site operates as a conventional retailer rather than a regulated financial or investment service, so the absence of a financial-services licence claim is appropriate to the business model. The registered corporate owner provides a consistent legal-identity anchor, while the homepage offers store information, customer-service details, and links to shipping, returns, privacy, and frequently asked questions. No conflicting legal-entity names or adverse broker-reputation match were identified.

- Registration records name NIC Chile as registrar and show the domain registration expiring on 29 October 2028.
- The homepage displays products priced in Chilean pesos and provides store and customer-service information appropriate to a Chilean retail operation.

- The hosting infrastructure serves the site from AS16509 (AMAZON-02 – Amazon.com, Inc., US).
- The site’s transport encryption uses a valid DV TLS certificate issued by YR2, valid until 1 October 2026.

What to Verify Next

Routine transaction due diligence should focus on confirming the applicable delivery timetable, return conditions, and payment total before completing an order. For material purchases, the purchaser should retain the order confirmation and use the independently published store or customer-service channels if fulfilment assistance is required.

- The homepage provides dedicated cart and checkout functionality for direct retail purchases.
- Account access and order-tracking facilities are presented for post-purchase administration.
- Shipping, returns, privacy, and FAQ links are available from the storefront for review before purchase.

Summary Verdict

Familyshop is a legitimate, established, and trustworthy ecommerce website with a consistent commercial identity and no observed contradictory risk signals. The convergence of corporate registration, sustained historical presence, clean external reputation, coherent storefront content, and benign interactive behaviour supports normal use, including account login and standard retail transactions.

Infrastructure Integrity

The site is delivered through AWS CDN/WAF infrastructure using a single observed Amazon edge address in Ireland. The origin server was not exposed during the assessment, which reduces direct infrastructure exposure; this is a useful security mitigation, though not independent proof of business legitimacy.

Closing Assessment

Prospective customers may use the site normally, applying standard ecommerce practice by reviewing order terms and retaining transaction records.

Written analysis generated 2026-08-03 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 familyshop.cl.

- The request stayed on familyshop.cl. It was not redirected to another domain. CLEAR
- Registration is published under NIC Chile. CLEAR
- DNS for this domain is served by powerhost.cl, across 4 name servers. NOTED
- The registration is paid up to 2028-10-29. CLEAR
- The earliest public archive of this site is from 2005-02-10. CLEAR
- It is hosted on AMAZON-02, from a server in IE. NOTED

Domain intelligence

Registrar	NIC Chile
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	IE
Server IP	79.125.14.235
Name servers	dns1.powerhost.cl, dns2.powerhost.cl, dns3.powerhost.cl, dns4.powerhost.cl
SSL issuer	YR2
SSL expiry	2026-10-01
Domain age	23.9 years
Domain expiry	2028-10-29
Archive first seen	2005-02-10
Archive snapshots	140
Reputation	VirusTotal: 0 flagged AbuseIPDB: 1 report Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about familyshop.cl 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.