

Privacy Policy for Weaving Studio (VÄVA)

Last updated: 4 September 2026

Effective from: 4 September 2026

Translation prepared: 8 September 2026, from the Swedish original

1. About this policy

This privacy policy describes how personal data is processed when you use the VÄVA app, marketed internationally as Weaving Studio ("VÄVA", the "app" or the "service"). VÄVA is a service for creating, saving, documenting, publishing and collaborating on weaving projects.

The policy covers processing by the provider of VÄVA. Apple, Google and other providers may also process data as independent controllers under their own terms and privacy policies.

2. Controller and contact details

The controller responsible for processing in VÄVA is:

- **Legal name:** E. Fagerman Apps & Stuff
- **Company registration number:** 559161-4226
- **Postal address:** Karaffgatan 3, 117 60 Stockholm, Sweden
- **Email:** erik.fagerman@appsandstuff.se

Contact us using the details above if you have questions about this policy or wish to exercise your rights.

3. Where the data comes from

We receive personal data:

- directly from you when you register an account, complete your profile, create projects, write comments, upload images or contact us;
- from Apple or Google when you choose to sign in using their services;
- from Apple when you start, restore or use an App Store subscription; and
- automatically from your device and our technical providers as necessary for sign-in, operation, security and diagnostics.

4. Data we process and why

Account and sign-in

Examples of data

User ID, email address, name, sign-in provider and information needed for authentication

Purpose

Create and administer your account, sign you in, reset passwords and protect the service against abuse

Legal basis

Performance of a contract; legitimate interest in secure operation

Profile

Examples of data

Display name, biography and profile image

Purpose

Show your identity in projects, comments and collaborations and allow other users to find and invite you

Legal basis

Performance of a contract. You choose whether to add optional profile information

Weaving projects

Examples of data

Project names, descriptions, notes, project specifications, diagrams, yarn and weaving details, images, timestamps, visibility choices, owners and members

Purpose

Create, store, synchronise, display, export and share projects

Legal basis

Performance of a contract

Collaboration

Examples of data

Invitations, sender and recipient user IDs, memberships, comments, comment images and timestamps

Purpose

Enable collaboration and communication around projects

Legal basis

Performance of a contract; legitimate interest in administering collaboration and preventing abuse

Subscription

Examples of data

Product ID, subscription status, validity period and technical transaction information made available by Apple

Purpose

Check access rights, restore purchases, provide support and prevent fraud

Legal basis

Performance of a contract; legal obligation where accounting rules apply; legitimate interest in preventing abuse

Camera and images

Examples of data

Images you select or take with the camera

Purpose

Add a profile, project or comment image at your express initiative

Legal basis

Performance of a contract. Camera or photo library access requires your choice and device permission

Technical data

Examples of data

IP address, user agent, device and operating system information, app version, event and crash information and technical identifiers

Purpose

Deliver network services, authenticate, detect errors, improve stability and protect the service

Legal basis

Legitimate interest in secure and reliable operation

Support

Examples of data

Email address and the content of your communications with us

Purpose

Answer questions, troubleshoot and handle complaints

Legal basis

Performance of a contract; legitimate interest in providing support and protecting legal claims

We do not use VÄVA for behavioural advertising and do not sell your personal data.

5. Camera, images and device permissions

VÄVA requests camera or photo library access only when you use a feature that needs it. Granting permission alone does not cause an image to leave your device. It is transferred when you choose to use or upload it in a profile, project or comment.

You can change the app's permissions in your device settings. Removing a permission may stop the corresponding feature from working, but normally does not affect other parts of the service.

6. Who can access the data?

Other users

- Profile information such as your name, biography and profile image may be shown to other signed-in users on profile pages and in connection with project creators, comments and invitations.
- When search and invitation features are used, the current app version processes profile records for other registered users. These records may contain email addresses even when the addresses are not displayed in the app interface.
- A project marked **public** may be shown to other users together with its project information and images.
- A project marked **private** is shown in the app's normal user flows only to you and users invited to it. Do not put sensitive personal data or confidential material in VÄVA.
- People with editing access can see and change the shared project's content.
- Comments and comment images are shown to users who have access to the relevant project.

Do not publish another person's personal data without the right to do so. Avoid adding sensitive personal data or other information that is unnecessary for a weaving project.

Service providers

We use the following providers to operate the service:

- **Google Firebase**, including Firebase Authentication, Cloud Firestore, Cloud Storage for Firebase and Firebase Crashlytics, for sign-in, data storage, image storage and diagnostics. Google normally processes customer data as a processor. See [Firebase Privacy and Security](#) and [Google's Privacy Policy](#).
- **Apple**, for Sign in with Apple, App Store distribution, StoreKit subscriptions and payment administration. See [Apple's Privacy Policy](#).
- **Google**, for Google sign-in when you choose that method. See [Google's Privacy Policy](#).

We may also disclose data where required by law, an authority's decision or to establish, exercise or defend legal claims.

7. Payments and subscriptions

Subscriptions in the iOS app are purchased and administered through the Apple App Store. We do not receive or store your full card number or other payment details. Apple processes payment and purchase data under its own terms and privacy policy.

VÄVA receives limited transaction information needed to determine whether a subscription is active and whether a previous purchase can be restored. Apple may also provide the developer with aggregated sales and subscription statistics.

8. Storage and transfers outside the EU/EEA

Data is processed using Google's and Apple's international infrastructure. According to Google, Firebase Authentication data is processed in US data centres. Cloud Firestore and Cloud Storage process data in the location selected for each Firebase resource and may also involve processing where providers or their subprocessors operate.

Selected Firestore region: `nam5` - a US multi-region with data processing in Iowa and Oklahoma and a supporting region in South Carolina

Selected Cloud Storage region: `US` - a US multi-region

Transfers of personal data outside the EU/EEA must rely on an applicable legal mechanism, such as an adequacy decision or the European Commission's standard contractual clauses together with supplementary safeguards where needed. Information about Google's safeguards is available in the [Firebase Data Processing and Security Terms](#).

9. How long data is retained

We retain data for as long as needed for the purposes stated in this policy:

- Account and profile data is normally retained while the account exists. Google states that Firebase Authentication keeps logged IP addresses for a few weeks and removes other authentication data from active and backup systems within 180 days after we initiate deletion of the user.
- Projects and associated images are retained until you delete the project or account, or the material is otherwise no longer needed for the service.
- Invitations are retained until accepted, declined, deleted or no longer needed.
- Comments and comment images are normally retained for as long as the relevant project exists. Comments in projects owned by others may need separate handling upon account deletion to preserve context or fulfil an erasure request.
- Google states that Firebase Crashlytics retains crash traces, associated technical data and identifiers for 90 days before starting removal from active and backup systems.
- Support cases are retained while being handled and thereafter for as long as reasonably needed for follow-up or legal claims.
- Information that must be retained by law, such as accounting records we actually hold, is retained for the legally required period.

Deleted data may remain for a limited time in backups or technical caches before being overwritten under the providers' procedures.

10. Security

We use technical and organisational measures to protect data, including authentication, encrypted transmission and providers' access and security controls. However, no internet-based service can guarantee complete security.

If you discover a suspected security incident or unauthorised access, contact us promptly at erik.fagerman@appsandstuff.se.

11. Deleting your account and content

You can request account deletion directly in the app by opening **My profile**, selecting the menu and tapping **Delete account**. This is also available from the subscription screen when you are signed in. You may need to authenticate again for security reasons.

The current feature is intended to remove your authentication account, VÄVA profile and projects you own. Content you have contributed to someone else's project, such as comments or images, may need to be deleted or anonymised separately. Contact us if such content remains or deletion does not complete.

Deleting your VÄVA account does not automatically cancel an Apple subscription. Manage the subscription separately in your Apple Account subscription settings.

12. Your rights

Depending on the circumstances, the General Data Protection Regulation gives you the right to:

- receive information about and access the personal data we process about you;
- have inaccurate data corrected;
- request erasure;
- request restriction of processing;
- object to processing based on legitimate interests;
- receive data you provided in a structured, commonly used, machine-readable format where the right to data portability applies; and
- withdraw consent where processing is based on consent, without affecting the lawfulness of processing before withdrawal.

A right may be limited in certain situations, for example where processing is required by law or for legal claims. We may need to verify your identity before handling a request.

You also have the right to lodge a complaint with the Swedish Authority for Privacy Protection (IMY): www.imy.se.

13. Children

VÄVA is not specifically directed at children under 13. Anyone under 18 must have their parent or guardian's permission to create an account and purchase a subscription where such permission is required. Contact us if you believe a child has provided personal data without the necessary permission.

14. Changes to this policy

We may update this policy when the service, our providers or applicable rules change. The latest version will be easily accessible in the app and through its App Store page. For material changes, we give appropriate notice before the change takes effect where required.

15. Contact

Send questions and requests about personal data to:

erik.fagerman@appsandstuff.se

Please use "Privacy - VÄVA" as the subject, but do not send passwords or other sensitive information by email.