

Lifestyles® International Holdings Corporation

Online Privacy Statement

Lifestyles is committed to respecting your privacy and safeguarding your personal information when accessing www.lifestyles.net and/or any associated affiliate sites from Lifestyles (the "Site"). As part of this commitment to you, we want you to be informed regarding the information that may be collected from you when visiting our websites, how your personal information is being used and secured, and how you may contact us to update or edit your personal information. Lifestyles operates in compliance with the **General Data Protection Regulation Act (GDPR)**.

Lifestyles products are sold exclusively through Independent Distributors. These Distributors may also be controllers of your data, and so you may want to contact them directly to understand their data practices.

Collection of Personal Information

Lifestyles collects personal information when you:

- Purchase Lifestyles products or services through the website;
- Request Lifestyles e-mail communications;
- Request an Independent Distributor or local office to contact you;
- Provide us with feedback or suggestions.

To access online ordering through our websites, submitting online applications, or to receive e-mail communications, we collect contact information such as your name, address, telephone number, and may also collect certain optional demographic information, such as your date of birth and gender. To purchase Lifestyles products or services through our websites, we collect shipping and contact information. We do not collect your credit card information. The information we collect is stored in our corporate office in Canada according to the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA).

Use of Personal Information

The personal information you provide us when you access Lifestyles websites, or consent to receiving email communications, is used to identify who you are and to provide you with the information you have requested. This may include information regarding Lifestyles products, our business opportunity, local incentives or promotions, website features, and information about corporate or local events. Any credit card details you provide are direct to payment gateways and cannot be seen or recorded by Lifestyles. Your submission of personal information is used solely to process any orders you place for Lifestyles products offered through the website or for communication purposes from Lifestyles exclusively. Survey and feedback information you provide may be used to address your needs such as to understand your product preferences and to determine how Lifestyles products, services and websites can be improved.

Security of Personal Information

Lifestyles operates secure data networks protected by password and industry standard firewalls. We are committed to protecting your sensitive information by securing it from unauthorized access, use or disclosure through SSL encryption software. We will maintain strict confidentiality of all personal information collected, and will only disclose such information to Lifestyles employees and affiliate offices for internal purposes.



Disclosure of Personal Information

In compliance with the **General Data Protection Regulation Act (GDPR)** as expressly set out in this privacy statement, we will not sell, transfer or otherwise disclose any of your personal information to any third party without your prior knowledge and consent, except where breach of contract, legality issues regarding violation of policies and procedures, or otherwise required by law.

Consent

Lifestyles respects your online privacy. By accessing our websites, you consent to the collection and use of this information by Lifestyles in a manner consistent with the guidelines stated in this online privacy statement.

Children

Protecting the privacy of children is important to us. According to Lifestyles' policy, Preferred Customers and Independent Distributors must be 18 years of age or older. This policy is strictly enforced through collection of birth date within the application process.

Length of time

Lifestyles may retain your information for as long as is required for the purposes for which we collected it, or as required by law.

Cookies

Cookies are small pieces of information that may be stored on your computer hard drive for ease of recognizing your information when you return to our website or to provide you with a user friendly experience. Lifestyles cookies do not contain any sensitive information such as legal name or credit card information. However, we cannot control or be responsible for third parties using cookies and the distribution of the information thereof. Most web browsers allow you to erase or block cookies, however please note that you may not be able to access certain areas of our websites, or experience the true benefits of Lifestyles when disabling cookies from your web browser.

Your Rights

You may have various rights with respect to your personal information depending on applicable law. These rights may include right of access, rectification, restriction of or objection to the processing of your personal information, portability to another controller, and erasure. We allow our Customers and Distributors to update their personal information through their Personal Business Centre, by mail, or by contacting the Lifestyles Euro office directly. They may cancel membership in writing at any time. All members are given the opportunity to opt out of receiving text or email advertising at any time.

Links to Lifestyles Independent Distributor PBC websites

This online privacy statement applies to Lifestyles International Holdings Corporation and its affiliate offices world wide. Lifestyles Independent Distributors may also operate their own websites through their Personal Business Center (PBC). Independent Distributor websites in the Lifestyles Personal Business Center are by Lifestyles, and although we strictly enforce our online privacy policy, each Independent Distributor is liable for their own personal websites and the collection and usage of personal information.



Third Party Websites

Lifestyles websites may include links to other third party websites. As these linked sites have separate and independent privacy policies and practices, we cannot assume responsibility or liability for the manner in which the organizations collect, use or disclose and otherwise treat your personal information.

Revisions to the Lifestyles Privacy Policy

This privacy statement is effective June 21, 2021. Lifestyles reserves the right to modify or revise this privacy policy at any time and will become effective immediately upon notice. Changes to this privacy policy may be provided to you through several forms of communication, including posting the most recent version on our websites.

Personal Data Controller

The controller of your personal data is Lifestyles Euro:

Lifestyles Czech Republic s.r.o.

Hlavni 131

624 00 Brno, Czech Republic

IC: 25526251

DIC: CZ25526251

Phone: 00420 541 425 425

Fax: 00420 541 425 428

Email: euro@lifestyles.net

Contact Us

If you have any questions or comments about this privacy statement or wish to contact us to update your personal information, please e-mail Customer Service at [**euro@lifestyles.net**](mailto:euro@lifestyles.net)