

Is yahoo.com legit? TrustSniffer's high-trust assessment: 92/100

yahoo.com

Verdict

92

OUT OF 100

HIGH TRUST

yahoo.com 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 2026-08-13 by automated analysis. Classification confidence 60%.

What this site appears to be

A Finnish-language cookie and privacy consent page (mentions Yahoo and IAB Transparency & Consent Framework) explaining cookie usage for analytics and advertising personalization. No forms or transaction prompts present.

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.

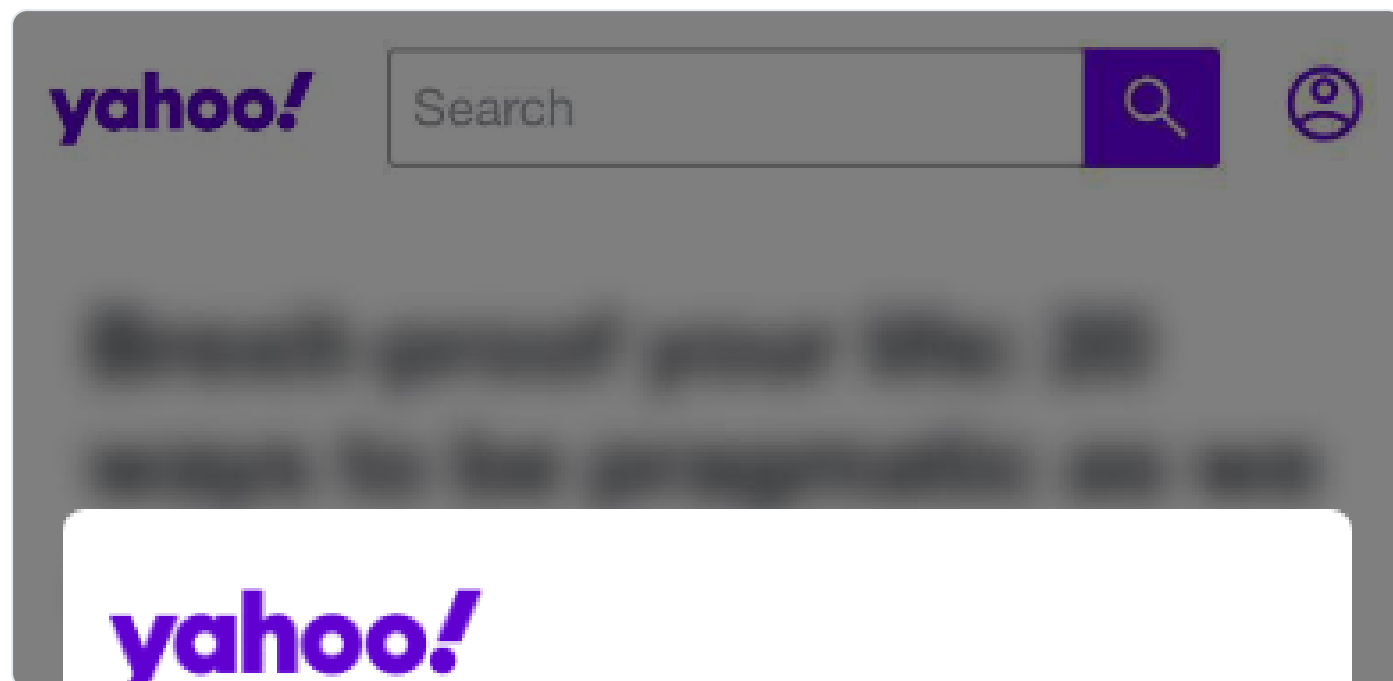
At a glance

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	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	32 years old Registered history	CLEAR
Web archive	Archived since 2006 1 snapshot	CLEAR
Certificate	Encrypted connection Issued by DigiCert Global G2 TLS RSA SHA256 2020 CA1	NOTED

The page as captured

<https://consent.yahoo.com/v2/collectConsent>



What yahoo.com served when TrustSniffer captured it on 2026-08-13. The page may look different now.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- Public web-archive history exists since 2006.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Yahoo.com presents a Finnish-language privacy and cookie-consent experience that explains the use of cookies, analytics, advertising personalization, partner integrations, and security-related controls. Its apparent business model is informational web content supported by consented measurement and advertising technologies rather than direct commerce or financial services.

Scam/Impersonation Risk

No contradictions were observed across the captured pages and technical signals: there was no phishing, impersonation, blacklist, or malicious-content finding. The consent page contains a non-sensitive form, but the page analysis found no login, payment, transaction, or credential-collection prompt; the observed behavioral anomaly is therefore consistent with consent functionality rather than an abuse pattern. The long-established domain, clean external reputation, and consistent Yahoo branding further support an apparently legitimate site, although the operator's real-world identity is not independently verified by the supplied evidence.

EVIDENCE

- The Finnish consent page describes cookie use for site delivery, analytics, advertising personalization, user authentication, anti-spam, and security controls; it contains no sensitive form fields.
- The captured site pages show no login form, checkout flow, payment domain, or wallet interaction.
- The domain was registered in 1995 and is approximately 31.59 years old; the registration record identifies MarkMonitor Inc. as registrar.
- The archive contains 1 snapshot from 2006-12-30, spanning 1 tracked year.

Regulatory Verification Notes

The available material supports a standard privacy-consent operation, but it does not independently verify a legal operating entity or regulated status. The captured identity reference is the Finnish label “Tietosuojavaltiosi,” accompanied by a contact form and privacy-related links; no corporate registration or license number is presented in the captured legal material. This is a disclosure and verification point, not evidence of fraud. No broker-dataset match was recorded, and the broader reputation evidence was clean. The technical identity signals are strong: the site is served by Yahoo Holdings Inc. through AS10310, and its certificate is organization-validated by DigiCert.

EVIDENCE

- The captured consent and homepage pages returned HTTP 200 and identify the page as “Tietosuojavaltiosi,” with a contact form but no postal address.
- The domain is hosted on AS10310, identified as “YAHOO-1 - Yahoo Holdings Inc., US.”
- TLS is organization-validated (OV), issued by “DigiCert Global G2 TLS RSA SHA256 2020 CA1,” with validity through 2026-08-26.
- The registration record lists MarkMonitor Inc. as registrar and an expiration date of 2027-01-19.

What to Verify Next

Before credential or payment interactions, an institution should independently confirm that the intended service is operated by the expected Yahoo business entity, review the applicable privacy and terms materials through an independently sourced official route, and confirm that any relevant merchant, consumer-protection, or payment-dispute safeguards apply. Contact channels should be validated through an independent route rather than relying solely on the captured page.

EVIDENCE

- The captured pages provide a contact form but no email address, telephone number, or physical address.
- The captured legal summary contains no separately identified terms, privacy-policy, or licensing page.
- The site analysis recorded no checkout, payment-domain, or sensitive credential form.

Summary Verdict

The overall posture is **high trust and low risk**, with the available evidence consistent with an established, apparently legitimate website and no observed scam or impersonation contradiction. The supplied independent

protocol-recognition record identifies “yahoo.com,” but does not state a protocol category or any total-value-locked, market-cap, or trading-volume magnitude; those attributes therefore cannot be characterized from the supplied record. Operator identity remains likely rather than independently verified.

Infrastructure Integrity

The observed hosting and transport controls provide a mitigating technical layer for the site, but such infrastructure is not, by itself, proof of the real-world operator’s identity.

Closing Assessment

Normal browsing and consent-management activity is proportionate to the observed risk posture; credential or payment use should follow ordinary independent checks of entity identity, applicable terms, and payment protection.

Written analysis generated 2026-08-13 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	70/100
Identity verification confidence	72%

- org:Tietosuojavalintasi
- contact:form
- on_site_identity

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 yahoo.com.

- The request resolved to consent.yahoo.com, a subdomain of yahoo.com. NOTED
- Registration is published under MarkMonitor Inc.. CLEAR
- DNS for this domain is served by yahoo.com, across 5 name servers. NOTED
- The registration is paid up to 2027-01-19. NOTED
- The earliest public archive of this site is from 2006-12-30. CLEAR
- It is hosted on YAHOO-1, from a server in GB. NOTED

Domain intelligence

Registrar	MarkMonitor Inc.
Hosting	YAH00-1 - Yahoo Holdings Inc., US

Country	GB
Server IP	2a00:1288:f032:1fa::2000
Name servers	NS1.YAHOO.COM, NS2.YAHOO.COM, NS3.YAHOO.COM, NS4.YAHOO.COM, NS5.YAHOO.COM
SSL issuer	DigiCert Global G2 TLS RSA SHA256 2020 CA1
SSL expiry	2026-08-26
Domain age	31.59 years (continuous registration)
Domain expiry	2027-01-19
Archive first seen	2006-12-30
Archive snapshots	1
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 yahoo.com 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/yahoo.com> · assessed 2026-08-13