



Franklin and your data.

What Franklin's AI can see, where your information goes, and what stays in your hands. **One rule matters most: keep health and private personal details out of your requests.**

What Franklin can and can't reach

Franklin can work with

- ✓ Your own websites only, live and staging
- ✓ Pages, blog posts, menus and media
- ✓ Store products: text, photos, prices, stock
- ✓ Events and other content I turn on
- ✓ Your site's health report and ticket status
- ✓ New forms, if I turn them on

Franklin can't reach

- ✗ Any other client's website
- ✗ Plugins, themes, settings or code
- ✗ User accounts and passwords
- ✗ Existing forms and form entries
- ✗ Store orders and customer details
- ✗ Your email or other online accounts

These limits are built into the system, not just instructions to the AI. If there's no tool for something, Franklin can't do it, whatever a request or a web page says.

What leaves your site, and where it goes

Franklin runs on Claude, an AI made by Anthropic. For each request, Franklin's server sends Claude what it needs, through Anthropic's service for businesses (its API):

- What you write in your requests
- PDFs and Word documents you attach
- The parts of your website Franklin reads, like a page's text
- Your name, and your team's earlier requests as background

Photos you attach are different. They go from Franklin's server straight to your website. The AI only sees their file names.

Is it used to train AI?

No. Anthropic doesn't train its models on what businesses send through its API. It deletes it within 30 days, unless its safety systems flag something as misuse, which it can keep for up to 2 years.

Who else is involved? Cloudflare protects the connection to Franklin, and SendGrid sends its emails. When you tap Send to Philly Web Team, the conversation comes to me by email and as a ticket in my help desk (Jira, by Atlassian).

A clear line on health information

Franklin isn't meant for health records or other sensitive personal information, so please keep those out of your requests and attachments. That includes names tied to care or counseling, case notes and Social Security numbers.

Franklin doesn't anonymize anything. The AI reads what you send just as you wrote it. Franklin holds a request that seems to include someone's personal information for me to check, but by then the AI has read it. If a change needs that kind of information, talk to me first.



How your website stays safe



The AI never sees passwords

Passwords and keys stay on my servers and in my password manager, 1Password. The AI only asks for things by ID number, like "page 42". Franklin never needs your password, so please don't type one in.



Only people I invite can sign in

Each person gets their own invite and signs in with a password plus a one-time code. Being a user on your WordPress site doesn't get anyone into Franklin.



Staging comes first

If you have a staging site, a private practice copy visitors can't see, new requests start there by default. When you're happy, Franklin copies the work to your live site, and you review each item again first.



You check, then you apply

Franklin only prepares changes. You see the before and after, preview the page, and nothing on your pages changes until you tap Apply. Photos and PDFs you attach go into your media library right away, so they're ready to use.



Every change can be undone

Franklin saves what was there first, and I keep a copy too. The one exception, replacing staging with a fresh copy of live, always waits for me.



Every step is logged

A record keeps every time Franklin reads or changes your site, each change's before and after, and every approval and undo.



Some changes wait for me

Even after you tap Apply, these wait for my OK before they go live:

- New pages
- New forms
- Changing a page's web address
- Publishing or unpublishing a page
- Taking an item out of a menu
- Phone numbers, emails, addresses
- Prices and stock
- Legal pages, like your privacy policy
- More than 5 pages at once
- Shortcodes
- Code or formatting Franklin had to remove
- Replacing staging with a copy of live

I can also set an account so I check every change. And requests that look unusual wait for me before Franklin even starts.

Who can see your requests?

Everyone on your team's Franklin account sees the same requests, labeled with who asked. I can see them too, so I can help. Other clients never see them.

In Account, under Privacy, **Share my requests with my team's Franklin** decides whether Franklin uses your past requests when it helps a teammate.

What does Franklin keep?

Your conversations and a record of every change, so you and I can look back or undo something.

Usage statistics, like sign-ins, which features you use and the kind of device. They never include what you write.

They stay in Franklin's own database, aren't sent anywhere else, and are deleted after 12 months.

Questions? I'm happy to walk you or your team through any of this.

Email me at hello@phillywebteam.com.

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