

StyleKit Privacy Policy

Last Updated: 14 January 2025

This privacy policy describes how StyleKit ("we", "our", or "us") collects and uses information from users of our Chrome extension.

1. Information We Collect

We collect the following types of information:

Usage Data:

- Features accessed within the extension
- Button clicks and interface interactions
- Pages where StyleKit is activated
- Export and generation activities
- Extension installation and uninstallation events

Analytics Data:

We use Google Analytics to collect:

- Basic usage statistics
- Extension performance data
- Feature popularity metrics
- User interaction patterns
- Geographic location (country-level only)

Website Data:

When analyzing websites, StyleKit processes:

- Color schemes
- Typography information
- Visual elements
- Design patterns

This information is processed locally in your browser and is only transmitted for analytics in aggregate, anonymous form.

2. How We Use Information

We use the collected information to:

- Improve the extension's functionality
- Identify popular features
- Fix bugs and technical issues
- Enhance user experience
- Develop new features
- Generate anonymous usage statistics

3. Data Storage and Security

- All design analysis occurs locally in your browser
- User preferences are stored in Chrome's local storage
- Analytics data is processed through Google Analytics
- We do not store personal identification information
- We do not sell or share individual user data

4. Third-Party Services

We use the following third-party services:

- Google Analytics for usage tracking
(Subject to Google's Privacy Policy: <https://policies.google.com/privacy>)

5. User Rights

You have the right to:

- Opt out of Google Analytics
- Clear local extension data
- Uninstall the extension
- Contact us with privacy concerns

6. Changes to Privacy Policy

We may update this privacy policy from time to time. We will notify users of any material changes by updating the "Last Updated" date.

7. Contact Information

For privacy-related questions, please contact:
support@stylekit.io

8. Children's Privacy

StyleKit is not intended for use by children under 13 years of age. We do not knowingly collect personal information from children under 13.

9. Data Retention

Analytics data is retained for up to 26 months in Google Analytics. Local storage data remains until cleared by the user or the extension is uninstalled.

10. Compliance

This privacy policy complies with:

- Chrome Web Store Developer Program Policies
- General Data Protection Regulation (GDPR)
- California Consumer Privacy Act (CCPA)