

Privacy Policy

Last updated: August 21, 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 settings control everything the extension sends on its own: facts about *products, sellers, and listings*, never anything that identifies you. Both are **on unless you turn them off**, everything they send is listed below, and both can be switched off in the extension's options.

That covers the extension, which is the whole product. There are three exceptions, and we would rather name them than bury them: all are addresses typed in by their owners. If you sign up for the monthly finds email on the shop pages, **we keep that address** and use it to send that one email a month (details under *The monthly finds email* below). 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). And addresses given to the site's old "email me the install link" form are still held, under the same promises that form made (details under *The retired install-link form* 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 Amazon marketplace domain, 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 server also stores a coarse browser and operating-system label derived from the request's standard User-Agent header so we can triage browser-specific bugs; Safari on macOS and iPadOS may be grouped because they can report the same value. The email 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 (removed in version 1.5.0).** Versions 1.0.0 through 1.4.0 could, with the shopping-sites switch on, check Etsy listings and send a listing's own public signals (listing and shop IDs, the "Made by" label, shop age and sales, ships-from country) so independent sightings could corroborate or clear it. Etsy support was removed in 1.5.0, along with the optional site permission that powered it. Installs still on an older version keep that behavior, under the same switches and the same promises, until their browser updates the extension; every field sent describes the *listing*, and nothing identifies you.

What your browser's permission prompt means

Browsers describe extension permissions in their own words, and the words are broad. Here is what each one actually covers in Knockoff's case.

- **"Website content" (Firefox's data-collection prompt).** What the extension reads to do its job: product titles, brand names, and seller IDs on the Amazon pages you shop. The brand appraisal itself runs locally in your browser; the part that leaves it is the *seller origin map* described above, and it rides the switch described there.
- **"Browsing activity" (Firefox's data-collection prompt).** This is one feature: *Help pick US alternatives*, described above, which sends the Amazon product pages you open. A stored row records that a product was viewed N times, never who viewed it. Switch it off and nothing about the products you view is sent. Your searches, your orders, and the rest of your browsing are never sent either way.
- **"Read and change your data on all websites" (older versions only).** Versions 1.0.0 through 1.4.0 offered an optional broad site permission to power Etsy checking. Version 1.5.0 removed both the feature and the permission: updating revokes the grant automatically, and current versions can request access to nothing beyond the Amazon sites listed in the extension's own manifest.

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.

The monthly finds email

The shop pages on this site offer a monthly email: the newest US brands and US-based sellers we've confirmed from Amazon's own published seller info, once a month, and nothing else. This signup is the only thing on this site that asks for anything personal, and nothing happens unless you type an address in and send it.

We keep the address. It is stored with the date you gave it and which list you joined, 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. It is never sold, never shared, and never used to market anything that isn't Knockoff. Every mail carries an unsubscribe link. 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, signups are capped per hour using the same salted hash of the IP address described above; the raw IP is not stored. If you would rather your address were deleted outright, email hello@knockoff.co and we will remove it.

The retired install-link form

This site used to offer visitors on a phone an "email me the install link" form, which also joined a list for news about Knockoff. The form is gone, but the addresses given to it are still held, under the same promises: stored with the date they were given and nothing else, used for nothing but Knockoff news, never sold or shared. The two lists are separate: a newsletter signup does not put you on that news list, or the other way around. Every mail carries an unsubscribe link, and unsubscribing is final: we keep the row so nothing can quietly put you back on the list, and we never mail that address again. The one thing that re-subscribes an address is its owner typing it into a signup form again; nothing we do revives it. Deletion requests work the same way as above: email hello@knockoff.co.

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 monthly finds signup gets nothing but that monthly email, the retired install-link form's list gets nothing but Knockoff news, one unsubscribe ends either, 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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Advertise	Firefox Add-ons	FAQ
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