

Is ubuy.ke legit? TrustSniffer's high-trust assessment: 93/100

ubuy.ke

Verdict



93
OUT OF 100

HIGH TRUST

ubuy.ke appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-08-02 by automated analysis. Classification confidence 55%.

What this site appears to be

Ubuy Kenya is an established cross-border online shopping platform offering imported products from global stores across electronics, fashion, beauty, groceries, home goods, automotive, toys, and other categories. The page highlights discounts, international delivery, payment methods, customer support, returns, and mobile apps.

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	7.1 years old Registered history	CLEAR
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.
- Domain age: 3 to 10 years (registration continuity).
- 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

Ubuy Kenya is an established cross-border ecommerce marketplace presenting imported electronics, fashion, beauty products, groceries, home goods, automotive items, toys, and other consumer goods, with international delivery, discounts, payment options, customer support, returns, and mobile applications.

Scam/Impersonation Risk

No phishing, impersonation, blacklist, or conflicting-identity indicators were observed. The homepage presents a coherent ecommerce model, including product categories, global shipping, secure checkout, customer support, and returns, while behavioral testing found no login interception, hidden forms, wallet activity, cloaking, or clipboard manipulation. The overall evidence supports legitimate normal use.

EVIDENCE

- The homepage identifies a cross-border shopping service with imported consumer products and international delivery.
- The homepage states “100% Authentic,” “Secure Payments,” “100% Money Back Guarantee,” and “24/7 Support.”
- External reputation assessment recorded zero malicious and zero suspicious detections, with no blacklist hit.

Regulatory Verification Notes

The site operates as a consumer ecommerce marketplace rather than presenting a regulated financial service. No financial license or registration claim is disclosed in the supplied site content; this is a transparency item for applicable commercial and consumer-protection requirements, not evidence of deception. Third-party broker intelligence produced no match.

EVIDENCE

- Domain registration: 2019-06-14, approximately 7.14 years old, through Lexregistration Limited.
- The site's hosting infrastructure is served through AS13335, operated by Cloudflare, Inc.
- TLS is valid, issued by WE1 at DV validation level, with validity through 2026-09-09.

What to Verify Next

For material purchases, confirm the applicable merchant-of-record, consumer-protection terms, delivery obligations, and return conditions through the checkout and support processes. Where local law requires it, confirm the responsible commercial entity or registration with the relevant Kenyan registry.

EVIDENCE

- The homepage provides delivery, payment, customer-support, and returns information.
- The homepage promotes account creation, order tracking, memberships, gift cards, and promotional subscriptions.

Summary Verdict

The website presents a high-trust, established ecommerce posture supported by coherent commercial content, clean external reputation, mature domain history, and consistent technical operation. No contradictory identity or abuse signals were found.

Infrastructure Integrity

Cloudflare CDN/WAF protection is present, with observed traffic terminating on Cloudflare edge infrastructure rather than an exposed origin address. This reduces direct origin exposure and is a mitigating infrastructure signal, while not independently proving legitimacy.

Closing Assessment

Normal account login, browsing, and standard shopping interactions are appropriate; material purchases should follow ordinary payment-protection and record-retention practices.

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 ubuy.ke.

- The request stayed on ubuy.ke. It was not redirected to another domain. CLEAR
- Registration is published under Lexregistration Limited. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED

- The registration is paid up to 2027-06-14. NOTED
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	Lexregistration Limited
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700::6812:186c
Name servers	yadiel.ns.cloudflare.com, april.ns.cloudflare.com
SSL issuer	WE1
SSL expiry	2026-09-09
Domain age	7.1 years
Domain expiry	2027-06-14
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.ke 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.ke> · assessed 2026-08-02