

Privacy Notice

Australia

LAST UPDATED 1 JULY 2026

LIFEVANTAGE PRIVACY NOTICE

This Privacy Notice (hereafter, “**Notice**”) applies to individuals in Australia and explains how LifeVantage collects, uses, shares, stores, and transfers personal information when you interact with us online or offline, including through our websites, mobile applications, products, services, events, consultant/customer support channels.

SECTION 1 – INTRODUCTION

At LifeVantage Australia Pty. Ltd (“**LifeVantage**,” “**our**,” “**we**,” and “**us**”), we value your privacy and are committed to protecting your personal information. LifeVantage Australia Pty. Ltd, a company organized under the law of New South Wales, Australia, is responsible for the personal information described in this Notice.

This Notice applies to customers, consultants, employees, job applicants, website visitors, and other individuals in Australia whose personal information we process.

1.1 Scope

This Notice applies to personal information collected and processed by or on behalf of LifeVantage and its affiliates, including information collected:

- (a) On our websites and mobile applications; and
- (b) When you purchase, return, or use our products or services; and
- (c) When you interact with us as a consultant, customer, employee, or applicant; and
- (d) Through offline interactions such as events, incentive trips, surveys, consultant services calls and customer service calls.

1.2 Updates to this Privacy Notice

We may update this Notice from time to time to reflect changes in our practices, applicable laws, or technology. When we make material changes, we will post the updated version on our website with a revised “Last Updated” date. We encourage you to review this Notice regularly.

SECTION 2 – INFORMATION WE COLLECT

We collect personal information to operate effectively, deliver our products and services, fulfill legal and contractual obligations, and provide meaningful experiences. The types of personal information we collect depend on how you interact with LifeVantage and may vary by role (e.g., customer, consultant, employee, applicant).

2.1 Meaning of “Personal information”

In this Notice, “**personal information**” includes information or an opinion about an identified individual, or an individual who is reasonably identifiable. This is intended to capture “**personal information**” as used in the Australian Privacy Act 1988 (Cth) (the “**Privacy Act**”), as well as similar concepts

under applicable privacy laws.

This includes obvious identifiers like your name or email address, as well as information like device identifiers, account numbers, or demographic details that, when combined, may identify you. The exact legal definition may vary depending on where you live, but our use of the term is intended to cover all similar concepts under applicable laws.

We also use the term “**sensitive personal information**” to refer to information that requires additional protection under applicable laws, such as health information, biometric information, government identifiers, or information about racial or ethnic origin.

2.2 Sources of Personal Information

We may collect personal information:

- (a) directly from you when you interact with our websites, apps, representatives, or forms; and
- (b) automatically through cookies, log files, analytics tools, and similar technologies; and
- (c) from third parties, including consultants, affiliates, vendors, publicly available sources, and service providers that support our operations.

If you provide personal information about another person, you must ensure you are authorised to do so.



2.3 Categories of Personal Information

Information Category	Examples
Contact Information	Name; title or position; postal address; email address; and telephone number.
Biographical Information	Gender; date of birth; nationality; photograph; video; occupation; and non-sensitive information about family life, hobbies, and interests.
Identification Verification Information	Government-issued identification documents or copies of them, including passport details, tax identifiers, and other identification information where needed for lawful business purposes.
Registration and Account Information	Newsletter requests; event or incentive trip registrations; subscriptions; downloads; usernames and passwords; survey responses; preferences; demographic information; and other information you provide in sign-up or registration forms.
Payment and Transaction Information	Purchase history; products ordered or returned; preferred products; training and consultant activity; and information submitted through the InfoTrax Back Office System or similar systems.
Sensitive Personal Information	Health-related or ethnicity-related information where necessary for product safety, service delivery, legal compliance, or another purpose permitted by law.
Other Information	Communications with customer support, social media interactions, contest or promotion entries, and any other information you voluntarily provide

2.4 Information About Children

We do not knowingly collect personal information from

children under 18 or from anyone who is considered a minor in their country. Our products and services are not intended for individuals who are minors or under the age of 18.

SECTION 3 – HOW WE USE PERSONAL INFORMATION

We use personal information for a variety of purposes depending on your relationship with LifeVantage and the context in which the information is collected. In all cases, we limit our use of personal information to what is necessary, proportionate, and consistent with applicable laws.

3.1 Purpose of Processing

We may use your personal information for the following business and operational purposes.

- (a) **Account Management and Service Delivery:** To create, maintain, and manage accounts; to process orders and returns; to deliver products and services; to fulfill contractual obligations; and to provide customer support.
- (b) **Consultant and Partner Management:** To support and compensate independent contractor consultants; to facilitate upline communications; and to evaluate consultant performance and training needs.
- (c) **Employment and Recruiting:** To evaluate job applications, manage employment relationships, provide employee benefits, and fulfill legal obligations.
- (d) **Payments and Transactions:** To process purchases, issue refunds, conduct fraud screening, and manage billing or financial records.
- (e) **Communications and Marketing:** To send transactional communications (e.g., order confirmations), respond to inquiries, provide product updates, and send promotional or educational materials, which may be tailored using Artificial Intelligence ("AI") and Machine Learning ("ML") systems based on your preferences and interactions.
- (f) **Events and Promotions:** To manage registration for incentive trips, conferences, and online or in-person events.
- (g) **Legal and Compliance:** To comply with laws, regulations, and contractual requirements; respond to legal requests or investigations; enforce agreements; or protect rights, safety, and property.
- (h) **Analytics and Business Operations:** To analyse product use, improve user experience, develop new offerings, ensure website/app functionality, and optimize marketing strategies, including through the use of AI and ML tools.
- (i) **Security and Fraud Prevention:** To prevent unauthorised access, detect malicious behaviour, and maintain the integrity of our systems and networks.



3.2 Consent and Other Legal Grounds

LifeVantage collects, uses, and discloses personal information as permitted or required by the Privacy Act and other applicable laws, including for the purposes described in this Notice, and to address consent where specifically relevant.

3.3 Use of AI for Marketing and Advertising

We may use AI and ML technologies to analyse personal information and improve our marketing and advertising activities. This may include:

- (a) Analysing purchase history, preferences, and online behaviour to recommend products or services you may be interested in.
- (b) Grouping users into audience segments for targeted advertising campaigns.
- (c) Optimizing the timing, content, and delivery of marketing messages.

We will only process personal information for AI-driven marketing or targeted advertising:

- (a) Where permitted by law and in accordance with your privacy rights.
- (b) Based on your consent where required.

3.4 Profiling and Legal Effects

We do not use AI or automated decision-making for marketing purposes in a way that produces legal or similarly significant effects for you.

3.5 Opt-out and Preferences

You may opt out of AI-driven targeted advertising at any time by:

- (a) Submitting a privacy rights request as described in Section 8.
- (b) Using our cookie preference tool to disable marketing cookies.

SECTION 4 – HOW WE SHARE PERSONAL INFORMATION

4.1 Service Providers and Business Partners

We may share personal information with trusted third parties who provide services to us under contract, including:

- (a) Payment processors.
- (b) Shipping and logistics providers.
- (c) IT support and hosting services.
- (d) Call centres and consultant/ customer service vendors.
- (e) Event planners and travel agencies.
- (f) Marketing and communications platforms.
- (g) Professional advisors (e.g., auditors or attorneys).

These vendors are only permitted to use your personal information as necessary to perform services for LifeVantage and are required to maintain the

confidentiality and security of your information.

4.2 Corporate Affiliates

We may share your personal information with other entities in the LifeVantage corporate group for internal business purposes, including:

- (a) Account servicing.
- (b) Consultant support.
- (c) Customer support.
- (d) Centralized systems administration.
- (e) Legal, HR, and Finance functions.

These transfers are subject to internal information protection safeguards and agreements, especially when information is transferred across borders.

4.3 Consultant Network Disclosures

If you are a customer or consultant, we may share limited personal information (e.g., contact information, sales volume, enrolment status) with your designated upline consultant or sponsor, as necessary to support your relationship with LifeVantage and for legitimate business and training purposes.

4.4 Legal and Regulatory Disclosures

We may disclose your personal information to:

- (a) Government authorities, regulators, or law enforcement as required by law or legal process.
- (b) Courts or parties in litigation if necessary to enforce or defend our legal rights.
- (c) Auditors or investigators in response to compliance inquiries.
- (d) Other parties in connection with a business transaction (e.g., merger, acquisition, or asset sale), subject to confidentiality obligations.

SECTION 5 – COOKIES AND SIMILAR TECHNOLOGIES

When you use our websites or mobile applications, LifeVantage and its partners may collect certain information automatically using technologies like cookies, web beacons, pixels, and similar tools. These technologies help us understand how users interact with our digital properties and allow us to improve functionality, analyse trends, and personalize experiences.

5.1 What are Cookies

Cookies are small data files that websites store on your browser or device. They serve a variety of purposes, including remembering your preferences, enabling shopping cart functionality, and tracking aggregate site usage.

Cookies may be:

- (a) First-party cookies, set directly by LifeVantage; and/or
- (b) Third-party cookies, set by service providers such as analytics platforms or advertising networks.

Some cookies only last during your browser session



(session cookies), while others persist for longer periods (persistent cookies).

5.2 Types of Cookies We Use

We use the following categories of cookies.

- (a) **Essential Cookies:** Required for core functionality, such as logging in, navigating pages, and maintaining secure sessions.
- (b) **Functional Cookies:** Remember user preferences and settings (e.g., language or region).
- (c) **Analytics Cookies:** Help us understand how visitors interact with our sites, including what pages are visited and how long users stay. We use services such as Google Analytics or similar technologies to gather this information.
- (d) **Marketing or Targeting Cookies:** May be used by third-party platforms to deliver advertising based on your browsing behaviour. Information collected through marketing cookies may be used to train or operate AI and ML models that help us deliver more relevant advertisements and marketing messages. For more details on how AI tools are used in targeted advertising, see Section 3.3 (“Use of AI for Marketing and Targeted Advertising”).

5.3 Cookie Management

When you first visit our website, you will be presented with a **cookie banner** that gives you control over which categories of cookies to accept or reject. You can also adjust your preferences at any time by using our **cookie manager**, accessible from the website footer. You may also manage cookies through your browser settings, though doing so may limit the functionality of certain features.

5.4 “Do Not Track” and Global Privacy Controls

Our websites do not currently respond to browser “Do Not Track” signals.

SECTION 6 – INTERNATIONAL INFORMATION TRANSFERS

LifeVantage operates globally, which means your personal information may be transferred to and processed in countries outside of your country of residence. These countries may have data protection laws that differ from those in your jurisdiction. We store personal information on servers located in the United States and other jurisdictions as needed to support our operations.

6.1 Transfers from Australia

When personal information is transferred from Australia to another country, we take steps intended to meet our obligations under applicable privacy laws. For transfers from Australia to the United States, LifeVantage uses contracts, security measures, and other appropriate measures to provide appropriate safeguards.

6.2 Onward Transfers and Third Parties

When we transfer personal information to third-party service providers or affiliates, we require them to process the information in accordance with our instructions,

maintain appropriate safeguards, and notify us if they can no longer meet those obligations.

SECTION 7 – SECURITY AND RETENTION

7.1 How We Protect Personal Information

We take the security of your personal information seriously. LifeVantage uses a combination of technical, organizational, and administrative safeguards to help protect your information against unauthorized access, loss, misuse, alteration, or disclosure. Security measures may include:

- (a) Encryption of information in transit and at rest.
- (b) Secure server and network configurations.
- (c) Role-based access controls.
- (d) Regular security assessments and monitoring.
- (e) Employee training on information protection and privacy.

Despite our efforts, no system or transmission can be guaranteed to be 100% secure. We encourage you to use caution when transmitting personal information online and to use strong, unique passwords for accounts associated with our services.

7.2 How Long We Retain Personal Information

We retain personal information only as long as necessary to fulfill the purposes for which it was collected, including:

- (a) To provide you with our products and services.
- (b) To comply with legal, accounting, or reporting requirements.
- (c) To resolve disputes or enforce our agreements.

Retention periods vary depending on the nature of the information and our contractual, legal, or regulatory obligations. When we no longer need to retain your information, we will securely delete or de-identify it in accordance with our information retention policies and applicable law. Inactive account information is deleted after seven (7) years of inactivity.

SECTION 8 – YOUR RIGHTS AND CHOICES

Depending on where you reside and the circumstances in which we process your personal information, you may have the following rights and choices under applicable law.

8.1 Rights Available to You

We provide the following rights to individuals when required by law.

- (a) **Right to Access:** You may request confirmation of whether we hold personal information about you and request access to that information, subject to lawful exceptions.
- (b) **Right to Correction:** You may ask us to correct personal information that is inaccurate, incomplete, out of date, irrelevant, or misleading.
- (c) **Marketing Choices:** You may opt out of



promotional emails, SMS messages, or other direct marketing communications at any time by using the unsubscribe method in the message or by contacting us.

- (d) **Right to Complain:** You may raise a privacy complaint with us and, if you are not satisfied with our response, you may also complain to the Office of the Australian Information Commissioner.
- (e) **Anonymous or Pseudonymous Dealings:** You may have the option of not identifying yourself or of using a pseudonym when interacting with us, where it is lawful and practicable.

8.2 How to Exercise Your Rights

If you have questions about this Notice, would like to exercise your privacy rights, or want to make a complaint, please contact us using the following details:

Phone: +1-800-218-751

Email: ausupport@lifevantage.com

We may need to verify your identity before processing your request. If you submit a request on behalf of another person, we may require proof of your authority to do so.

8.3 Complaints

We encourage you to contact us first so that we can try to resolve your concern. If you are in Australia and are not satisfied with our response, you may complain to the Office of the Australian Information Commissioner.

