Stikzi Privacy Policy

Effective date: 9 November 2026

App: Stikzi (Sticker Maker & Emoji), package `com.corexatech.stickermaker`

Developer: Corexa Tech

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This policy explains what information the Stikzi app for Android collects, how it is used and shared, and the choices you have. It covers the app and the Google services built into it: Google AdMob for ads, Google Analytics for Firebase, Firebase Crashlytics, Firebase Installations and Google ML Kit. In this policy, "Stikzi", "we", "us" and "our" mean Corexa Tech, the developer of the app.

The short version

- Your photos, videos and stickers stay on your phone. We never receive them, and they are not sent to our advertising or analytics partners.
- There is no account and no sign-in, and we don't ask for your name, phone number, contacts or precise location.
- Stikzi shows ads through Google AdMob. Google's Mobile Ads SDK collects device identifiers, approximate location from your IP address and information about how ads are used, so that ads can be shown, measured and, where you allow it, personalised.
- Stikzi uses Google Analytics for Firebase to understand how the app is used, and Firebase Crashlytics to find and fix crashes.
- Background removal runs on your phone through Google ML Kit, which sends technical diagnostics to Google.
- We don't sell your personal information for money. You can limit ad personalisation and reset your advertising ID at any time.

Information that stays on your phone

Stickers, packs, favourites, recent stickers, your settings and the app's own counters (such as how many packs you have added) are stored in Stikzi's private storage on your device. Android's cloud backup of this storage is switched off. This information is not sent to us or to our partners, and we can't see it.

Background removal and all sticker editing happen on your phone. Your photo is not uploaded to remove its background.

Photos, videos and the camera

You choose photos, videos and GIFs with Android's own Photo Picker, so Stikzi only receives the items you pick. The camera opens through your phone's camera app, and Stikzi only receives the photo you take. Stikzi doesn't browse your gallery and has no permission to use the camera directly.

On Android 9 and older, saving a sticker to your gallery needs Android's storage permission. Stikzi asks for it when you save and uses it only to save the image you chose. Newer versions of Android don't need this permission.

Information collected automatically

Stikzi itself has no servers and no account system. Information is collected automatically by the Google services built into the app, which send it to Google over an encrypted connection. Depending on the service, this includes:

- device information, such as the manufacturer, model, operating system version, screen size and language;
- app information, such as the app version and package name;
- identifiers: the Android advertising ID, the app set ID, a Firebase installation ID and, for ads, identifiers tied to accounts signed in on the device where applicable;
- approximate location, estimated from your IP address (never GPS or precise location);
- usage information, such as app opens, sessions and their length, screens viewed, updates, and ad views, taps and video plays;
- diagnostic information, such as crash reports, error codes, app start time, freezes and energy use.

The sections below describe each service.

Advertising: Google AdMob

Stikzi shows ads provided by Google AdMob. Google's Mobile Ads SDK collects the information listed above, including your IP address, the advertising ID, the app set ID and how you interact with ads, and uses it to deliver ads, limit how often you see the same ad, measure ad performance, prevent fraud and, where permitted, show ads based on your interests. Google may share this information with its advertising partners for these purposes.

Personalised ads: where the law requires your consent, including in the European Economic Area, the United Kingdom and Switzerland, Stikzi asks for it through Google's consent message before personalised ads are shown. If you don't consent, you may still see non-personalised ads, which are based on context such as the app and your general location. You can change your choice at any time in Stikzi's settings, or by contacting us.

Your ad controls:

- Reset or delete your advertising ID in your phone's settings (on most phones, Settings > Google > Ads, or Settings > Privacy > Ads). If you delete it, apps can't use it for personalised ads.
- Manage ad personalisation at https://myadcenter.google.com.

How Google uses information from apps that use its services: https://policies.google.com/technologies/partner-sites. Google's data disclosure for AdMob: https://developers.google.com/admob/android/privacy/play-data-disclosure.

Analytics: Google Analytics for Firebase

We use Google Analytics for Firebase to understand how many people use Stikzi and which features they use, so we can improve the app. It collects events such as first opens, app opens, screen views, sessions and their length, app updates and in-app actions, together with device details, approximate location, a Firebase installation ID and, by default, the advertising ID. We see this information as aggregated reports. It doesn't include your photos, stickers or the text you type.

Google keeps Analytics event data for up to 14 months. Firebase's privacy information: https://firebase.google.com/support/privacy.

Crash reports: Firebase Crashlytics

If Stikzi crashes, Firebase Crashlytics sends a crash report so we can find and fix the problem. A report includes the technical details of the crash (the stack trace), the state of the app when it happened, device details such as the model and operating system version, and a Firebase installation ID. Google keeps crash reports for 90 days.

Firebase Installations

Firebase Installations creates a random identifier for each installation of Stikzi. Analytics and Crashlytics use it to tell installations apart. It is deleted when you uninstall Stikzi or clear its storage in Android's app settings. Firebase's data disclosure: https://firebase.google.com/docs/android/play-data-disclosure.

Background removal: Google ML Kit

Stikzi uses Google's ML Kit Subject Segmentation, delivered through Google Play services, to separate the subject of a photo from its background. Your photo is processed on the device and is not sent to Google. Google states that ML Kit collects the following for diagnostics and usage analytics, encrypts it in transit and doesn't transfer it to third parties:

- device information (manufacturer, model, Android version and build, available machine learning hardware);
- app information (package name and app version);
- device or other identifiers;
- performance metrics, API configuration, input and output size, feature version, event type and error codes.

Details: https://developers.google.com/ml-kit/android-data-disclosure.

Google Play

Stikzi may ask Google Play to show its review card after you add packs to WhatsApp. Reviews, ratings and the Play Store are handled by Google under its own terms. Stikzi doesn't see what you write unless you publish it on Google Play.

Google's privacy policy covers all of the Google services described above: https://policies.google.com/privacy.

Rating the app and emailing us

Rate Stikzi in Settings offers the Play Store page or an email to us, depending on the stars you choose. The stars you choose aren't sent anywhere by Stikzi. If you choose email, your own email app opens with our address and the rating filled in, and nothing is sent until you send it.

If you email us, we receive your email address and whatever you write or attach. We use them only to reply to you and to deal with your request, and we keep them only as long as needed for that.

WhatsApp

When you tap "Add to WhatsApp", the pack you chose is passed to WhatsApp or WhatsApp Business on your phone. What happens afterwards is covered by WhatsApp's own terms and privacy policy. Stikzi is an independent third-party app and is not affiliated with, endorsed by or sponsored by WhatsApp or Meta.

Sharing and backups

Stickers and Stikzi backup files only go where you send them, using Android's share and save screens.

Notifications

Festival reminders are off until you turn them on in Settings, which also asks for Android's notification permission. They are scheduled on your phone, and no server is involved.

Permissions

- Internet and network state: to load ads and to send analytics, crash reports and diagnostics.
- Advertising ID: to show and measure ads, and to personalise them where you allow it.
- Notifications (Android 13 and newer): only if you turn on festival reminders.
- Storage (Android 9 and older only): to save stickers to your gallery when you ask.

Stikzi doesn't request access to your contacts, location, microphone, camera or call logs.

How we use information

We and our service providers use the information described above to:

- provide the app and its features;
- show ads, measure them and prevent ad fraud;
- understand how the app is used and improve it;
- find and fix crashes and errors;
- reply to messages you send us;
- meet legal obligations.

Legal bases (European Economic Area, UK and Switzerland)

Where data protection law such as the GDPR applies, we rely on:

- your consent, for personalised ads and for any other processing that requires it; you can withdraw consent at any time, without affecting processing that took place before;
- our legitimate interests in providing a free, ad-supported app, measuring and improving it, keeping it secure and fixing crashes, where those interests aren't overridden by your rights;
- the need to reply to your requests, when you contact us.

Sharing

We don't sell your personal information for money. Information is shared only:

- with Google, as our service provider for AdMob, Firebase and ML Kit, and with Google's advertising partners as described in the AdMob section;
- when required by law, or to protect the rights, safety and security of our users, the public or us;
- with a buyer or successor, if Stikzi or Corexa Tech is merged, acquired or sold, under the same protections as this policy.

International transfers

Google processes information on servers in many countries, including the United States. Where the law requires it, these transfers are covered by appropriate safeguards, such as the European Commission's Standard Contractual Clauses, which Google relies on.

How long information is kept

- Information on your phone stays until you delete it or uninstall the app.
- Google Analytics for Firebase keeps event data for up to 14 months.
- Firebase Crashlytics keeps crash reports for 90 days.
- AdMob and ML Kit data is kept by Google according to Google's own retention policies.
- Emails are kept only as long as needed to deal with your request.

Deleting your data

Settings > Delete all my data removes every pack, sticker and setting Stikzi stores on your phone. Uninstalling the app, or clearing its storage in Android's app settings, removes everything including its Firebase installation ID. Packs already added to WhatsApp stay there until you remove them in WhatsApp, and stickers you have already sent to other people can't be recalled.

To ask for deletion of data held by Google for Stikzi, email us from the address below and include your Firebase installation ID if you can. You can also reset your advertising ID in your phone's settings at any time.

Your rights

Depending on where you live, you may have the right to access the personal information we hold about you, have it corrected or deleted, restrict or object to its processing, receive it in a portable format and withdraw consent. You also have the right to complain to your local data protection authority.

United States residents: some state laws, such as California's, treat using information for personalised advertising as "sharing" or "targeted advertising". You can opt out by declining personalised ads in Stikzi's settings, by deleting your advertising ID in your phone's settings, or by contacting us. We don't sell personal information for money, and we will not treat you differently for using these rights.

To use any of these rights, email us. We may need to ask for information to confirm the request comes from you, and we will reply within the time the law requires.

Security

Information sent by the Google services in Stikzi is encrypted in transit. Your stickers are kept in the app's private storage, which other apps can't read. No method of transmission or storage is completely secure, but we work to protect the information we handle.

Children

Stikzi is not directed at children under 13, or under the minimum age required by the law where they live, such as 16 in some EU countries. We don't knowingly collect personal information from children. If you believe a child has provided personal information through Stikzi, contact us and we will delete it.

Links to other services

Stikzi links to services it doesn't control, such as WhatsApp, Google Play, email apps and websites shown in ads. Their own privacy policies apply when you use them.

Changes to this policy

We may update this policy from time to time. When we do, we'll publish the new version at the same address and change the effective date above. If a change is significant, we may also tell you in the app. Using Stikzi after an update means the updated policy applies.

Contact us

Corexa Tech

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