

PRIVACY POLICY

Cross Stitch Calculators — iOS Mobile Application

Effective Date: April 7, 2026

1. Introduction

Welcome to Cross Stitch Calculators (the “App”). Cross Stitch Calculators is a utility application for iOS that helps embroiderers calculate the amount of materials needed for cross-stitch projects, including fabric size, thread consumption, embroidery dimensions, and project cost. This Privacy Policy explains how we collect, use, and protect your information when you use our App.

By downloading, installing, or using Cross Stitch Calculators, 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

Cross Stitch Calculators does not require you to create an account or provide personal information to use the App. Values entered into the calculators (stitch count, fabric type, thread counts, and similar inputs) are used solely to perform on-device calculations and are not transmitted to our servers. We do not collect or retain any calculation inputs.

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, Cross Stitch Calculators 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

Cross Stitch Calculators 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 the canvas, thread, stitches, and cost calculators.
- 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

Cross Stitch Calculators does not store your calculation inputs or results. Any preferences saved within the App (such as preferred units or fabric type) are stored locally on your device and are not transmitted to our servers. Cross Stitch Calculators does not use cloud storage or any remote servers to store your personal data.

The security of 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

Cross Stitch Calculators 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>).

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

6. Children's Privacy

Cross Stitch Calculators 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 the App stores only local preferences, you can delete all App data by uninstalling Cross Stitch Calculators 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.