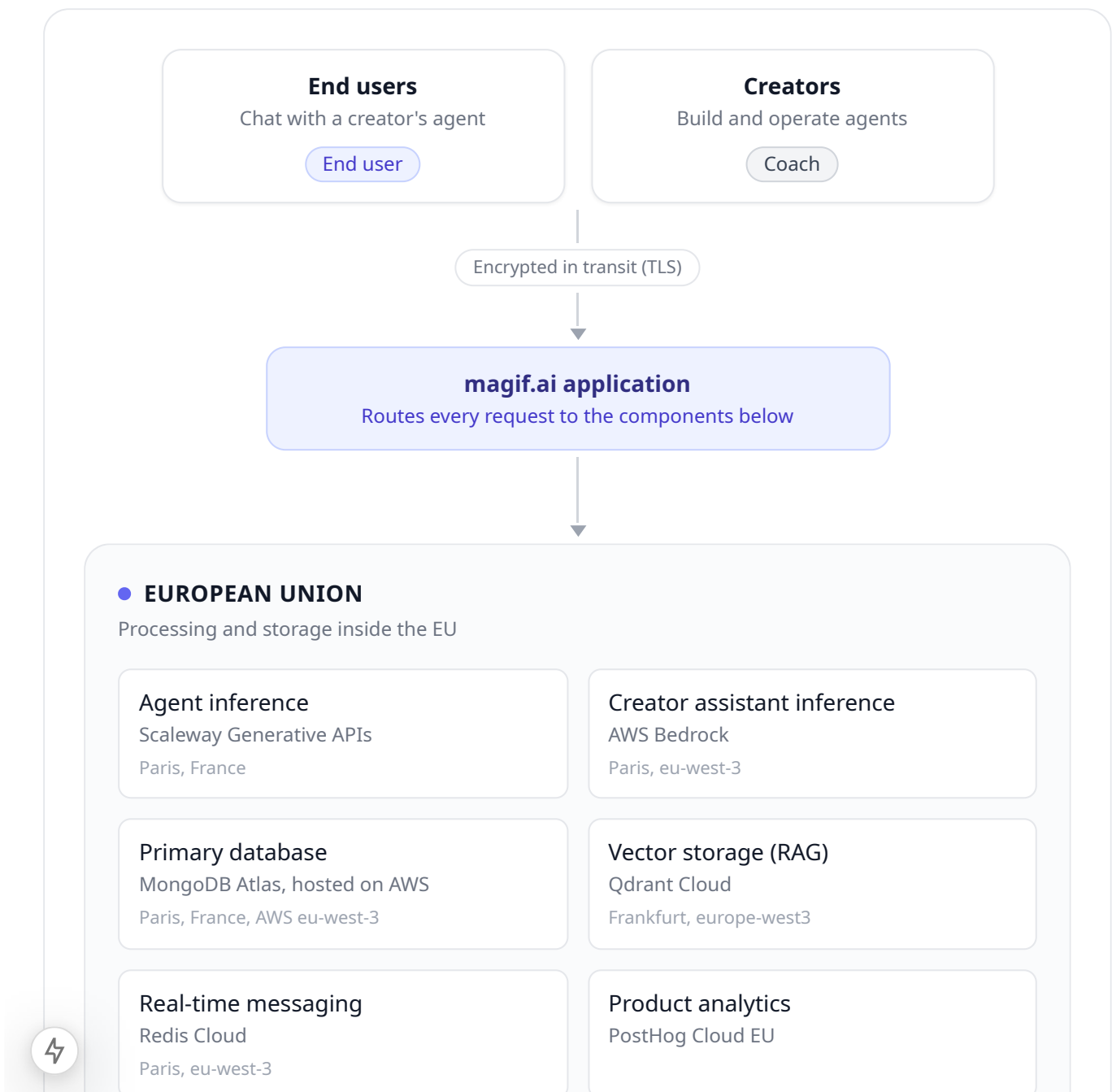


Data-flow map

Customer conversations, agent inference, knowledge bases and the primary database run on infrastructure located in the European Union.

Version 1.3. Last updated 21 September 2026. Generated from the Magif Trust Center source of facts.

How data flows



Logging and monitoring
Datadog (EU site)

● UNITED KINGDOM (LONDON)

Same data-protection rules as the EU (UK GDPR and an EU adequacy decision); moving to the EU, fully in the European Union by the end of September 2026

File storage

AWS S3
London, eu-west-2

Transactional email

AWS SES
London, eu-west-2

United Kingdom (London) region

File storage and transactional email. The AWS London region operates under the same data-protection rules as the EU: UK GDPR mirrors EU GDPR, the European Commission has granted the United Kingdom a formal adequacy decision, and AWS applies the same contractual data-protection terms (the AWS GDPR Data Processing Addendum) and the same security controls in London as in its EU regions. Magif is migrating the remaining UK-hosted components, file storage and transactional email, to EU regions, and the platform will run fully in the European Union by the end of September 2026.

Current inference architecture

Core agent inference runs on open-source models hosted on Scaleway in the European Union. The legacy LLM_ANONYMISER component is no longer part of the current architecture.



Component, provider, region and data

COMPONENT	PROVIDER	REGION	DATA HANDLED
Agent inference	Scaleway Generative APIs	European Union (Paris, France)	Conversation messages, agent instructions, retrieved knowledge passages
Creator assistant inference	AWS Bedrock	European Union (Paris, eu-west-3)	Creator workspace conversations, agent configuration context, media submitted for analysis
Primary database	MongoDB Atlas, hosted on AWS	European Union (Paris, France, AWS eu-west-3)	Accounts, agent configurations, conversations, billing records, platform data
Vector storage (RAG)	Qdrant Cloud	European Union (Frankfurt, europa-west3)	Embedded knowledge-base passages uploaded by creators
Real-time messaging	Redis Cloud	European Union (Paris, eu-west-3)	Transient message routing data
File storage	AWS S3	United Kingdom (London, eu- west-2)	Uploaded documents, media files, generated images
Transactional email	AWS SES	United Kingdom (London, eu- west-2)	Email addresses, verification codes
Product analytics	PostHog Cloud EU	European Union	Usage events, session analytics
Logging and monitoring	Datadog (EU site)	European Union	Application logs, performance traces

