

Is kwai.com legit? TrustSniffer's high-trust assessment: 90/100

kwai.com

Verdict

90

OUT OF 100

HIGH TRUST

kwai.com 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 2026-08-17 by automated analysis. Classification confidence 55%.

What this site appears to be

A short-video / creator platform page (mentions Kwai/Joyo branding and navigation). Contains feed items, follow counts, hashtags and links to apps/help/privacy. No forms or payment requests visible in the capture.

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.

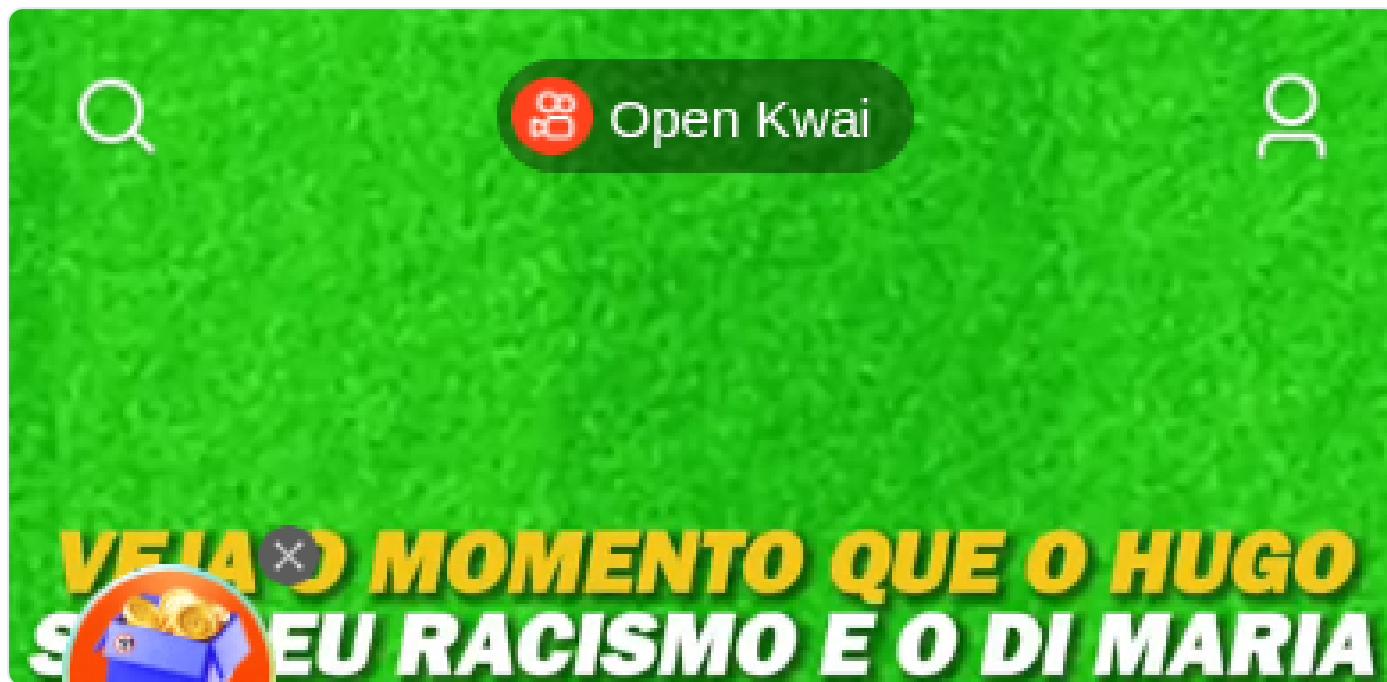
At a glance

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	25 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by GlobalSign GCC R3 DV TLS CA 2020	NOTED

The page as captured

<https://www.kwai.com/>



What kwai.com served when TrustSniffer captured it on 2026-08-17. The page may look different now.

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.
- The operator behind the site could not be independently connected to a real-world brand or person.

Full analysis

Overview

Kwai.com is a short-video and creator-content platform presenting personalized video feeds, creator profiles, hashtags, app-download options, and user engagement features such as follows and reactions. Its apparent business model is a mainstream social-media service supported by advertising, app distribution, creator partnerships, and promoted content.

Scam/Impersonation Risk

No contradictions were observed. The homepage presents Kwai/Joyo branding, creator content, help and privacy navigation, and app access rather than visible credential-harvesting forms or payment requests. External reputation checks recorded no malicious or suspicious detections, no phishing or impersonation finding was identified, and no separate broker-reputation match was returned. The available evidence therefore supports an apparently legitimate, low-risk public website, while not independently proving the real-world operator's identity.

EVIDENCE

- The homepage contains no forms, sensitive-input fields, or payment requests in the captured view.
- The homepage displays ordinary short-video functions, including feeds, creator names, follow controls, hashtags, and engagement counts.
- External reputation results recorded 0 malicious detections, 0 suspicious detections, and `false` for malicious search-engine status.
- The domain registration record shows creation on 2002-01-16 and an age of 24.6 years; the registrar is GoDaddy.com, LLC.

Regulatory Verification Notes

The site provides substantive platform-governance and corporate-context pages, including About Kwai, Newsroom, Advertise on Kwai, creator collaboration, Community Guidelines, Law Enforcement, Transparency Report, Privacy Policy, and a privacy-choice page. The homepage credits “Joyo” in its copyright notice, while the registration record names SYMPHONY TECH(CAYMAN) LIMITED; these records are relevant identity indicators but do not independently verify that the listed entity operates the website. No financial or other regulated-service license claim or license number is presented in the sampled content. For this apparent social-media business model, that is a disclosure and applicability question rather than evidence of a scam; any regulated activity encountered through the platform should be assessed separately.

EVIDENCE

- The homepage copyright notice reads “Copyright © 2012-2026 Joyo. All Rights Reserved.”
- The homepage links to Community Guidelines, Law Enforcement, and Transparency Report pages.
- Confirmed transport telemetry shows service through AS20940, AKAMAI-ASN1 - Akamai International B.V., NL.
- The site uses a GlobalSign GCC R3 DV TLS CA 2020 certificate with DV validation, valid to 2026-08-30T08:23:34+00:00.

What to Verify Next

Before credential or payment interactions, an organisation should independently confirm the operating entity, review the applicable privacy and user terms, and establish the available account-recovery and payment-protection mechanisms. If a specific service presents financial, advertising, creator-payment, or other regulated obligations, its applicable registration or licensing should be confirmed directly with the relevant official registry. Official support and contact channels should also be confirmed through an independent route before sensitive account changes.

EVIDENCE

- The homepage provides direct navigation to Help Center and Privacy Policy resources.
- The homepage offers “Log in,” “Get Kwai App,” and “Get Kwai PC” access points, making independent confirmation of official access channels relevant before credential use.
- The site exposes Community Guidelines, Transparency Report, and Law Enforcement resources that can be reviewed alongside any service-specific terms.

Summary Verdict

The overall posture is **high trust and low risk**, and the available evidence is consistent with an established, apparently legitimate website. The service identity is credible at the website level, but the real-world operator remains independently unverified, so legitimacy should be understood as evidence-consistent rather than proven.

Infrastructure Integrity

The website is protected by a CDN/WAF layer, with observed edge infrastructure on AS16509; the infrastructure record also identifies JOYO-AS-AP - JOYO TECHNOLOGY PTE. LTD., SG, on AS142160. This layered delivery architecture is a mitigating security and availability signal, not proof of operator legitimacy.

Closing Assessment

Ordinary browsing and platform use are proportionate to the assessed posture, while independent identity, terms, and payment-protection checks should precede sensitive credentials, account changes, or financial commitments.

Written analysis generated 2026-08-17 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 kwai.com.

- The request stayed on kwai.com. It was not redirected to another domain. CLEAR
- Registration is published under GoDaddy.com, LLC. CLEAR
- DNS for this domain is served by akam.net, across 6 name servers. NOTED
- The registration is paid up to 2029-01-16. CLEAR
- It is hosted on AKAMAI-ASN1, from a server in US. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	AKAMAI-ASN1 - Akamai International B.V., NL
Country	US

Server IP	23.36.163.11
Name servers	A1-186.AKAM.NET, A11-65.AKAM.NET, A14-66.AKAM.NET, A24-67.AKAM.NET, A28-64.AKAM.NET, A9-65.AKAM.NET
SSL issuer	GlobalSign GCC R3 DV TLS CA 2020
SSL expiry	2026-08-30
Domain age	24.60 years (continuous registration)
Domain expiry	2029-01-16
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 kwai.com 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/kwai.com> · assessed 2026-08-17