

# Privacy Policy

**Life Advisors Pty Ltd**

ACN 149 296 711

Australian Financial Service Licence Number 523015

**January 2025**

# Privacy Policy

Life Advisors Pty Ltd (Life Advisors) is committed to protecting the confidentiality and security of your personal information in accordance with the Australian Privacy Principles (APPs) under the Privacy Amendment (Enhancing Privacy Protection) Act 2012.

We are dedicated to transparency about how we use your personal information. To provide you with our financial planning services, we need to collect certain personal information. This Privacy Policy explains how we collect, use, and share your information and how we will notify you if we collect information that can identify you.

## Collection of Personal Information

Life Advisors collects personal information necessary to provide personal financial advice and services. Our legislative and regulatory obligations require us to obtain and maintain detailed information that identifies you and reflects aspects of your financial position.

The type of personal information we may collect can include, but is not limited to:

- Name, address, and contact details
- Occupation and employment details
- Financial needs and objectives
- Current financial position, including salary, income, expenditure, assets, liabilities, insurance, superannuation, and other investments
- Tax File Number
- Medical history and health for insurance purposes
- Estate planning requirements

Life Advisors will collect information directly from you whenever possible. We may verify this information through sources mentioned in our Privacy Policy.

We do not seek sensitive information unless necessary for our business purposes, such as insurance applications and claims management. If we collect sensitive information, it will be handled in accordance with privacy laws.

Sometimes, we may collect information from other sources as permitted by the Privacy Act 1988, such as:

- Information from third parties about existing products you seek our services for
- Public information to update your contact details if we cannot reach you
- Information exchanged with your legal representative, accountant, or other Representatives with your permission

We also need to verify your identity under the Anti-Money Laundering and Counter-Terrorism Financing Act 2006 (AML/CTF Act), which may involve copying your driver licence, passport, or other identification documents.

## Use and Disclosure of Collected Information

The personal information we hold is used to provide you with financial services. In certain situations, we may need to disclose your information to third parties. If you do not consent to this disclosure, we may not be able to provide you with our financial services.

The types of organisations to whom we may disclose your personal information include, but are not limited to:

- Regulators such as the Australian Transaction Reports and Analysis Centre (AUSTRAC), the Australian Securities and Investments Commission (ASIC), the Australian Tax Office (ATO) and the Australian Prudential Regulation Authority (APRA)
- Financial institutions for financial products like investments, superannuation, and life insurance
- Organisations providing administrative, mailing, IT, and printing services
- Organisations offering research, technical (tax, legal), and paraplanning services
- Employees of your Representative or your Representative's business
- Service providers contracted for outsourced compliance and software services
- Any party acquiring an interest in our business
- Where required or permitted by law

We may use your contact details to send you information of interest. You can opt out of receiving such information by contacting us.

## Information Quality and Security

Life Advisors aims to ensure that the personal information we hold about you is accurate, complete, and current. As part of our services to you, we may include an annual review of your circumstances, during which we will confirm the accuracy of your personal information. If you believe any personal information we hold is incorrect or incomplete, please contact us with evidence of the inaccuracy, and we will correct it.

We value the security of your personal information, which is stored in secure facilities, including computer-based storage and lockable filing cabinets. We protect your information from misuse, loss, unauthorised access, modification, or disclosure.

We are legally required to retain your personal information for a certain period. Once this period has elapsed or the information is no longer needed, we will securely destroy or permanently de-identify it.

## Access to Personal Information

You have the right to access any personal information we hold about you. To request access, please call us at 07 3188 6070 or email the Privacy Officer at [admin@lifeadvisors.com.au](mailto:admin@lifeadvisors.com.au).

Life Advisors will respond to your request for access to personal information within 30 days unless unusual circumstances apply. We may charge a fee to cover the costs associated with locating, retrieving, reviewing, and copying the requested material. We will inform you of any applicable fees in advance and assist in refining your request if necessary.

We will provide access to your personal information, except where we are permitted to refuse access under the Privacy Act 1988 and the Australian Privacy Principles. If we refuse access, we will provide written reasons for our decision. If you have concerns, you may lodge a complaint.

## Correction of Personal Information

Life Advisors will correct any personal information we hold if we become aware that it is inaccurate, incomplete, outdated, irrelevant, or misleading.

If you believe the information we hold about you is incorrect, incomplete, outdated, irrelevant, or misleading, you can request a correction, and we will take reasonable steps to make the necessary changes. If we cannot make the correction, we will inform you in writing.

If we disagree with your request for correction, we will take reasonable steps to include a note on your record indicating that you believe the information is incorrect, incomplete, or outdated.

## Government Identifiers

If we collect government identifiers, such as your Tax File Number, we do not use or disclose this information other than as required by law. We will not adopt as our own any identifiers that you may provide to us.

If you consent, we may keep your identifiers on file so we can continue providing services to you. We will not keep this information on file if you choose not to provide this consent.

## Overseas Disclosure

Life Advisors will not send any personal information about you overseas unless you consent, or we reasonably believe that the other country has privacy laws substantially similar to our own, or we provide the information in other circumstances, such as protection.

## Artificial Intelligence

We collect and process your data to improve our services, including but not limited to providing personalised experiences, recommendations, and insights, which may be through Artificial Intelligence (AI). This may include information you provide directly, and data collected automatically when delivering our services to you. If you have any concerns regarding how your data is being processed, please contact us for further clarification.

## Marketing

Life Advisors may use your personal information to send direct marketing material. If you prefer not to receive such communications, you can opt out by contacting us through any of the methods provided in this document. There is no cost for this request, but please allow up to two weeks for it to be processed.

Life Advisors adheres to the Spam Act 2003 (Cth); accordingly, we will:

- Obtain your consent before sending an electronic message to you (this can be expressed or inferred)
- Provide sender identification (so that you know who sent the message)
- Provide you with the option to unsubscribe

## Cookies

When you visit Life Advisors' website, specific details about your visit may be recorded, such as the time and date, server address, pages accessed, time spent on our site, and type of browser used. This information is collected anonymously for statistical purposes and cannot be used to identify you personally.

We use cookies to identify your browser and remember your login details for future visits. A cookie is a small file on your computer that enables our website to recognise your browser. If you prefer not to allow cookies, you can adjust your browser settings to reject cookies or be notified when they are used.

## Links to Third Party Websites

Our website may contain links to external third-party websites that Life Advisors believes may interest you. These external websites should have their own privacy statements, and we encourage you to review them when visiting such sites. Please be aware that our Privacy Policy does not cover these third party websites and is not subject to our privacy standards and procedures.

## Complaints

Life Advisors is committed to resolving privacy-related complaints as efficiently as possible through our robust internal complaints procedure.

We strive to uphold the highest standards of privacy and data protection. However, we understand that issues can sometimes arise even in well-run organisations. If you have concerns or complaints about privacy, please contact us directly. We are committed to addressing and resolving these issues promptly and effectively.

Our aim is to respond to your complaint within 30 days. We will seek your agreement to extend the timeframe if more time is needed.

If you remain dissatisfied with the resolution after raising the issue with us, you have the right to escalate your complaint to an external dispute resolution scheme. Life Advisors is a member of the Australian Financial Complaints Authority (AFCA). You can contact AFCA at 1800 931 678 or write to GPO Box 3, Melbourne, VIC 3001.

## How to Contact Us

If you have any questions or concerns about privacy at Life Advisors, please contact us using the following methods:

Telephone	07 3188 6070
Email	admin@lifeadvisors.com.au
In Writing	Life Advisors Privacy Officer GPO Box 2285 Brisbane QLD 4001

Life Advisors regularly reviews and updates our policies and procedures to ensure they comply with changes in the law, technology, and market practices. As a result, this Privacy Policy may be updated occasionally.

This Privacy Policy was last updated on 10 January 2025.