Privacy Notice — Wingman Muse

Safisoft Inc.

Privacy Notice

Wingman Muse
Last updated: 27 October 2026

This Privacy Notice explains how **Safisoft Inc.**, doing business as Wingman ("**Safisoft**", "**Wingman**", "**we**", "**us**", or "**our**"), collects, uses, stores, shares, and protects personal data in connection with **Wingman Muse** — the museum admin platform and visitor audio-guide experience (the "**Services**").

This Privacy Notice forms part of our partner **Terms and Conditions**. When you accept the Terms and Conditions (for example during museum partner registration), you also expressly acknowledge and agree to this Privacy Notice. This Notice is published separately and is **not** embedded in the Terms and Conditions review dialog.

You can read this Notice at any time from the Services (including the Privacy link in the admin footer) or download the PDF version.

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1. Who we are

Controller

Safisoft Inc.
1720 Jefferson St
Hollywood, FL 33020
United States

Email: support@wman.com
Website: https://wman.com
Contact: https://blog.wman.com/contact/

Where a museum organisation uses Wingman Muse to publish content or sell guides, that museum may also process visitor-facing data in its own capacity (for example as an independent controller for museum-specific communications). This Notice describes Safisoft's processing as operator of the Wingman Muse platform.

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2. Scope

This Notice applies to:

- **Museum partners and their staff** (owners, museum admins, platform staff, salespeople) who use the Wingman Muse admin application;
- **Visitors** who browse museum pages, purchase audio guides, open guides after purchase, and scan sight QR codes on the visitor application.

It does not replace privacy policies of third-party sites we link to (for example Wingman's main marketing site).

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3. Personal data we process

3.1 Museum partner / admin accounts

Depending on how you use the Services, we may process:

- Identity and contact data (name, email address);
- Account and authentication data (password hashes managed by our auth provider, session cookies, role and membership information);
- Organisation data (museum profile, branding assets you upload, guide and sight content, pricing and commission settings);
- Operational logs (who changed guide content and when; platform activity needed for support and security);
- Contract acceptance records (timestamp when Terms and Conditions — and by reference this Privacy Notice — were accepted);
- Communications we send you (invitations, password resets, publish / validation notices).

3.2 Visitors

Depending on how you use the visitor experience, we may process:

- Purchase and checkout data (email address you provide at payment, order identifiers, amounts, currency, language selected, museum and guide purchased, payment status, timestamps);
- Access credentials for a purchased guide (access tokens / seat identifiers needed to play the guide — typically without creating a visitor "account");
- Device / browser storage used only on your device (for example a running-guide session, language preference, walkthrough state);
- A pseudonymous visitor identifier in a cookie used to count distinct museum homepage visits (analytics for the museum and platform);
- Technical logs reasonably needed to operate and secure the Services (IP address, user agent, approximate request metadata).

We do **not** store full payment card numbers. Card payments are handled by our payment provider.

3.3 Content processed to produce multilingual guides

When museum staff publish a guide, text and related content may be sent to subprocessors to:

- Translate source text into other languages;
- Generate spoken narration (text-to-speech audio) for those languages.

Generated audio and translations are stored so paying visitors can play the guide.

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4. Purposes and legal bases

We process personal data to:

Purpose	Examples	Typical legal basis (GDPR / similar)
Provide the Services	Accounts, museum workspaces, publishing guides, visitor checkout and playback	Contract / steps prior to contract
Payments and invoicing	Stripe checkout, receipts, payout administration	Contract; legal obligation where applicable
Security and abuse prevention	Session management, access control, audit logs	Legitimate interests; legal obligation
Support and operations	Invitation emails, validation notices, troubleshooting	Contract; legitimate interests
Product analytics	Aggregate homepage visits, ticket and start rates for museums / platform	Legitimate interests
Legal compliance	Tax, accounting, responding to lawful requests	Legal obligation
Improvements	Understanding feature use in aggregated form	Legitimate interests

Where consent is required (for example certain cookies in some jurisdictions), we will request it. You may withdraw consent where processing is consent-based, without affecting prior lawful processing.

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5. Cookies and similar technologies

Admin application

We use essential cookies to keep you signed in (authentication session refreshed on navigation). These are required for the Service to function.

Visitor application

- **Essential / functional storage** in the browser (local storage) for guide session, language, and similar UX state;
- **Visitor cookie** (`museums.visitor` or equivalent): a random identifier used to measure unique museum homepage visits per day, not to identify you by name.

We do not use third-party advertising cookies in Wingman Muse.

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6. How we share data (processors and recipients)

We do **not sell** personal data.

We share data with trusted providers who process it on our instructions (or as independent controllers where they provide payment or infrastructure in their own right), including:

Provider	Role in Wingman Muse
Supabase (and its infrastructure)	Authentication, database, file storage (images, audio), backend APIs
Vercel	Hosting and delivery of the admin and visitor web applications
Stripe	Payment processing, checkout, customer invoices / receipts for guide purchases
OpenAI	Machine translation of guide and related text during publishing
ElevenLabs	Text-to-speech narration audio generated during publishing
Brevo (Sendinblue) and/or SMTP providers	Transactional email (invitations, password reset, purchase and operational notices)
Wingman / Safisoft systems (e.g. studio.wman.com city catalogue)	City / catalogue lookups used when configuring museums

These providers may process data in the United States, the European Economic Area, or other countries. Where required, we rely on appropriate transfer mechanisms (such as Standard Contractual Clauses) and provider commitments.

We may also disclose data to professional advisers, or if required by law, regulation, legal process, or to protect rights, safety, and security.

Museum staff you invite can see museum content and operational data for that museum according to their role.

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7. Retention

We keep personal data only as long as needed for the purposes above, including:

- Account and museum data for as long as the account / museum relationship lasts, and for a reasonable period afterward for backups, disputes, and legal retention;
- Orders and payment records for accounting and tax periods required by law;
- Audit / edit logs for security and operational history;
- Visitor analytics identifiers and visit events for a limited period needed for reporting;
- Browser-local session data until you clear it or it expires.

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8. Security

We apply technical and organisational measures appropriate to the risk, including encrypted transport (HTTPS), access controls, role-based permissions, and use of reputable infrastructure providers. No method of transmission or storage is completely secure; we work to protect data and to improve our controls over time.

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9. Your rights

Depending on your location (for example EEA, UK, Switzerland, or certain US states), you may have rights to:

- Access your personal data;
- Correct inaccurate data;
- Delete data (subject to legal exceptions);
- Restrict or object to certain processing;
- Data portability;
- Withdraw consent where processing is based on consent;
- Lodge a complaint with a supervisory authority.

To exercise rights, contact support@wman.com. We may need to verify your identity before responding.

Museum partners who need data deleted from a museum workspace should contact us; visitor purchase records may need to be retained for legal reasons even after a support request.

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10. Children

Wingman Muse is aimed at museums and adult visitors. We do not knowingly collect personal data from children under 16 (or the higher age required in your country) for account registration. If you believe a child has provided data, contact us and we will take appropriate steps.

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11. International users

The Services may be hosted and supported from multiple regions (including the United States and Europe). By using the Services you understand that your data may be transferred to and processed in countries that may have different data-protection rules than your own. We take steps described in section 6 to protect transfers.

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12. Changes

We may update this Privacy Notice from time to time. The “Last updated” date at the top will change when we do. Material changes will be indicated through the Services or by other reasonable means. Continued use after an update, or renewed acceptance of the Terms and Conditions that incorporate this Notice, constitutes acknowledgment of the updated Notice where permitted by law.

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13. Relationship to the Terms and Conditions

Acceptance of the Wingman Muse partner Terms and Conditions includes acceptance of this Privacy Notice. This Notice is provided as a standalone document (PDF / Privacy link) and is intentionally **not** displayed inside the Terms and Conditions acceptance modal. You should review both documents. The current Terms PDF is available from the Services (partner terms), and this Privacy Notice is available from the Privacy link / privacy PDF.

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14. Contact

Questions about this Privacy Notice or our data practices:

Safisoft Inc.
1720 Jefferson St, Hollywood, FL 33020, USA
Email: support@wman.com
Web: https://blog.wman.com/contact/