

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

u-buy.co.uk

Verdict

100

OUT OF 100

HIGH TRUST

u-buy.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 2026-08-02 by automated analysis. Classification confidence 75%.

What this site appears to be

Ubuy UK presents a large international ecommerce shopping site offering imported premium and luxury products across many consumer categories, with country-store switching, account features, app promotion, discounts, and product listings.

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	8.1 years old Registered history	CLEAR
Web archive	Archived since 2018 302 snapshots	CLEAR
Certificate	Encrypted connection Issued by WE1	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).
- Public web-archive history exists since 2018.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Ubuy UK is an established international ecommerce marketplace presenting imported premium and luxury goods across electronics, beauty, fashion, home, grocery, automotive, and other consumer categories, with country-store selection, account services, app promotion, discounts, and product purchasing.

Scam/Impersonation Risk

No contradictions, phishing indicators, brand-impersonation signals, or confirmed malicious reputation findings were observed. The homepage presents a coherent retail business model rather than deceptive financial, crypto, or credential-harvesting activity. The site's sustained historical presence further supports continuity of identity.

- The homepage identifies an international ecommerce marketplace for imported consumer goods and presents extensive retail categories.
- The homepage analysis found no phishing indicators, hidden forms, suspicious scripts, or brand-impersonation findings.
- The domain was registered in 2018 and is approximately 8.1 years old.
- The site has 302 archive snapshots spanning 2018–2026, with 9 years tracked.

Regulatory Verification Notes

The available material supports a legitimate commercial retailer, not a regulated financial service. No regulated-license claim or license number was identified in the supplied site content; this is a limited disclosure point for ordinary ecommerce due diligence, not evidence of deception. Registration is through Domain Directors Pty Ltd trading as Instra Corporation, providing an additional established administrative signal.

- The supplied homepage content describes retail sales of imported consumer goods rather than a regulated financial product.
- Domain registration lists Domain Directors Pty Ltd t/a Instra Corporation [Tag = RAREDOMAINS-AU] as registrar.
- External reputation checks recorded 0 malicious and 0 suspicious detections, with no blacklist finding.
- The site's traffic footprint is within the global top 1,000,000, recorded at rank 115234.

What to Verify Next

Before a material cross-border purchase, review the applicable delivery, returns, refund, duties, and consumer-protection terms for the selected country store. Where a regulated product or jurisdiction-specific obligation is relevant, confirm the applicable requirement through the relevant official registry or authority.

- The homepage provides country-store switching, indicating that transaction terms may vary by market.
- The homepage presents delivery information, account access, order tracking, and product purchasing functions.
- The business model is expressly categorized as international ecommerce rather than regulated finance.

Summary Verdict

The site presents as a legitimate, established, high-trust ecommerce entity with a coherent commercial purpose and convergent identity, reputation, historical, and technical signals. Normal interaction, including account login and standard use, is appropriate.

Infrastructure Integrity

The website is served through Cloudflare's CDN/WAF infrastructure, with observed edge addresses on AS13335; this reduces direct origin exposure and provides a meaningful protective control, while remaining a mitigating infrastructure signal rather than proof of legitimacy.

Closing Assessment

Standard browsing, account use, and purchasing are appropriate, with ordinary transaction-level review proportionate to the cross-border nature of the marketplace.

Written analysis generated 2026-08-02 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 u-buy.co.uk.

- The request stayed on u-buy.co.uk. It was not redirected to another domain. CLEAR
- Registration is published under Domain Directors Pty Ltd t/a Instra Corporation [Tag = RAREDOMAINS-AU]. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED

- The registration is paid up to 2027-06-27. NOTED
- The earliest public archive of this site is from 2018-08-10. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	Domain Directors Pty Ltd t/a Instra Corporation [Tag = RAREDOMAINS-AU]
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700::6812:bb4
Name servers	bella.ns.cloudflare.com, carl.ns.cloudflare.com
SSL issuer	WE1
SSL expiry	2026-09-09
Domain age	8.1 years
Domain expiry	2027-06-27
Archive first seen	2018-08-10
Archive snapshots	302
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 u-buy.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/u-buy.co.uk> · assessed 2026-08-02