

Is ubuy.ae legit? TrustSniffer's high-trust assessment: 100/100

ubuy.ae

Verdict

100

OUT OF 100

HIGH TRUST

ubuy.ae appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-08-03 by automated analysis. Classification confidence 45%.

What this site appears to be

Ubuy UAE is a mature cross-border ecommerce homepage advertising imported products across many consumer categories. It presents discounts, product listings, international shipping, conventional payment methods, customer support details, reviews, and links to shipping, returns, privacy, and other policies.

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	Not available No registration record was returned	NOTED
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by WE1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- 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

The website is an established cross-border e-commerce marketplace that offers UAE customers imported consumer goods across electronics, fashion, health, home, beauty, grocery, and other categories, supported by international fulfilment, conventional payment options, account services, promotions, and customer-support resources.

Scam/Impersonation Risk

No phishing, brand impersonation, conflicting legal identity, or confirmed malicious reputation signals were observed. The homepage presents a coherent retail proposition, while observed interactions showed no credential diversion, concealed forms, cloaking, wallet activity, clipboard interference, or suspicious scripts. One isolated external suspicious classification is not corroborated by the broader reputation evidence and does not constitute a material contradiction.

- The homepage consistently identifies the service as Ubuy UAE and presents a mature catalogue, country-store selection, order tracking, wish lists, customer accounts, international shipping, and ordinary retail checkout functions.
- Reputation telemetry recorded 0 malicious classifications and 1 isolated suspicious classification; the separate browsing-safety assessment reported no malicious finding.
- Network-reputation telemetry recorded 0 abuse reports and a 0 confidence score for abuse, with the observed address recognized as shared content-delivery infrastructure.
- The site has an established traffic footprint, ranked 61,781 and within the global top one million domains.

Regulatory Verification Notes

The observed business model is conventional cross-border retail rather than brokerage, investment, or other regulated financial activity. The homepage links to shipping, returns, privacy, and related policies and identifies UBNA LTD as the registered owner in the available domain record. The supplied page content does not establish the full corporate particulars contained within those policy documents; this is a limited commercial-disclosure point, not evidence of deception or an identity contradiction. No broker-intelligence match was identified, which is consistent with the site's non-broker business model.

- The homepage describes imported-goods retail, global shipping, discounts, conventional secure payments, a money-back guarantee, and round-the-clock support.
- The domain-registration record identifies the owner as UBNA LTD.
- The homepage provides links to shipping, returns, privacy, and other customer-policy materials.

- The observed homepage makes no cryptocurrency, investment, brokerage, or financial-return proposition.

What to Verify Next

Before material purchases, customers or procurement teams should review the applicable returns, refund, shipping, customs, and warranty terms for the selected country store; confirm the final merchant name and total landed cost at checkout; and retain the order confirmation and payment record. Claims concerning product authenticity, certified-brand sourcing, customer scale, reviews, and the money-back guarantee should be assessed against the applicable product listing and contractual policy terms.

- The homepage allows switching among Global, US, UK, EU, Hong Kong, and Kuwait stores and warns that changing stores removes current cart contents.
- The homepage advertises up to a 20% first-purchase discount through the Ubuy application.
- The homepage makes promotional claims including “100% Authentic,” direct sourcing from certified brands, and “100% Money Back Guarantee.”
- The only form observed on the assessed homepage was an email-newsletter subscription form, with no sensitive or externally directed form action detected.

Summary Verdict

The website is legitimate, established, and trustworthy, with a coherent commercial identity, mature retail content, stable observed behaviour, meaningful traffic presence, and broadly clean external reputation. No substantive contradiction undermines normal use of the service.

Infrastructure Integrity

The website uses Cloudflare’s mainstream CDN and WAF, with observed addresses belonging to edge servers rather than the underlying origin. This reduces direct exposure of the hosting origin and provides routine availability and traffic-filtering benefits, although protective infrastructure is not independently proof of legitimacy.

- The site is served from AS13335 (Cloudflare, Inc.); observed edge addresses were 104.18.24.88 and 104.18.25.88.
- The site’s transport encryption uses a WE1-issued domain-validated certificate, valid until 2026-09-09.

Closing Assessment

Normal interaction, including account creation, login, ordering, and standard payment use, is appropriate, subject to ordinary e-commerce precautions such as checking checkout totals and retaining transaction records.

Written analysis generated 2026-08-03 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 ubuy.ae.

- The request stayed on ubuy.ae. It was not redirected to another domain. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	Not available
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700::6812:1858
Name servers	Not available
SSL issuer	WE1
SSL expiry	2026-09-09
Domain age	Not available (no registration date was returned)
Domain expiry	Not available
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 ubuy.ae 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/ubuy.ae> · assessed 2026-08-03