Well, using .debs does solve many things with integrity, but then again if you are already building .deb packages for your app, it's best to set up your repository and let the OS fetch updates trough normal update procedure. I think using custom updater will be counter-productive in such case, it would be better to add just some repository setup wizard and maybe using it to check user's settings periodically. But let the update alone to be done by ordinary means.