

Is hulldailymail.co.uk legit? TrustSniffer's high-trust assessment: 100/100

hulldailymail.co.uk

Verdict

100

OUT OF 100

HIGH TRUST

hulldailymail.co.uk 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 2026-08-11 by automated analysis. Classification confidence 75%.

What this site appears to be

Local news portal (Hull Live) presenting regional news, sports, events and features. Uses cookie/consent banner and offers a paid subscription to remove ads.

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	32 years old Registered history	CLEAR
Web archive	Archived since 1998 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by Amazon RSA 2048 M01	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 1998.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Hull Live is a local news publisher serving Hull and the surrounding region with news, sport, business, events, traffic and travel coverage. Its apparent business model combines advertising, sponsored content, classifieds and paid features, including a Privacy Plus subscription priced at £2.99 per month to remove advertising and reduce use of personal data for advertising purposes.

Scam/Impersonation Risk

No contradictions were observed: the available evidence shows no phishing, impersonation, confirmed blacklist, malicious detection or suspicious brand-matching signal. The site's content, page type and commercial mechanics are consistent with a mature local-news publication rather than an abuse-oriented service.

Automated interaction did record external requests and posts, but there were no login or sensitive forms, hidden forms, wallet activity, clipboard manipulation, cloaking or other abuse-ready behavior; the observed activity is therefore a limited technical anomaly within an otherwise ordinary publisher environment. The site's real-world operator identity is not independently verified, so the legitimacy conclusion remains evidence-consistent rather than proven. Evidence:

- The homepage presents "Hull Live - Latest local news, sport & business from Hull," with news, sport and events navigation and no phishing or impersonation indicators.
- External reputation checks recorded 0 malicious and 0 suspicious detections, with no blacklist or search-warning hit.
- Domain registration records show registration on 1994-08-26 and an age of 31.98 years.
- Web-archive records show 5,000 snapshots spanning 1998–2021, covering 24 tracked years.

Regulatory Verification Notes

The reviewed content describes a publisher and subscription service, not a regulated financial product. No licensing claim or licence number is presented, which is consistent with the stated news-publishing model and is not, by itself, evidence of wrongdoing. The Privacy Plus consent flow links to terms and explains advertising consent, data processing choices and subscription access; however, those page-level disclosures do not independently establish the legal identity of the operating entity. A separate broker-reputation dataset produced no match and should be treated only as contextual support, not as a licensing or regulatory determination.

Evidence:

- The homepage consent interface identifies Reach and its entities as involved in data processing and links to Terms and Conditions.

- Domain registration records identify CSC Corporate Domains, Inc. as registrar.
- The site is served from AS16509, Amazon.com, Inc. (AMAZON-02), US.
- The site's TLS certificate is issued by Amazon RSA 2048 M01, uses DV validation, and is valid to 2027-01-03.

What to Verify Next

Before credential or payment interactions, an independent check should connect the site and its Privacy Plus payment flow to the publisher identity used by the relevant official corporate or subscription channel. The subscription terms should be reviewed for renewal, cancellation, refund and payment-dispute provisions, while consent settings should be confirmed before accepting personalised advertising. Official contact channels should also be confirmed through an independent route rather than relying solely on page content.

EVIDENCE

- The homepage provides a Privacy Plus subscription route and links to Terms and Conditions.
- The consent interface states that preferences can be changed or withdrawn through the site's privacy settings.
- The reviewed page contains no sensitive form or untrusted form destination, so payment and credential assurances depend on the separate subscription flow and its terms.

Summary Verdict

The available evidence is consistent with an established, apparently legitimate website and supports a high-trust, low-risk posture for ordinary browsing and site interaction. The assessment is strong at the website-risk level, while the real-world operator identity remains independently unverified.

Infrastructure Integrity

The website uses AWS CDN/WAF protection, with observed addresses functioning as edge infrastructure and no origin candidate identified in the analysis. This is a mitigating control that reduces direct exposure of the origin environment, but it is not independent proof of legitimacy.

Closing Assessment

Ordinary use is proportionate to the assessed posture, provided that standard independent checks of merchant identity, subscription terms, cancellation rights and payment protection are completed before credentials or payment details are submitted.

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 [hulldailymail.co.uk](#).

- The request stayed on [hulldailymail.co.uk](#). It was not redirected to another domain. [CLEAR](#)
- Registration is published under CSC Corporate Domains, Inc. [CLEAR](#)
- DNS for this domain is served by org., across 4 name servers. [NOTED](#)
- The registration is paid up to 2026-08-26. [NOTED](#)
- The earliest public archive of this site is from 1998-02-09. [CLEAR](#)
- It is hosted on AMAZON-02, from a server in US. [NOTED](#)

Domain intelligence

Registrar	CSC Corporate Domains, Inc
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	54.154.111.101
Name servers	ns-1172.awsdns-18.org., ns-162.awsdns-20.com., ns-1640.awsdns-13.co.uk., ns-893.awsdns-47.net.
SSL issuer	Amazon RSA 2048 M01
SSL expiry	2027-01-03
Domain age	31.98 years (continuous registration)
Domain expiry	2026-08-26
Archive first seen	1998-02-09
Archive snapshots	5000
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 [hulldailymail.co.uk](#) 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.

