



Wizardline Technologies Achieves EU-U.S. Data Privacy Certification, Expanding Support for Domino's Franchise Operators

Wizardline, PULSE Data expert serving 7,500 Domino's Pizza stores across the United States and Canada, can now serve EU and UK master franchise operators.

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“

Our customers trust us with the data that runs their businesses. We are building the same rigor into our global operations that our North American clients have relied on for nearly 20 years.”

*Shawn Brunelle, Chief
Executive Officer of Wizardline
Technologies*

Technologies, Inc., a nationally recognized PULSE Data expert supporting over 7,500 Domino's Pizza stores across the United States and all of Canada, today announced that it has achieved certification under the EU-U.S. Data Privacy Framework and the UK Extension, marking a significant milestone as it prepares to extend its franchise technology services to master franchise operators worldwide.

For nearly 20 years, Wizardline has been the data backbone for Domino's franchise operations, built from the ground up by a franchisee, for franchisees. The company's platform powers above-store reporting, compliance and document management, partner connectivity, and AI-driven operational intelligence for

some of the largest franchise networks in North America, moving over 20,000 data feeds across its network.

Wizardline's core services include Polling Wizard, which delivers real-time multi-store reporting directly from PULSE; Expiration Wizard Tracker, which centrally manages license, insurance, food handling, and operational document compliance across entire store networks; and Nexus, a partner connectivity engine that securely integrates franchise operations with 25 payroll, insurance, HR, accounting, and workforce management partners at no additional development cost to the operator. Through its portfolio company SmartTrainer, Wizardline also offers QSR-native artificial intelligence delivering camera-based quality assurance, sales forecasting, labor optimization, and multilingual in-store tools. Wizardline's platform is compatible with PULSE 4.0, ensuring operators on the latest Domino's point-of-sale generation can adopt its solutions without additional development work, while Expiration Wizard Tracker operates independently of the point-of-sale version and works across every PULSE generation.

As Wizardline expands into international markets, the company has built the data privacy infrastructure required to serve operators across Europe, the United Kingdom, Canada, and the Asia-Pacific region. Wizardline has self-certified under the EU-U.S. Data Privacy Framework and the UK Extension as administered by the U.S. Department of Commerce, with certification finalized on July 1, 2026. The company has designated BBB National Programs as its independent recourse mechanism and is pursuing Privacy Recognition for Processors certification to support data transfers across Canadian and APEC markets.

"Our customers trust us with the data that runs their businesses," said Shawn Brunelle, Chief Executive Officer of Wizardline Technologies. "As we prepare to support operators around the world, meeting the highest international standards for data privacy is not optional -- it is foundational. We are building the same rigor into our global operations that our North American clients have relied on for nearly 20 years."

Wizardline's international evaluation has included operators across more than a dozen markets, with early engagement in the Nordic region and Southeast Asia. The company's approach is built on partnership rather than transaction, bringing decades of PULSE expertise and a pre-built partner ecosystem to operators who would otherwise build these capabilities from scratch.

"We are not looking for customers. We are looking for partners," Brunelle added. "The operators who run Domino's around the world face the same challenges our North American clients do -- disconnected stores, fragmented systems, and teams stretched thin. We have spent nearly 20 years solving exactly those problems."

About Wizardline Technologies, Inc.

Wizardline Technologies, Inc. is a New Hampshire-based technology company and nationally recognized PULSE Data expert supporting over 7,500 Domino's Pizza stores across the United States and all of Canada. Certified under the EU-U.S. Data Privacy Framework and UK Extension, Wizardline delivers above-store reporting, compliance management, partner connectivity across 25 integrated partners, and AI-driven operational intelligence to franchise operators. Learn more at www.thewizardline.com.

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