

# Stoae

## Privacy Policy

Effective Date: 9th April 2026 | Version 1.2

### 1. Who We Are

Stoae is operated by Stoae ("we", "us", or "our"). We are the data controller for personal data collected through the Stoae mobile app.

You can contact us about anything privacy-related at:

- Email: [info@dailystoae.co.uk](mailto:info@dailystoae.co.uk)
- Post:  
Stoae  
72 Chilwell Road  
Beeston  
Nottingham  
Nottinghamshire  
NG9 1FQ

### 2. What Data We Collect

We collect the following categories of personal data when you use Stoae:

#### Account identity data

- Full name
- Email address
- Password (stored as a secure hash - we never store your password in plain text)
- Third-party sign-in identity (Apple ID or Firebase/Google account identifier), if you choose to sign in that way

#### Activity and preference data

- Quotes you have viewed, saved, or favourited
- Interests and tags you follow
- Timestamps associated with the above activity

#### Subscription and entitlement data

- Your premium subscription status (active, expired, or trial)
- Date of last entitlement verification

#### Technical and security data

- IP address (used for anti-abuse and security purposes)
- Request metadata such as device type, operating system version, and app version
- Anti-abuse logs

### Data stored on your device

- Authentication tokens and session state
- Onboarding and tutorial progress
- Cached quote content for offline use

This data stays on your device and is not sent to our servers except as part of normal app operation.

## 3. How We Use Your Data

We use your personal data for the following purposes:

### Providing the service

- Creating and managing your Stoa account
- Personalising your quote feed based on your interests and viewing history
- Saving your favourites and preferences across devices

### Premium subscriptions

- Verifying your entitlement and providing access to premium features
- Processing and restoring in-app purchases via Apple App Store or Google Play

### Security and fraud prevention

- Detecting and preventing unauthorised access, abuse, and fraud
- Maintaining the security and integrity of our systems

### Account management and support

- Responding to your support requests
- Sending important service notifications such as password resets and subscription confirmations

### Legal compliance

- Complying with applicable legal obligations
- Enforcing our Terms and Conditions

## 4. Our Lawful Bases for Processing (UK/EU GDPR)

If you are in the UK or European Economic Area, we process your data under the following lawful bases:

Purpose	Lawful basis	Notes
Account creation and login	Contract performance	Necessary to provide the service you sign up for
Personalised content	Contract performance / Legitimate interests	To deliver the core app experience
Security and anti-abuse	Legitimate interests	To protect users and the platform
Subscription verification	Contract performance	To honour your purchase
Support communications	Contract performance / Legal obligation	To respond to your requests
Legal compliance	Legal obligation	Where required by law

## 5. Sharing With Third Parties

We do not sell your personal data. We share data only with trusted processors who help us run Stoae:

Processor	Purpose	More info
Firebase (Google LLC)	Authentication - email/password and Apple sign-in flows	<a href="https://firebase.google.com/support/privacy">firebase.google.com/support/privacy</a>
RevenueCat, Inc.	Subscription and entitlement verification; purchase restore	<a href="https://revenuecat.com/privacy">revenuecat.com/privacy</a>
Apple / Google (App Stores)	In-app purchase processing (handled by the platform)	Via the App Store or Google Play you use

We may also share data where required by law, a court order, or to protect the rights and safety of our users or the public.

## 6. International Data Transfers

Our backend servers are hosted on AWS in the eu-west-2 region (London, UK). Your account and activity data is stored within the UK.

Firebase (Google LLC) and RevenueCat are US-based services. Where data is transferred to the United States in connection with these services, we rely on Standard Contractual Clauses approved by the UK ICO or the European Commission as the appropriate safeguard.

You can request more information about these safeguards by contacting us at [info@dailystoae.co.uk](mailto:info@dailystoae.co.uk).

## 7. How Long We Keep Your Data

We only keep your data for as long as we genuinely need it. Here is how that works in practice:

Data type	How long we keep it	Why
Active account data	For as long as your account exists	Needed to provide the service
Data after account deletion	Up to 90 days after deletion	Grace period in case of accidental deletion or an unresolved dispute
Security and anti-abuse logs	Up to 12 months	Standard period for detecting and investigating abuse
Subscription and purchase records	7 years	Required by UK tax law (HMRC)
Local device data	Until you uninstall the app or clear app data	Stays on your device only

After the relevant period, data is permanently deleted or anonymised so it can no longer be linked back to you.

## 8. Your Privacy Rights

Depending on where you live, you may have the following rights. We will respond to valid requests within one month.

### Right of access

You can ask us to confirm whether we hold your personal data and request a copy of it.

### Right to correction

You can ask us to correct any inaccurate or incomplete data we hold about you.

### Right to erasure

You can delete your account at any time directly within the app settings. This removes your personal data from our systems within 90 days, except where we are required to keep it for legal or financial reasons such as purchase records. You can also request deletion by emailing [info@dailystoae.co.uk](mailto:info@dailystoae.co.uk).

### Right to data portability

You can ask us to provide your personal data in a structured, commonly used, machine-readable format.

### Right to object

You can object to processing based on legitimate interests, such as personalisation. We will stop unless we have compelling grounds to continue.

### Right to restriction

You can ask us to restrict processing of your data in certain circumstances, for example while a dispute is being resolved.

### Right to withdraw consent

Where we rely on your consent, you can withdraw it at any time without affecting the lawfulness of prior processing.

### How to exercise your rights

Email us at [info@dailystoae.co.uk](mailto:info@dailystoae.co.uk). We may need to verify your identity before acting on your request.

### Right to complain

If you are in the UK, you have the right to complain to the Information Commissioner's Office (ICO) at [ico.org.uk](http://ico.org.uk). If you are in the EU, you may complain to your local Data Protection Authority.

## 9. Cookies, Tokens, and Local Storage

Stoae does not use advertising cookies or third-party tracking cookies.

We use the following essential technologies to make the app work:

- Bearer tokens: short-lived tokens used to verify your identity with our backend
- HTTP-only session cookies: used during sign-in flows; these cannot be accessed by scripts and are essential for secure login
- Local device storage: used for session state, onboarding progress, and cached content; stays on your device

These are strictly necessary for the app to function and cannot be switched off without breaking core features.

## 10. Security

We take data security seriously. Here is what we do:

- Passwords are hashed using industry-standard algorithms and never stored in plain text
- Data is transmitted over encrypted connections (HTTPS/TLS)
- Authentication uses HTTP-only cookies and bearer tokens to reduce exposure
- We review access controls and monitor for suspicious activity

No system is completely secure. If you think your account has been compromised, please contact us straight away.

## 11. Children's Privacy

Stoae is not directed at children under the age of 13. We do not knowingly collect personal data from children under 13. If you believe your child has created an account, please contact us at [info@dailystoae.co.uk](mailto:info@dailystoae.co.uk) and we will remove it promptly. We do not use behavioural advertising, social features, or location tracking.

## 12. Contact Us

For any privacy questions, requests, or concerns, please get in touch:

- Email: [info@dailystoae.co.uk](mailto:info@dailystoae.co.uk)
- Post:  
Stoae  
72 Chilwell Road  
Beeston  
Nottingham  
Nottinghamshire  
NG9 1FQ

We aim to respond to all requests within 30 days.

## 13. Changes to This Policy

We may update this Privacy Policy from time to time. When we make material changes, we will let you know through the app or by email before the changes take effect.

The date at the top of this document shows when it was last updated. Continuing to use Stoae after an update means you accept the revised policy.