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Privacy Policy

Last updated: July 19, 2026

Knockoff is a browser extension that filters pseudo-brand listings out of Amazon search results. It is built to need as little of your data as possible: **no accounts, no cookies, no profiles, and nothing collected that identifies you.** Two features do send facts about *products and sellers* to our API, never anything that identifies you. Both are **on unless you turn them off**, both are listed below, and both can be switched off in the extension's options.

That covers the extension, which is the whole product. There are two exceptions, and we would rather name them than bury them: both are addresses you type in yourself. If you ask us to email the install link to your computer, **we keep that address** and use it to tell you when Knockoff ships something; one click ends it (details under *Emailing yourself the install link* below). And if you leave an email with a piece of feedback so we can reply, we hold it with your message and use it to answer you, nothing more (details under *Network requests the extension makes* below).

What runs locally

All brand detection happens on your device, inside the extension: nothing about a page is sent anywhere in order to filter it. Your searches and the URLs you visit are never sent on their own. The one exception is feedback you write yourself, which attaches the address of the page you sent it from and says so on the form before you press send. Two features do send something, both listed below and both switchable: the **seller origin map** sends the IDs of the sellers shown on a page, and **Help pick US alternatives** sends the product itself when you open an Amazon *product* page. Your settings, allowlist, and blocklist are stored using your browser's extension storage and stay in your browser (your browser may sync them between your own devices via its built-in extension sync).

Network requests the extension makes

- **Brand list and config refresh.** Roughly once a day the extension downloads an updated list

of brand names and display settings from `api.knockoff.co`. This is a plain download; no information about you or your browsing is included in the request beyond what any HTTP request carries.

- **Misclassification reports (user-initiated).** If you click "report" on a badge, the extension sends the brand name, the verdict it assigned, the product's ASIN, the Amazon marketplace domain, and the extension version. That's the entire payload. It contains no account information, no browsing history, and nothing that identifies you.
- **Feedback (user-initiated).** The extension's panel has a "Send feedback" form. If you use it, the extension sends what you typed, the address of the page you were on (for context; the form says so before you send), the marketplace (Amazon or Etsy), the extension version, and, only if you choose to leave one, an email address so we can reply. The message is stored on our servers and forwarded to us by email; the address is used to answer you and for nothing else. As with reports, a salted hash of your IP rate-limits abuse; the raw IP is not stored.
- **Seller origin map (optional, on by default).** To flag which country a marketplace seller ships from, the extension looks up the seller IDs shown on listings you view and counts how often each is seen. When you open a seller's own profile page, it reads the business-identity block Amazon already displays there to every shopper (published under marketplace-transparency laws: the INFORM Consumers Act in the US, the Digital Services Act in the EU). It then sends the seller's ID, country, registered business name, address, phone, email, trade-register or VAT number, whether that address is marked home-based, and the brand names listed on that seller's own storefront. It also reports anonymous counts of how many listings on a results page are sold by Amazon itself versus third parties. That's the entire payload, and every field of it describes the *seller*: no account information, no browsing history, and nothing that identifies you. As with reports, the server keeps a salted hash of your IP address to rate-limit abuse and to check that two different people saw the same seller; the raw IP is not stored.
- **Help pick US alternatives (on by default, switchable).** This is the one feature that sends a *product* rather than a seller. When you open an Amazon product page, the extension sends that product (its ASIN, title, brand, and the seller of the featured offer) so we know which products people actually want US alternatives for, and build those pages first. Those same rows do one more job: on marketplaces whose listings the filter can't read yet (Japan and the Middle East), they show us which unknown brands shoppers keep meeting, so a human can review them for the junk list. The report button can't work on those stores, so this is the only signal we get from them. It is aggregated into a per-product view count: a stored row says "*this product was viewed N times*" and nothing else. No account, no profile, no session,

and no IP address is stored beside it, so a product is never linked back to a person. Switch it off and nothing about the products you view is sent.

- **Etsy authenticity signals (same switch as above).** On an Etsy listing page, the extension reads what the page itself shows every shopper — the listing ID and shop, the "Made by / Designed by" label, the shop's age and sales count, the ships-from country, the price and review count, and whether the description pitches duties-paid shipping or an enormous catalog — and sends that fingerprint so repeated, independent sightings can corroborate or clear a listing. The same request path is read in reverse: the extension asks whether corroborated sightings plus our own catalog-image check flagged the listing you're on (that lookup carries the listing ID alone) and, if so, adds the result to the card. On results pages — search, categories, a shop's items — it runs the same check for the listing IDs shown on the page so flagged tiles can carry a small badge; that lookup too sends listing IDs alone. When a lookup asks about a listing we've never checked, our own servers may then fetch and evaluate that listing's public page — the fetching happens from our infrastructure, never from your browser, and the only thing your browser sent was the listing ID. Every field describes the *listing*: no account, no browsing history, and nothing that identifies you. As with the seller map, the server keeps a salted hash of your IP to rate-limit abuse and to check that two different people saw the same listing; the raw IP is not stored. The same "Help pick US alternatives" switch controls this — turn it off and nothing about the listings you view is sent.

Report handling

Reports are stored on our own servers and reviewed by hand to improve the bundled brand lists. To rate-limit abuse, the server stores a salted hash of the reporter's IP address; the raw IP is not stored, and the hash is never stored alongside a product. Reports are kept only as long as needed for list curation.

Emailing yourself the install link

Knockoff installs on the computer you shop from, so the site offers visitors on a phone a link by email rather than asking them to remember us later. That form is the only thing on this site that asks for anything personal, and nothing happens unless you type an address in and send it. The form says what we do with it before you type, which is this:

We keep the address. It is stored with the date you gave it and nothing else: no IP, no session, no referrer. Nothing about your browsing sits beside it, so it is never linked to any of the

product or seller data above. We use it for exactly two things: sending you that install link, and telling you when Knockoff ships something worth knowing about. It is never sold, never shared, and never used to market anything that isn't Knockoff.

Every email we send carries an unsubscribe link, and unsubscribing is final: we keep the row so that a later request for the install link can't quietly put you back on the list, and we never mail that address again. If you would rather it were deleted outright, email hello@knockoff.co and we will remove it. The mail itself is sent by Resend, which keeps its own delivery log. To stop the form being used to mail someone who never asked, requests are capped per hour using the same salted hash of the IP address described above; the raw IP is not stored.

What we never do

- No sale of data, to anyone, ever.
- No mail to anyone who didn't ask for it. The only addresses we hold are ones typed in by their owners: the install-link form gets nothing but Knockoff news and one unsubscribe ends it for good, and an address left with feedback gets a reply to that feedback and nothing else.
- No transfer of data for creditworthiness or any purpose unrelated to the extension's single function. Some shop-us pages on this site may carry a single clearly labeled sponsored listing, matched to the product category on the page, never to you. When one runs, impressions and clicks on it are counted in aggregate on our server, without cookies or identifiers, and sponsors receive those totals and nothing else: no user data, ever.
- No tracking pixels, cross-site tracking, or fingerprinting in the extension.
- No linking any of the above to a person. The counts we keep are per product and per seller: there is no account, profile, or identifier to attach them to.

Changes

If this policy changes, the update will be posted at this URL with a new date above. The extension ships as plain, unbuilt JavaScript, so every claim here can be checked against the code running in your own browser.

Contact

Questions: hello@knockoff.co.



Not affiliated with Amazon. Brand verdicts are heuristics plus community lists, always one click from being corrected.

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