Etsy OpenAPI Approval Plan for CrossStitchUploader

Step-by-step checklist tailored to your desktop WPF/C# uploader and your domain migration to **cross-stitch.com** (date: January 02, 2026).

Goal

Get Etsy to approve a **new** OpenAPI app by providing a valid website URL and a clear, minimal description of how CrossStitchUploader uses Etsy data.

What caused the denial

Your previous app was marked "Banned" because Etsy detected a **missing or invalid website URL**. The fix is to provide a public page that explains the app's purpose and includes a contact address.

Before you start (10-minute prep)

● Decide the disclosure page URL on **cross-stitch.com** (recommended: **/apps/crossstitchuploader**).

● Ensure the page is publicly accessible (no login, no IP restrictions).

● Pick a contact email to show on the page (recommended: **support@cross-stitch.com**).

Step 1 — Create the disclosure page on cross-stitch.com

Create a simple static page that you do **not** have to link from your menu. Etsy only needs the page to exist and load.

Suggested page content (copy/paste)
CrossStitchUploader — Internal Etsy API Application

CrossStitchUploader is a private internal desktop application (WPF / C#) used by the owner of this website to upload and manage digital cross-stitch pattern listings in the owner's Etsy shop.

Purpose
- Create/update my own Etsy listings for cross-stitch patterns
- Upload listing images and update titles, descriptions, tags, and related fields
- Upload digital cross-stitch PDF file(s) as digital downloads for my own listings

Etsy data usage
The application only accesses data for the authenticated shop owned by the developer. It is not offered to the public and is not used by other sellers.

Data handling
No buyer personal data is collected or stored. Etsy data is used only to create and manage the developer's own listings. No data is sold or shared with third parties.

Contact

support@cross-stitch.com

Optional (recommended): add "noindex"

Add a robots meta tag so search engines do not index the page. This does not affect Etsy's ability to review it.

```
meta name="robots" content="noindex, nofollow"
```

Step 2 — Create a NEW Etsy app (do not reuse the banned one)

1   Go to Etsy Developers → Apps → **Create a New App**.

2   Use the Website URL field to point to your disclosure page on **cross-stitch.com** (example: **https://cross-stitch.com/apps/crossstitchuploader**).

3   Choose the minimal permissions (scopes) required for your workflow: listing create/update, image upload, and digital file upload (only what you truly need).

Step 3 — Paste a clear app description (for Etsy review)

Suggested Etsy app description (paste into the form)

CrossStitchUploader is a private internal WPF (C#) desktop tool used only by me (the shop owner) to manage my own Etsy shop listings for cross-stitch patterns. It helps me create and update digital listings by uploading listing images, updating titles/descriptions/tags, and uploading the digital cross-stitch PDF file(s) as digital downloads for my own listings. In parallel, the same PDFs are uploaded to my own website for distribution there as well.

The app is not offered to the public and is not used by other sellers. No buyer personal data is collected or stored. The tool only uses Etsy API data required to create and manage my listings.

Website: https://cross-stitch.com/apps/crossstitchuploader
Contact: support@cross-stitch.com

Step 4 — Review checklist before submitting

- Disclosure page loads in an incognito browser window.
- Page includes: app purpose, Etsy data usage, data handling statement, and a contact email.
- App description matches what your tool actually does (no extra capabilities).
- Scopes requested are minimal and aligned with the description.
- Your domain migration: the Etsy Website URL uses **cross-stitch.com** (future-proof).

Step 5 — After submission

- Keep the disclosure page live (do not delete it). Etsy may re-check it later.

- If rejected again, compare the rejection reason to your disclosure page and description; update the page first, then create another new app if required.

- Once approved, implement OAuth and store tokens securely on your PC (Windows Credential Manager / DPAPI) or on your backend if you later centralize the process.

Notes

This page is primarily for Etsy review and compliance. It does not need to be linked from your site navigation; it only needs to be publicly reachable at the URL you provide to Etsy.

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