

PRIVACY POLICY

Rugmi — iOS Mobile Application

Effective Date: July 15, 2026

1. Introduction

Welcome to Rugmi (the "App"). Rugmi is an offline iOS application for makers who work in tufting, punch needle, and latch hook — it turns images into tuftable rug patterns and helps with transfer, yarn estimation, and pricing. This Privacy Policy explains how we handle your information when you use the App, provided by Rugmi ("we," "our," or "us").

By downloading, installing, or using Rugmi, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use the App. Rugmi is designed to be offline-first and privacy-first: you do not need an account, and your creative content stays on your device.

2. Information We Collect

2.1 Information You Provide or Create

Rugmi may store the following information that you create or provide, all of it locally on your device:

- Photos you import from your photo library, camera, or files.
- Converted rug patterns, palette colors, contours, grids, crops, and other pattern data.
- Projects, project names, notes, statuses, photo journal entries, work sessions, and timers.
- Yarn stash, reference palettes, material presets, shopping-list statuses, and stash reservations.
- Yarn estimates, calibration settings, price-calculator settings, packaging and shipping inputs, marketplace-fee settings, and currency preferences.
- PDF and PNG files you choose to export or share.

This data is stored locally on your device and is not transmitted to our servers.

2.2 Photos and Images

Rugmi accesses your photo library or camera 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 and camera access solely for this purpose.

2.3 Subscription and Purchase Information

If you subscribe to Pro or make a lifetime purchase, your payment is processed entirely by Apple through the App Store. We do not collect, store, or have access to your payment details, card numbers, or Apple ID credentials. We only receive confirmation of your entitlement status from Apple in order to unlock Pro features, remove ads, and restore purchases.

2.4 Advertising Data

For users on the free tier, Rugmi displays advertisements through Google AdMob. Consent for advertising is collected through Google's User Messaging Platform (UMP) consent form and Apple's App Tracking Transparency (ATT) prompt. Rugmi does not track you or request your advertising identifier without going through these consent mechanisms.

Personalized ads are shown only with your consent. To deliver personalized ads, the App requests permission to track your activity across other companies' apps and websites using the ATT framework. You can allow or deny this tracking when prompted, and change your preference at any time in Settings > Privacy & Security > Tracking, or revisit the Google consent options where the in-app consent form is available.

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. Pro subscribers enjoy an ad-free experience, and no advertising data is collected while Pro is active.

2.5 Automatically Collected Information

Rugmi 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 flows such as paywall eligibility and feature usage. 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>).

Rugmi is designed so that diagnostics and analytics do not include your photos, generated pattern content, project notes, exports, yarn stash contents, or pricing inputs.

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 image-to-pattern conversion, export, projector mode, calculators, project tracking, and yarn management;
- process and validate your subscription and lifetime entitlement status through Apple's StoreKit framework;
- display advertisements to free-tier users through Google AdMob; and
- 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, projects, photos, work sessions, stash, and preferences are stored locally on your device using iOS storage technologies (including SwiftData), with image files referenced by relative path in the app's container. Rugmi does not use cloud storage, iCloud sync, or remote servers to store your creative content.

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. If you delete the App, iOS may delete locally stored Rugmi data unless you have separately exported or backed it up. No system can be guaranteed to be completely secure, but Rugmi is designed to minimize data transfer by keeping user-created content on device.

5. Third-Party Services

Rugmi integrates with the following third-party services, each governed by its own privacy policy:

- Apple App Store / StoreKit: handles subscription and lifetime purchases, renewals, and transaction verification. Subject to Apple's Privacy Policy (<https://www.apple.com/legal/privacy/>).
- Google AdMob and Google User Messaging Platform: serve advertisements and manage consent for free-tier users; may collect device identifiers, IP address, and ad-interaction data. Subject to Google's Privacy Policy (<https://policies.google.com/privacy>).
- Google Firebase (Analytics and Crashlytics): collect anonymized usage data and crash reports to help us improve the App. Subject to Google's Privacy Policy.

We encourage you to review the privacy policies of these third-party services. We are not responsible for their practices.

6. Legal Bases for Processing (EEA and UK)

Where the EU or UK General Data Protection Regulation applies, we rely on the following legal bases: consent for advertising, advertising identifiers, and any tracking that requires your permission (you may withdraw consent at any time); legitimate interests for crash reporting, performance diagnostics, and basic product-interaction events used to keep the App reliable and improve it; performance of a contract to deliver purchases, subscriptions, and Pro entitlements you request; and legal obligation where we must process information to comply with applicable law.

7. Children's Privacy

Rugmi is not directed at children under the age of 13 (or the minimum age required in your country or region). 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.

8. Your Rights and Choices

Depending on where you live, you may have rights over your personal information, including the rights to access, correct, delete, restrict, or object to certain processing, to data portability, and to withdraw consent. Because Rugmi keeps your content on your device and does not tie it to an account on our servers, you can exercise most of these rights directly:

- Ad tracking: allow or deny ad tracking at any time in Settings > Privacy & Security > Tracking.
- Photo access: revoke photo library access at any time in Settings > Rugmi > Photos.
- Data deletion: delete projects, photos, yarn entries, and materials within the App, or remove all local App data by uninstalling Rugmi.
- Subscription management: manage or cancel your subscription through the App Store > your Apple ID > Subscriptions.

For diagnostics and advertising data handled by Google, you may also exercise rights directly with Google. California residents: we do not sell or "share" personal information as those terms are defined under the CCPA/CPRA, and we will not discriminate against you for exercising your rights. For any request relating to information we hold, contact us at fancymobappts@gmail.com.

9. International Use

Rugmi may be used in different countries. Third-party services such as Apple and Google may process data in countries other than your country of residence, according to their own privacy practices and applicable law, including recognized safeguards for international transfers where required.

10. 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.

11. Contact Us

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