

Is thenai.org legit? TrustSniffer's high-trust assessment: 90/100

thenai.org

Verdict

90

OUT OF 100

HIGH TRUST

thenai.org 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 75%.

What this site appears to be

Official Network Advertising Initiative (NAI) site homepage with guidance on privacy, opt-out resources, policy commentary, blog posts, press releases, and membership information.

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.

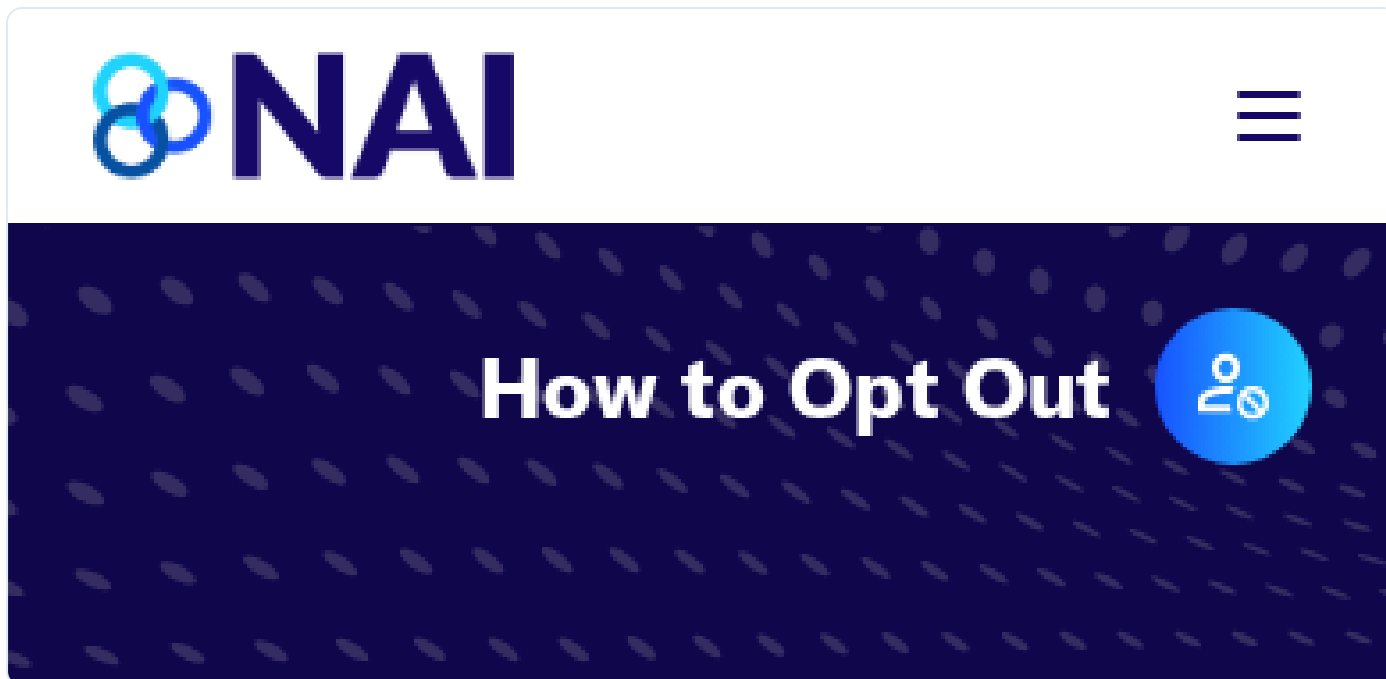
At a glance

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	45% confidence AbuseIPDB, 56 reports; shared hosting inflates reports	CLEAR
Domain age	5.2 years old Registered history	CLEAR
Web archive	Archived since 2011 4590 snapshots	CLEAR
Certificate	Encrypted connection Issued by YE1	NOTED

The page as captured

https://thenai.org/



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

Key findings

- Automated classification: Not Scam.
- Domain age: 3 to 10 years (registration continuity).
- Public web-archive history exists since 2011.
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.

Full analysis

Overview

The website is the homepage of the Network Advertising Initiative (NAI), an industry trade association presenting privacy guidance, consumer opt-out resources, advertising policy commentary, membership information, events, and self-regulatory materials for digital advertising stakeholders.

Scam/Impersonation Risk

No blacklist, phishing, malware, or identity-contradiction signals were observed. The homepage presents a coherent informational and organizational purpose, with links to the NAI's self-regulatory framework, policy work, membership resources, press content, and consumer guidance; it contains no login form, payment flow, wallet connection, or other high-risk interaction surface. Behavioral testing did identify suspicious inline scripts, but did not identify hidden forms, external password collection, wallet-drainer activity, clipboard manipulation, or cloaking. A separate IP-level abuse signal concerns shared hosting infrastructure and therefore does not establish abusive conduct by this website. Available evidence is consistent with an established, apparently legitimate site, although the real-world operator identity is not independently verified.

EVIDENCE

- The homepage is titled “Home - The NAI: Network Advertising Initiative” and contains no red-flag content or sensitive submission form.
- Behavioral testing recorded 2 suspicious inline scripts, alongside 0 hidden forms, 0 wallet-provider detections, 0 clipboard-write events, and no cloaking.
- The domain was registered in 2021 and is approximately 5.22 years old.
- Historical records show 4,590 archive snapshots spanning 2011–2026, with 16 years tracked.

Regulatory Verification Notes

The site's stated model is an advertising-industry trade association supported by membership, advocacy, policy guidance, events, and related resources, rather than a financial or investment service. Its organizational pages identify staff, a board, members, working groups, and a self-regulatory framework, which supports a substantive institutional presentation. No licensing claim or license number was identified; for this business model, that is a disclosure and classification point to confirm rather than evidence of deception. A separate broker-focused reputation dataset returned no matching warning, but this is contextual reputation information and not a legal or regulatory determination.

EVIDENCE

- The About, Staff, Board, Members, and Working Groups pages provide organizational and governance-related content.
- The Self-Regulatory Framework, Privacy Principles, Privacy Review Program, and Guidance pages describe the organization's policy function.
- The site's transport encryption uses a DV certificate issued by YE1, valid through 2026-09-28.
- The site is served through AS209242, identified as CLOUDFLARESPECTRUM - Cloudflare London, LLC, US.

What to Verify Next

Before credential or payment interactions associated with membership, events, or other services, an organization should independently confirm the NAI's legal operating entity and the applicable contracting party, review the relevant membership, cancellation, and refund terms, and confirm any regulatory classification with the appropriate registry if a proposed engagement involves regulated activity. Official contact channels should also be confirmed through an independent, offline route before sensitive information or funds are exchanged.

EVIDENCE

- The homepage links to Contact, Careers, How to Join, Membership Benefits, and Join the NAI pages, providing defined routes for organizational engagement.
- The site offers policy, membership, event, and consumer-resource content rather than a consumer financial transaction interface.
- Linked social presence includes LinkedIn, X, and YouTube, providing additional channels for independent organizational cross-checking.

Summary Verdict

The website has a **high-trust, low-risk posture** and the evidence is strongly consistent with an established, apparently legitimate organization. No scam, phishing, impersonation, or other contradiction was observed, while operator identity remains only likely rather than independently verified.

Infrastructure Integrity

The site is protected by Cloudflare CDN/WAF infrastructure, with observed edge addresses associated with AS209242 and AS16509 and potential origin candidates present in the resolution data. This architecture provides a meaningful mitigation against direct exposure and common delivery-layer abuse, but protective hosting remains a security control rather than proof of organizational legitimacy.

Closing Assessment

Ordinary browsing and informational use are proportionate to the assessed posture; before submitting credentials or making payments, the organization should complete the independent merchant-identity, contractual-term, and payment-protection checks appropriate to the intended interaction.

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.

Signals weighed against the site

- AbuseIPDB: 56 reports on hosting IP 141.193.213.10 (WPEngine, Inc., Content Delivery Network), 45% confidence. The reports are attributed to shared infrastructure, not specifically to this website.

Identity verification

Status	LIKELY
Identity score	76/100
Identity verification confidence	38%

- Trusted social count=2

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 thenai.org.

- The request stayed on thenai.org. It was not redirected to another domain. CLEAR
- Registration is published under NAMECHEAP INC. CLEAR
- DNS for this domain is served by awsdns-31.org, across 4 name servers. NOTED
- The registration is paid up to 2029-05-27. CLEAR
- The earliest public archive of this site is from 2011-09-06. CLEAR
- It is hosted on CLOUDFLARESPECTRUM, from a server in US. NOTED

Domain intelligence

Registrar	NAMECHEAP INC
Hosting	CLOUDFLARESPECTRUM - Cloudflare London, LLC, US
Country	US
Server IP	141.193.213.10
Name servers	ns-1275.awsdns-31.org, ns-1542.awsdns-00.co.uk, ns-172.awsdns-21.com, ns-650.awsdns-17.net
SSL issuer	YE1
SSL expiry	2026-09-28
Domain age	5.22 years (continuous registration)
Domain expiry	2029-05-27
Archive first seen	2011-09-06
Archive snapshots	4590
Reputation	VirusTotal: 0 flagged AbuseIPDB: 45% confidence, 56 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about thenai.org 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/thenai.org> · assessed 2026-08-17