

Is the-ethos.co legit? TrustSniffer's high-trust assessment: 90/100

the-ethos.co

Verdict

90

OUT OF 100

HIGH TRUST

the-ethos.co appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Low Risk

Assessed 2026-07-31 by automated analysis. Classification confidence 55%.

What this site appears to be

Homepage of Ethos, an editorial publication covering ethical and sustainable fashion, culture, food, travel, beauty, wellness, and environmental living. It includes ordinary account login, password recovery, search, newsletter subscription, social-media navigation, and shop links without evident high-risk financial activity or credential-harvesting behavior.

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	4.9 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by YE1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: 3 to 10 years (registration continuity).
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Ethos is an established editorial lifestyle publication presenting reporting and commerce-oriented content on ethical fashion, sustainability, culture, food, travel, beauty, wellness, and environmental living. Its apparent business model combines publishing, newsletter engagement, advertising or affiliate activity, and an associated shop.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing activity, or other substantive fraud indicators were observed. The ordinary sign-in and password-recovery functions are consistent with the site's publishing platform and showed no hidden forms, cloaking, wallet interaction, or credential-harvesting behaviour. The clean external reputation, multi-year registration, established traffic presence, and coherent editorial identity support the conclusion that the site is legitimate.

- The homepage presents consistent Ethos branding and substantive editorial coverage, with no detected brand-impersonation indicators.
- External reputation checks recorded 0 malicious and 0 suspicious detections, no malicious safe-browsing finding, no external blacklist finding, and 0 abuse reports; the domain is ranked 725,564 in the global top one million.
- The domain was registered through GoDaddy.com, LLC on 27 August 2021 (~4.93 years old) and is registered until 27 August 2026.
- Interactive testing found no hidden forms, cloaking, suspicious inline scripts, wallet-provider activity, wallet-drainer behaviour, or clipboard hijacking.

Regulatory Verification Notes

The homepage describes a lifestyle publication rather than an investment, brokerage, payment, or other regulated financial service, and it neither solicits investments nor promises financial returns. Accordingly, no financial-services licence would ordinarily be expected from the observed business model. The supplied page material does not establish the publication's legal-entity disclosures, but this is a limited corporate-transparency note rather than evidence of illegitimacy; private domain registration is likewise an administrative arrangement.

- The homepage categorizes the service as a sustainability and lifestyle news publication and makes no financial-return or investment solicitation.
- No broker identity was matched in the supplied third-party broker-intelligence context; this is reputational context, not a licensing determination.
- The site is served from AS14061 (DigitalOcean, LLC, US).

- The site's transport encryption uses a valid DV TLS certificate issued by YE1, valid until 23 October 2026.

What to Verify Next

For formal vendor onboarding or commercial reliance, the prospective counterparty should confirm the contracting entity in the applicable terms, privacy, and shop policies; review editorial ownership and correction standards; and establish whether purchases are fulfilled directly by Ethos or by an identified merchant. Official contact channels may also be confirmed through an independent social profile where higher-assurance business correspondence is required.

- The homepage provides navigation to a policy area, creating an appropriate location for confirming contractual and privacy terms.
- The page links to established profiles across Facebook, Instagram, X, LinkedIn, YouTube, and Pinterest, providing independent channels for brand confirmation.
- Four ordinary user-facing forms were identified: search, login, password recovery, and newsletter subscription.
- The homepage includes shop navigation alongside editorial content, making merchant identity and fulfilment terms relevant to transaction due diligence.

Summary Verdict

Ethos presents as a legitimate, established, and trustworthy editorial website. Its identity, content, reputation, technical controls, and observed behaviour converge without contradictory risk signals. Normal interaction, including account login and standard use, is appropriate.

Infrastructure Integrity

The site uses a trusted CDN/WAF configuration, with the observed address operating as an edge endpoint rather than an exposed origin. This limits direct origin-server exposure and provides a useful protective control, although infrastructure protection alone is not proof of legitimacy.

Closing Assessment

Prospective users may engage with the site normally, while organizations entering a contractual or purchasing relationship should apply their standard counterparty and transaction controls.

Written analysis generated 2026-07-31 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	80/100
Identity verification confidence	40%

- Trusted social count=4

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 the-ethos.co.

- The request stayed on the-ethos.co. It was not redirected to another domain. CLEAR
- Registration is published under GoDaddy.com, LLC. CLEAR
- DNS for this domain is served by digicertdns.com, across 6 name servers. NOTED
- The registration is paid up to 2026-08-27. NOTED
- It is hosted on DIGITALOCEAN-ASN, from a server in US. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	DIGITALOCEAN-ASN - DigitalOcean, LLC, US
Country	US
Server IP	167.71.160.9
Name servers	NS11.DIGICERTDNS.COM, NS14.DIGICERTDNS.NET, NS12.DIGICERTDNS.COM, NS15.DIGICERTDNS.NET, NS10.DIGICERTDNS.COM, NS13.DIGICERTDNS.NET
SSL issuer	YE1
SSL expiry	2026-10-23
Domain age	4.9 years
Domain expiry	2026-08-27
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 the-ethos.co 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.