

Is groundup.org.za legit? TrustSniffer's high-trust assessment: 100/100

groundup.org.za

Verdict

100

OUT OF 100

HIGH TRUST

groundup.org.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 2026-08-04 by automated analysis. Classification confidence 55%.

What this site appears to be

Homepage of GroundUp, a South African public-interest news publication featuring current reporting, investigations, opinion, guides, videos, photo essays, charts, and puzzles. It invites readers to donate and subscribe to a newsletter and provides organizational contact details and Press Council affiliation.

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	15 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
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).
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

GroundUp is an established South African public-interest news publication presenting current reporting, investigations, opinion, court coverage, practical guides, videos, photo essays, charts, and puzzles, supported through reader donations and newsletter engagement.

Scam/Impersonation Risk

No identity contradictions, phishing indicators, brand impersonation, or deceptive financial claims were observed. The homepage exhibits the characteristics of a functioning editorial operation: dated articles, named journalists, corrections information, organizational contact details, and a physical address. Its long-established domain, meaningful global traffic presence, clean external reputation, and benign observed browser behavior collectively support the conclusion that this is the legitimate GroundUp publication rather than an imitation or abuse site.

- The domain-registration record shows registration on 12 January 2012 (~14.57 years old), through Frikkadel.co.za, with expiry on 6 September 2027.
- The homepage attributes current articles to named journalists and organizes material into established editorial sections, including news, features, opinion, court cases, and guides.
- External reputation checks recorded 0 malicious and 0 suspicious detections, no reported malicious-search classification, and no external threat listing; the domain ranks 167,029 in the Tranco top million.
- Interactive testing of the homepage found no login form, hidden form, suspicious script, cloaking, clipboard interference, wallet activity, or untrusted external form destination.

Regulatory Verification Notes

GroundUp presents itself as a journalism organization rather than a regulated financial service, broker, or investment platform; financial licensing is therefore not indicated as a relevant operating requirement by the observed business model. The homepage states Press Council affiliation and provides organizational contact and corrections information. That affiliation is a positive accountability signal, although the supplied evidence establishes only that the site makes the statement and does not independently validate membership.

- The homepage identifies the service as South African public-interest journalism and describes a reader-donation model rather than financial intermediation.
- The homepage publishes a Press Council affiliation and provides access to “About Us” and “Corrections” sections.
- The site’s hosting infrastructure is served from AS13335 (Cloudflare, Inc., US).

- The site's transport encryption uses a DV TLS certificate issued by WE1, valid until 5 October 2026.

What to Verify Next

For institutional reliance on published material, due diligence should confirm editorial attribution against the relevant author pages, review the corrections policy, and independently corroborate material facts in reporting used for legal, compliance, or investment decisions. Organizations considering donations or formal partnerships should confirm the intended recipient and payment instructions through GroundUp's independently established organizational channels.

- The homepage provides named bylines and dedicated author, topic, and corrections navigation that can support source-level review.
- Donation and newsletter-subscription functions are presented as mechanisms for supporting and engaging with the publication.
- The observed newsletter form requests an email address but contains no password field and has no untrusted destination.
- The homepage provides organizational contact information and a physical address suitable for independent channel confirmation.

Summary Verdict

The website is legitimate, established, and trustworthy, with consistent editorial identity and no contradictory security or reputation signals. Normal interaction, including account login where offered and standard site use, is appropriate.

Infrastructure Integrity

GroundUp uses Cloudflare's CDN and WAF, with all four observed addresses resolving to Cloudflare edge infrastructure rather than an exposed origin server. This reduces direct origin exposure and provides a meaningful security mitigation, although protective infrastructure alone is not evidence of organizational legitimacy.

Closing Assessment

Prospective users may engage with the site normally, while applying ordinary source-validation and payment-confirmation controls appropriate to news consumption, donations, and institutional partnerships.

Written analysis generated 2026-08-04 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
Identity score	79/100
Identity verification confidence	78%

- Trusted social count=3

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 groundup.org.za.

- The request stayed on groundup.org.za. It was not redirected to another domain. CLEAR
- Registration is published under [Frikkadel.co.za](https://frikkadel.co.za). CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2027-09-06. NOTED
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	Frikkadel.co.za
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:10::ac42:9363
Name servers	carl.ns.cloudflare.com, lola.ns.cloudflare.com
SSL issuer	WE1
SSL expiry	2026-10-05
Domain age	14.6 years
Domain expiry	2027-09-06
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 groundup.org.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.