Dotline – Privacy Policy

Oct 26, 2026

Who we are

Dotline is a mobile app for tracking trends and counters, published by **Marco Mardegan**, Via Prospero Alpino 38, Vicenza, Italy ("we", "us"). We are the data controller for the limited personal data described in this policy.

This policy applies to the Dotline app for Android and iOS. Dotline is free to download and shows ads. It offers an optional one-time in-app purchase, "Remove ads", that turns off all ads (see Purchases below). Questions or requests about your data: **mardegan.m@gmail.com**.

Summary

Your trends, counters and data points stay on your device; we never receive them. There is no account and no sign-in. The app is free with ads, and an optional in-app purchase removes them.

The app uses three Google services that collect some technical data automatically:

Service	Purpose	Main data	Legal basis (EU/UK)
Google AdMob	Show banner and full-screen ads	Advertising ID, IP address, device and app info, ad interactions	Consent for personalised ads; legitimate interest for non-personalised ads
Firebase Analytics	Understand which features are used	App instance ID, usage events, device info, approximate location from IP	Consent
Firebase Crashlytics	Find and fix crashes	Crash traces, device and OS info, installation ID	Legitimate interest in a stable app

If you buy "Remove ads", ads stop and AdMob no longer collects data through the app.

Data you enter in the app

Everything you create in Dotline (trend and counter names, values, units and timestamps) is stored only in the app's local storage on your device. It is never sent to us or to the advertising and analytics services below, and we cannot see, recover or delete it for you.

- **Deleting data:** deleting an item in the app, or uninstalling the app, removes it from your device.
- **Sharing and export:** when you share a chart image (PNG) or a CSV export, the file goes only where you send it through your device's share sheet. The recipient app's own privacy policy then applies.
- **Device backups:** if your phone's own backup feature is on, your operating system may include app data in that backup. That is handled by Apple or Google under your device settings, not by us.

Data collected automatically

These services are provided by Google (Google Ireland Limited for users in the EEA and Switzerland; Google LLC elsewhere, including the UK). None of them receives the trend data you enter.

Google AdMob (advertising). Shows a banner on the home screen and occasional full-screen ads. AdMob may collect your device's advertising ID (Android Advertising ID or Apple IDFA), IP address, device model, OS version, language, app version, and how you interact with ads. With your consent, Google may use this to personalise ads; without it, Google serves non-personalised ads, which still use limited data for frequency capping, fraud prevention and measurement. See how Google uses information from apps that use its services.

Firebase Analytics (usage statistics). Records events such as app opens, screens viewed and features used, together with an app instance ID, device type, OS version, app version and approximate country or region. We see only aggregated reports. In the EEA, the UK and Switzerland, it runs only if you agree to analytics.

Firebase Crashlytics (crash reports). When the app crashes, it sends a crash trace, device model, OS version, app version, free memory and disk space, and an installation identifier. We use this only to fix bugs. Crash reports do not contain your trend data.

More detail: Firebase privacy and security and the Google Privacy Policy.

We do not sell your personal data, and we do not use it for any purpose other than those described here.

Purchases

"Remove ads" is a one-time in-app purchase processed entirely by Google Play or the Apple App Store. We never receive your name, email or payment details. The app only receives a confirmation that the purchase is valid, so it can turn ads off and restore the purchase on a new device through your store account. Your store's privacy policy covers the payment itself.

Your choices about ads and analytics

If you are in the EEA, the UK or Switzerland, the app asks for your consent the first time you open it, using Google's consent message. You can accept or refuse personalised ads and analytics; refusing does not limit any feature.

- **Change your consent:** open the menu on the home screen and choose "Privacy options" at any time.
- **iPhone and iPad:** the app asks for permission to track through Apple's App Tracking Transparency prompt. If you decline, your IDFA is not shared. You can change this in Settings › Privacy & Security › Tracking.
- **Android:** you can reset or delete your advertising ID in Settings › Google › Ads (or Settings › Privacy › Ads).
- **Stop all ads:** buy "Remove ads".

Retention, transfers and security

Retention. Data on your device stays until you delete it or uninstall the app. Firebase Analytics keeps user-level event data for 2 months, as set in our Firebase project. Crashlytics keeps crash reports for about 90 days. AdMob data is kept according to Google's retention policies.

International transfers. Google may process data outside the EEA, including in the United States. Such transfers rely on the EU–US Data Privacy Framework, to which Google is certified, and on the European Commission's Standard Contractual Clauses.

Security. Data sent to Google is encrypted in transit. Because your tracking data stays on your device unless you export or back it up, keeping it safe also depends on your device's lock screen and backups.

Your rights

Under the GDPR you have the right to access, correct, delete, restrict or port your personal data, and to object to processing based on legitimate interest. Where we rely on consent, you can withdraw it at any time without affecting earlier processing.

Because we hold no account and no name or email, we usually cannot link analytics or crash data to you. To exercise a right, write to mardegan.m@gmail.com; we will reply within one month.

You may also complain to a data protection authority. In Italy this is the Garante per la protezione dei dati personali; elsewhere in the EU, your local authority.

Residents of California and other US states have similar rights to know, delete and opt out of the "sale" or "sharing" of personal data for targeted advertising. Refusing personalised ads in the consent screen, or limiting ad tracking on your device, acts as that opt-out.

Children

Dotline is suitable for users of all ages, including children. The app has no accounts, does not ask for a name, email or other contact details, and the data you enter stays on your device.

If you are under the age of digital consent in your country (14 in Italy, between 13 and 16 elsewhere in the EU, 13 in the United States), a parent or guardian must give consent to personalised ads and analytics. For these users, the app asks Google to show only non-personalised ads suitable for children and does not send analytics data. Crash reports are still sent so we can fix problems.

Parents or guardians who believe their child's data was collected without consent can write to mardegan.m@gmail.com, and we will help delete it.

Changes to this policy

We may update this policy when the app or the services it uses change. The new version will be published with a new date at the top, and significant changes will be shown in the app.

Contact

Marco Mardegan · Via Prospero Alpino 38, Vicenza, Italy · mardegan.m@gmail.com