

Is sanrio.co.jp legit? TrustSniffer's high-trust assessment: 100/100

sanrio.co.jp

Verdict

100

OUT OF 100

HIGH TRUST

sanrio.co.jp 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

Official Sanrio website in Japanese providing character information, goods, online shop, membership (Sanrio +), news, events, and digital content. Contains login/register for membership and shopping features.

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	30 years old Registered history	CLEAR
Web archive	Archived since 1998 2445 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 1998.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is a Japanese-language Sanrio-branded corporate and ecommerce portal presenting character information, merchandise, an online shop, Sanrio + membership services, news, events, and digital content. Its apparent business model is established brand commerce and engagement through product sales, membership benefits, licensing activity, and event-related offerings.

Scam/Impersonation Risk

No contradictions were observed, including no phishing, impersonation, blacklist, or malicious-reputation indicators. The homepage's login and registration functions are presented within the Sanrio + membership and shopping context, while the page analysis found no hidden forms, credential-harvesting behavior, or untrusted form destinations. Automated interaction generated substantial page changes and external requests, but it also found no cloaking, wallet activity, clipboard manipulation, or externally submitted password forms; in context, this is consistent with a dynamic retail website rather than an abuse pattern.

EVIDENCE

- The homepage presents Sanrio + login, registration, membership benefits, product search, shopping, characters, news, events, and digital content.
- The site's behavioral inspection recorded no hidden forms, wallet activity, clipboard manipulation, or password submissions to external forms.
- The domain was registered on 1996-04-18 and is approximately 30.33 years old.
- The archive contains 2,445 snapshots spanning 1998–2026, covering 29 tracked years.

Regulatory Verification Notes

Available evidence is consistent with an established, apparently legitimate consumer-brand website, but the real-world operator identity is not independently verified. The site's commercial disclosures are therefore best treated as apparent rather than independently proven. No regulated-service license claim or license number was identified, and the available disclosure state is unclear; for this ecommerce and membership model, that is a transparency point for routine merchant verification rather than evidence of a scam. External reputation checks were clean, and the site has a strong global traffic footprint. No adverse broker-reputation match was present.

EVIDENCE

- The homepage is categorized as a corporate/brand and ecommerce/membership site, with no page-level red flags identified.
- The site is served from AS16509, Amazon.com, Inc.; the hosting country is the United States.
- Transport encryption uses a GlobalSign RSA OV SSL CA 2018 certificate with OV validation, subject organization Sanrio Co., Ltd., valid through 2027-04-11.
- The site is ranked 37841 in the recorded global traffic ranking and is within the top 1 million sites.

What to Verify Next

Before credential or payment interactions, an organization should independently confirm the merchant identity associated with the Sanrio brand, review the applicable terms, cancellation and return provisions, and confirm the payment method's consumer-protection and dispute mechanisms. Account recovery and support procedures should also be checked through the site's official membership and contact pathways, with contact channels confirmed through an independent route where material value or sensitive account access is involved. If a separately regulated service is ever offered under the same branding, its authorization should be checked with the relevant regulator before use.

EVIDENCE

- The membership and login area is the relevant location for reviewing account terms, recovery procedures, and registration conditions.
- The online-shop and event-related pages are the relevant locations for checking transaction, cancellation, return, and ticket conditions.
- The site presents a standard login/search form structure without an untrusted destination or sensitive form anomaly.

Summary Verdict

The website has a high-trust, low-risk posture, and the combined evidence is consistent with an established, apparently legitimate website rather than a scam or impersonation operation. The principal qualification is that the operator's real-world identity has not been independently verified, so legitimacy should be understood as evidence-consistent rather than proven.

Infrastructure Integrity

The website is protected by Amazon Web Services CDN/WAF infrastructure, with the observed edge address hosted on Amazon's AS16509 network; the origin server was not observable in this analysis. This architecture mitigates direct origin exposure and supports transport and service resilience, but it is a protective control rather than proof of organizational legitimacy.

Closing Assessment

Normal browsing is proportionate to the assessed posture; before submitting credentials or making payments, ordinary independent checks of merchant identity, transaction terms, and payment protection should be completed.

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 sanrio.co.jp.

- The request stayed on sanrio.co.jp. It was not redirected to another domain. CLEAR
- DNS for this domain is served by d-53.info, across 3 name servers. NOTED
- The earliest public archive of this site is from 1998-01-29. CLEAR
- It is hosted on AMAZON-02, from a server in US. NOTED

Domain intelligence

Registrar	Not available
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	54.248.16.94
Name servers	ns007-59id1eqadfo8k84i.5.d-53.info, ns007-59id1eqadfo8k84i.5.d-53.jp, ns007-59id1eqadfo8k84i.5.d-53.net
SSL issuer	GlobalSign RSA OV SSL CA 2018
SSL expiry	2027-04-11
Domain age	30.33 years (continuous registration)
Domain expiry	Not available
Archive first seen	1998-01-29
Archive snapshots	2445
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 sanrio.co.jp 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/sanrio.co.jp> · assessed 2026-08-11