

PRIVACY POLICY

Needleply — iOS Mobile Application

Effective Date: April 7, 2026

1. Introduction

Welcome to Needleply (the “App”). Needleply is an embroidery material reference application for iOS that provides instant access to colour palettes from 50+ manufacturers of threads, beads, and fabrics. This Privacy Policy explains how we collect, use, and protect your information when you use our App.

By downloading, installing, or using Needleply, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use the App.

2. Information We Collect

2.1 Information You Provide

Needleply does not require you to create an account or provide personal information to use the App. The App functions as a local reference tool. Any preferences or saved selections you make within the App are stored locally on your device and are not transmitted to our servers.

2.2 Purchase Information

If you purchase one of our paid access options (1 Month, 6 Months, 1 Year, or Lifetime), your payment is processed entirely by Apple through the App Store. We do not collect, store, or have access to your payment details, credit card numbers, or Apple ID credentials. We only receive confirmation of your purchase status from Apple to unlock the appropriate features.

2.3 Advertising Data

For users on the free tier, Needleply displays advertisements through Google AdMob. To deliver relevant ads, the App may request permission to track your activity across other companies’ apps and websites using Apple’s App Tracking Transparency (ATT) framework. You can choose to allow or deny this tracking when prompted, and you can change your preference at any time in your device’s Settings under Privacy & Security > Tracking.

If you grant tracking permission, Google AdMob may collect:

- Device advertising identifier (IDFA)
- General device information (device model, OS version)
- IP address
- Ad interaction data (impressions, taps)

If you deny tracking, you will still see ads, but they will not be personalised. Users with any paid access option (1 Month, 6 Months, 1 Year, or Lifetime) enjoy an ad-free experience, and no advertising data is collected.

2.4 Automatically Collected Information

Needleply integrates Firebase services provided by Google LLC to improve App quality and stability:

Firebase Analytics collects anonymized usage events, session data, and device information (device model, OS version) to help us understand how users interact with the App and improve its features. Firebase Crashlytics collects crash reports, stack traces, and device state at the time of a crash to help us identify and fix stability issues. This data is processed by Google LLC in accordance with Google's Privacy Policy (<https://policies.google.com/privacy>). Firebase Analytics and Crashlytics are active on all tiers, including paid plans. Additionally, Apple may collect certain standard diagnostic and usage data as described in Apple's own Privacy Policy if you have opted in to share analytics with app developers through your device settings.

3. How We Use Your Information

We use the limited information associated with the App to:

- Provide and maintain the App's core functionality, including palette browsing, colour matching, search, and PDF export.
- Process and validate your purchase status through Apple's StoreKit framework.
- Display advertisements to free-tier users through Google AdMob.
- Monitor App stability and diagnose crashes via Firebase Crashlytics, and analyse usage patterns via Firebase Analytics, to improve the App for all users.

4. Data Storage and Security

Any preferences or selections you save within the App are stored locally on your device. Needleply does not use cloud storage, iCloud sync, or any remote servers to store your personal data.

Because locally stored data depends on your device's own security measures (passcode, Face ID, Touch ID, encryption), we recommend keeping your device software up to date and using strong device security.

5. Third-Party Services

Needleply integrates with the following third-party services:

- **Apple App Store / StoreKit:** Handles purchases and transaction verification. Subject to Apple's Privacy Policy.
- **Google AdMob:** Serves advertisements to free-tier users. May collect device identifiers, IP address, and ad interaction data. Subject to Google's Privacy Policy. AdMob may use cookies and similar technologies to serve and measure ads.
- **Firebase Analytics and Crashlytics (Google LLC):** Collect anonymized usage data and crash reports to help us improve the App. Active on all tiers, including paid plans. Subject to Google's Privacy Policy (<https://policies.google.com/privacy>).
- **Needlentry:** A companion app for embroidery material tracking. Selected palettes can be exported directly to Needlentry. Data is exchanged locally between apps via a shared app group container on your device, not through the internet.

We encourage you to review the privacy policies of these third-party services.

6. Children's Privacy

Needleply is not directed at children under the age of 13. We do not knowingly collect personal information from children. If you are a parent or guardian and believe your child has provided personal information through the App, please contact us so we can take appropriate action.

7. Your Rights and Choices

You have the following rights regarding your data:

- **Ad tracking:** You can allow or deny ad tracking at any time through your device's Settings > Privacy & Security > Tracking.
- **Data deletion:** Since all personal data is stored locally, you can delete all App data by uninstalling Needleply from your device.
- **Purchase management:** You can view your purchase history through the App Store > your Apple ID > Purchase History.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make changes, we will update the "Effective Date" at the top of this document. We encourage you to review this Privacy Policy periodically. Continued use of the App after changes constitutes your acceptance of the updated policy.

9. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at fancycrossstitch@gmail.com or through the contact information provided within the App's Settings section.