

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

joybuy.co.uk

Verdict

100

OUT OF 100

HIGH TRUST

joybuy.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 2026-08-01 by automated analysis. Classification confidence 65%.

What this site appears to be

A Joybuy ecommerce page displaying a 403 access denial and temporary service interruption, while retaining promotional, customer-service, policy, newsletter, and mobile-app content.

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	Archived since 2013 96 snapshots	CLEAR
Certificate	Encrypted connection Issued by GlobalSign RSA OV SSL CA 2018	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 2013.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Joybuy is an established online retail marketplace presenting consumer goods, delivery services, customer support, promotional subscriptions, and a mobile application, with the apparent business model of facilitating consumer purchases and related fulfilment services.

Scam/Impersonation Risk

No contradictions were observed. The available page identifies the Joybuy brand, presents a coherent ecommerce model, and contains no phishing, impersonation, malicious-content, or suspicious-form indicators. The temporary 403 access interruption is consistent with a service-protection or capacity event, not evidence of deceptive behavior.

EVIDENCE

- The homepage content describes consumer shopping, delivery, customer service, orders, payments, returns, and refunds.
- The page contains no login form, hidden form, external password form, wallet connection, or brand-impersonation indicator.
- External reputation checks recorded no malicious or suspicious detections, no blacklist hit, and zero abuse reports.
- The domain was registered in 2011 and is approximately 14.97 years old; archival records contain 96 snapshots spanning 2013–2026 across 14 tracked years.

Regulatory Verification Notes

The site exposes Contact Us, About Us, policy, terms, privacy, cookie, and customer-service pathways. The available content does not establish a regulated-license claim or provide a license number; for an ecommerce marketplace, this is a transparency point for ordinary commercial verification rather than evidence of illegitimacy. The domain uses Key-Systems GmbH, and the absence of a broker-dataset match provides additional clean reputational context without constituting a legal or licensing determination.

EVIDENCE

- The homepage footer links to Contact Us, About Us, Terms and Conditions, Privacy Policy, Cookies Policy, and customer-service functions.
- The domain registrar is Key-Systems GmbH [Tag = KEY-SYSTEMS-DE].
- The site is served from AS137753, operated by JD - Beijing Jingdong Shangke Information Technology Co. Ltd., CN.
- TLS uses GlobalSign RSA OV SSL CA 2018 with OV validation, subject organization JINGDONG GROUP IRELAND LIMITED, valid through 2027-02-24.

What to Verify Next

For procurement or regulated use, confirm the contracting entity and applicable consumer-commerce obligations through the site's published legal materials and relevant official registries. Confirm support and returns procedures through the site's established customer-service and policy pathways before initiating a material transaction.

EVIDENCE

- The homepage provides dedicated links for orders, payment and invoice, shipping and delivery, returns and refunds, and customer service.
- The page promotes a mobile application and subscription service alongside standard ecommerce functions.
- The observed access-denial page retained policy, support, and commercial-service content despite the temporary interruption.

Summary Verdict

The site presents as a legitimate, established, high-trust ecommerce service with coherent business purpose, sustained domain history, valid organizational TLS, and no observed contradiction or fraud signal. Normal interaction, including account login and standard use, is appropriate.

Infrastructure Integrity

The website benefits from CDN/WAF protection, with observed edge infrastructure on AS16509 and hosting resolved to JD - Beijing Jingdong Shangke Information Technology Co. Ltd. on AS137753. This protective architecture reduces direct exposure and supports infrastructure resilience, while remaining a mitigating technical factor rather than independent proof of legitimacy.

EVIDENCE

- CDN edge IPs observed: 13.248.169.48 and 76.223.54.146, both on AS16509.
- Hosting provider: JD - Beijing Jingdong Shangke Information Technology Co. Ltd., CN; ASN: AS137753.
- The infrastructure assessment recorded two CDN edge IPs and one potential origin candidate.

Closing Assessment

Standard browsing, login, account activity, and ordinary purchasing may proceed through the site's normal channels, with routine commercial due diligence applied to material transactions.

Written analysis generated 2026-08-01 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 joybuy.co.uk.

- The request stayed on joybuy.co.uk. It was not redirected to another domain. CLEAR
- Registration is published under Key-Systems GmbH [Tag = KEY-SYSTEMS-DE]. CLEAR
- DNS for this domain is served by awsdns-30.org, across 4 name servers. NOTED
- The registration is paid up to 2027-08-15. NOTED
- The earliest public archive of this site is from 2013-02-23. CLEAR
- It is hosted on JD, from a server in CN. NOTED

Domain intelligence

Registrar	Key-Systems GmbH [Tag = KEY-SYSTEMS-DE]
Hosting	JD - Beijing Jingdong Shangke Information Technology Co. Ltd., CN
Country	CN
Server IP	1.118.33.48
Name servers	ns-1268.awsdns-30.org, ns-1605.awsdns-08.co.uk, ns-368.awsdns-46.com, ns-524.awsdns-01.net
SSL issuer	GlobalSign RSA OV SSL CA 2018
SSL expiry	2027-02-24
Domain age	15.0 years
Domain expiry	2027-08-15
Archive first seen	2013-02-23

Archive snapshots	96
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 joybuy.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.

This report online: <https://trustsniffer.com/report/joybuy.co.uk> · assessed 2026-08-01