

PRIVACY POLICY

StitchHub — iOS Mobile Application

Effective Date: April 17, 2026

1. Introduction

Welcome to StitchHub (the “App”). StitchHub is a cross-stitch companion app for iOS and iPadOS that combines interactive stitching and pattern design in one place. This Privacy Policy explains how we collect, use, and protect your information when you use our App.

By downloading, installing, or using StitchHub, 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

StitchHub may collect the following information that you voluntarily provide:

- Author name and copyright details you enter in Preferences for use in your pattern designs.
- Cross-stitch patterns, designs, and projects you create or import within the App.
- Stitching progress data that you mark as completed.
- Material palette configurations, custom thread and bead palettes, and notes.

All of this data is stored locally on your device and is not transmitted to our servers.

2.2 Photos and Images

StitchHub accesses your photo library only when you choose to create a pattern from an image. Photos are processed entirely on your device and are not uploaded to any external server. We request photo library access permission (NSPhotoLibraryUsageDescription) solely for this purpose.

2.3 Subscription and Purchase Information

If you subscribe to one of our paid plans (Stitcher, Designer, or Studio), 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 subscription status from Apple to unlock the appropriate features.

2.4 Advertising Data

For users on the free tier, StitchHub 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 personalized. Paid subscribers (Stitcher, Designer, and Studio plans) enjoy an ad-free experience, and no advertising data is collected.

2.5 Automatically Collected Information

StitchHub 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 pattern creation, stitching progress tracking, and material management.
- Process and validate your subscription 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 analyze usage patterns via Firebase Analytics, to improve the App for all users.

4. Data Storage and Security

All your patterns, designs, projects, stitching progress, and preferences are stored locally on your device using CoreData. StitchHub does not use cloud storage, iCloud sync, or any remote servers to store your data.

You can export and import your data in the following formats for backup or transfer between devices:

- HUB — pattern files
- HUBD — full project files with layers and settings
- HUBS — stitching progress files

Because data is stored locally, the security of your 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

StitchHub integrates with the following third-party services:

- **Apple App Store / StoreKit:** Handles subscription purchases, renewals, 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>).
- **Needleply:** A companion app for importing material palettes (threads, beads, fabrics). 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

StitchHub 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.
- **Photo access:** You can revoke photo library access at any time through your device's Settings > StitchHub > Photos.
- **Data deletion:** Since all data is stored locally, you can delete your patterns, projects, and progress at any time within the App, or delete all App data by uninstalling StitchHub.
- **Subscription management:** You can manage or cancel your subscription through the App Store > your Apple ID > Subscriptions.

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.