

Irish Life Assurance plc.

Privacy Notice

At Irish Life, we are committed to protecting the privacy of your personal information. This Privacy Notice explains how we do this, as well as letting you know about your rights in relation to your personal information.

1. IRISH LIFE GROUP:

Irish Life Group companies offer a broad range of life assurance, health insurance, pensions and investments products, as well as financial advice and other health and wellbeing services. Our companies collect, use and share **personal information** (personal data), so that we can provide you with products and services as data controllers and also, in some circumstances, as joint data controllers. What personal information is collected, how your personal information is used and shared and your rights in relation to your personal information, is explained in the Privacy Notice of the relevant Irish Life Group data controller. We will direct you to the relevant Privacy Notice when we collect personal information from you, for example when you ask for a quote or apply for one of our products. Please read these Privacy Notices carefully, as they will explain which Irish Life Group company or companies are responsible for managing your personal information and include specific information about how we will use your personal information in relation to products and services that we provide to you.

All Irish Life Privacy Notices are available here www.irishlife.ie/privacy-notices. This is the Privacy Notice for Irish Life Assurance plc.

2. WHAT IS A PRIVACY NOTICE & WHY IS IT IMPORTANT?

We know your personal information is important to you and it is important to Irish Life Assurance plc too. This Privacy Notice tells you what we use your personal information for and explains your rights around how we use it. It includes details of **Irish Life Jointly Controlled Shared Services**, where we use your personal information together with, Irish Life Financial Services Ltd and Irish Life Health dac, to provide Shared Services. Contact Details for these Irish Life Joint Data Controllers are included in section 13. Please read this Privacy Notice to understand how and why we use your personal information.

Personal Information about others

If you give us personal information about someone else, please make sure you have their permission and make them aware of this Privacy Notice, as it also applies to them.

3. WHAT PERSONAL INFORMATION WE COLLECT AND WHY

We use personal information to provide our life assurance, pensions and investments **plans** (policies), service our customers, assess claims and pay benefits. The personal information used includes your name, date of birth, contact and bank account details. We will ask for other personal information depending on the plan type and this can include health, employment, pension and salary information. We restrict access to, and use of, any sensitive personal information such as medical information.

Personal information needed to provide our plans is held and used to:

- > process your application including where relevant underwriting your plan;
- > issue your plan;
- > make and receive payments;
- > provide you with information about your plan;
- > administer your plan and pay benefits;
- > provide customer care and service including handling complaints;
- > contact you to inform you of any relevant actions you may need to take.

Where you receive financial advice directly from Irish Life Assurance we will use your personal information such as your financial information including income, expenses, assets, occupation, health information and information about your dependents to provide that advice.

In addition we use personal information to efficiently manage our business including to:

- > improve our products and services;
- > perform financial reporting, comply with laws, and manage our risks;
- > understand our customers and support relevant customer engagement.

Irish Life Shared Services

We also use and share personal information on a jointly controlled basis, with Irish Life Financial Services Ltd and Irish Life Health dac, in order to provide Irish Life Shared Services to you. Your name, contact details, date of birth and plan holdings are needed for this. Shared Services provided on a joint data controller basis include:

- > customer verification and matching to maintain a record of our customers across our Shared Services companies;
- > maintenance of a central customer contact record in our customer relationship management system;

- > on-line digital services such as MyIrishLife;
- > Irish Life Shared Services consent preferences such as for direct marketing and data sharing;
- > customer research, and data and digital behaviour analytics on our Shared Services to help us develop our shared customer experience.

4. LAWFUL BASIS OF PROCESSING

We must have a lawful basis to collect and use personal information. This is explained below:

Needed to perform your contract:

We need to collect and use your personal information to provide and administer your plan contract or to take steps requested by you before you enter into your contract. These activities can include:

- > providing a quote;
- > processing your application;
- > underwriting and issuing your plan;
- > collecting premium payments;
- > providing you with information about your plan and benefits;
- > addressing your plan queries and service requests;
- > addressing your concerns or complaints;
- > assessing and paying benefits.

The personal information used includes your name, date of birth, contact and bank account details. We will ask for other information depending on the plan type and this can include health, employment, pension and salary information.

Data Protection Law allows for the collection and use of health information necessary for insurance and pension plans without your consent. We restrict access to, and use of, any sensitive personal information such as health information. We create new personal information such as your plan value and benefits.

If you get financial advice from us or one of our tied agents, we will assess your financial needs and recommend financial solutions to help meet your identified needs. This includes contacting you to arrange future financial reviews where we believe this is of benefit to you. We will need to collect personal information to provide this service.

We also collect and use personal information about agents, brokers and financial advisers to service their agency contracts with us.

Required by law:

We use your personal information to comply with law, statutory codes and regulations including reporting to regulators, keeping proper books and records, and performing actuarial analysis and risk management to ensure the company stays financially sound.

We carry out internal reporting, quality checking, compliance controls and audits to help meet these obligations.

Actuarial Analysis and Risk Management

We must manage our risks and ensure the company stays financially sound. To do this, we use personal and sensitive personal information relating to current and historical claims, to identify patterns in claims, to try to predict future trends and how they might affect our business, and to undertake pricing and profitability studies.

We must keep and use your relevant personal information to calculate the death and disability liability for certain plans.

Anti-Money Laundering and Financial Sanctions

We must collect certain personal information to comply with Anti-Money Laundering law. This depends on your plan type but includes up to date proof of identification, address, and in some cases the source of funds and wealth. We also screen all customers against Financial Sanctions and Politically Exposed Persons (PEP) lists. To do this, we use your name, date of birth, address, nationality and occupation information.

Where needed we carry out searches of publicly available information. You must give us your tax residence information and tax identification number for tax reporting.

Consumer Protection

As a regulated product producer, we must use our customer personal information, including yours, to identify the target market for our regulated products and services.

If you get financial advice from one of our tied agents, you must give personal and financial information for your current and future needs to be assessed. This enables the tied agent to recommend the most suitable financial product for you. This also involves creating new and inferred personal information about you. The tied agent has to do this analysis of you, using your personal information, to comply with regulations.

When you give us your personal information we will check to see if we already have a record of you. This helps us to reduce duplicate customer records and to comply with your Data Protection rights. Please see section 10 of this Privacy Notice for more information on your rights.

The type of personal information that is required by law may vary in the future.

Irish Life Assurance Legitimate Interests:

We use your personal information for our legitimate interests as shown below. We have taken account of any privacy risks and have ensured that your data protection rights are not affected, including your right to object. Where possible we will provide you with an option to opt out. We believe these uses benefit our customers. You can contact us if you have any questions using the details in section 11 of this Privacy Notice.

Call Recording:

Calls are recorded for staff training and monitoring, as well as maintaining a record of customer transactions we complete over the phone. We also save the number you're calling from to help us handle your call and direct you to the most suitable team. This includes calls through landline, internet or mobile. We will let you know if a call is being recorded at the start of the call so you can decide to continue or not.

Customer Research:

To help improve the level of service we provide, we carry out customer research through surveys and we may on occasions contact you for participation in consumer satisfaction or research surveys.

Customer Queries and Services Requests:

After your plan has ceased, when you or your appointed representative send us a query, concern or request a service we will collect and use personal information needed to respond to your request. We will also use your plan information to respond to your queries and requests.

Customer Verification for Irish Life Shared Services:

We maintain a record of customers and plans across the companies who provide Irish Life Shared Services on a jointly controlled basis. We use personal information such as your name, date of birth and contact details, to verify you and your plans and allocate you with a unique Irish Life Identification Number. For further information about Irish Life Shared Services please see Section 3.

Providing Plan Benefits to Additional Persons:

In some cases, a plan provides benefits to additional persons such as providing employee benefits on a Corporate Life Assurance Plan or to members of a Pension Trust. We process personal information to provide these benefits including paying claims.

Safety, Security and Fraud Prevention:

We capture and hold data from email, web and network traffic to monitor and protect information security and to support investigation around cyber or data loss events (e.g. a malicious act – virus or hacking).

If you visit our offices we will record CCTV footage for safety and security reasons. We only hold these recordings temporarily and for longer if we need to for safety and security investigations.

We use personal information to prevent, investigate and identify suspicious or fraudulent activities including non-disclosure, fraudulent or suspicious claims.

Sharing with Appointed Representatives

Where necessary, your personal information is shared with appointed or legal representatives, for example in the case of an estate or trustees appointed by employers for pension or life assurance trusts.

Sharing with your Broker or Financial Adviser:

We recommend that all our customers get financial advice to make sure their plan suits their needs. We share your personal information with your broker or financial adviser and keep them up to date on your plan. This allows them to give you better advice.

Sharing with your Employer for Scheme Administration and Corporate Insights

Where your plan has been set up through your employer, we will share information with them to the extent that is required in order to administer the group scheme.

We also share aggregate insights with your employer in relation to levels of participation, usage of benefits and claim categories. Aggregate reports are used for these purposes where individuals are not identifiable.

Sharing with Other Insurers or Reinsurers:

If you tell us you have similar cover in place with other insurers for certain plans we will validate that information with the other insurer(s). If you tell other insurers about similar cover you have in place with us for certain plans, we will confirm this information to other insurers. Where required we share personal information with our reinsurance provider.

Sharing with Referrers

Where you were referred to us by a regulated third party, we will share information with them about the outcome of that referral.

Aggregated Analytics and Statistics:

We perform data analytics and statistical analysis on our products and customers across the Irish Life Shared Services Companies to allow us to understand how our customers interact with us, what products and services customers avail of and to develop and promote our products and services. Aggregate reports are used for these purposes where individuals are not identifiable.

Individual Analytics and Profiles:

We continue to develop our data analytics to evaluate customer and plan information and provide insights including behavioural attributes at individual customer level. We do this to improve efficiency of our business and the quality of products and service we provide to our customers. This includes helping us identify existing groups of customers that may benefit from early and ongoing engagement in relation to financial needs, objectives and our products and services. This will include personal information, but not sensitive personal information such as medical information.

In addition, we perform data analytics on Irish Life Shared Services provided jointly with Irish Life Health dac and Irish Life Financial Services Ltd to help us develop our jointly provided shared customer experience. The personal information used includes your identity, contact details and plan holdings information from our Irish Life Shared Services companies, together with digital behaviour through our shared digital services such as MyIrishLife.

Automated Processing:

We use automated systems and processes including machine learning and artificial intelligence for efficiency and to improve the service we provide to you. For example, we use automation in our claims process. The design and use of these technologies can involve processing personal and sensitive information. Where personal information is used in this way, where possible we alter or remove information to prevent you being identified.

Automated-Decision Making, including profiling:

We have an automated-decision making system for underwriting. This is designed to improve efficiency, reduce costs, improve quality and provide consistent underwriting decisions. This system determines underwriting acceptance and the terms we can offer. Acceptance and terms are based on set risk criteria agreed between Irish Life and our reinsurers.

You can opt out of having automated underwriting decisions made about you and can ask to have a person review and make the final underwriting decision.

With Your Consent:

You need to give your consent for us to collect and use your personal information classed as sensitive, or for certain uses of your personal information. You are given the choice to provide consent, or not. When we collect your consent, we will explain what we need it for and how you can change your mind in the future.

Biometric Information:

Where you have consented, we may collect personal information, for example to identify you through voice, facial or fingerprint recognition.

Direct Marketing:

Where you have consented, we may use your personal information to contact you about offers and services from across the Irish Life Group companies, separately from your plan communications.

We will only send you direct marketing content where we have your consent.

Cookies and Mobile App Tracking:

When you visit our website or use our apps, we will use cookies or mobile app tracking technology for purposes such as:

- > to make our website or app work properly.
- > to understand how visitors use our site or app and help us improve them.
- > to remember your preferences and settings.
- > to deliver relevant advertisements and content based on your interests.

We will ask for your consent to use mobile app tracking when you register for one of our apps. You can choose to accept or decline cookies using your browser or device settings. Blocking some types of cookies may affect your experience of the site.

In some cases when we send you emails, we will use cookies and similar technologies to tell us if you have received and opened the email.

For more detailed information on the cookies we use and how you can manage them, please refer to our Cookie Policy and Mobile App Tracking Policy.

Additional Products and Services from Irish Life Group:

We will ask for your consent before sharing your Irish Life Assurance plc plan information with our group companies to offer you additional products and services from the Irish Life Group. In the shared MyIrishLife portal, provided jointly with Irish Life Health and Irish Life Financial Services, we can display additional plan information such as plan value, with your consent.

5. CONSENT AND HOW TO WITHDRAW CONSENT?

Where we process your personal information based on consent, you have the right to withdraw that consent at any time. The opt-out methods will depend on how the consent was collected and will be explained when you give us your consent, e.g. you can change your mind using the opt-out link in any direct marketing emails sent to you, or by opting out of a mobile app service. For Shared Services, such as the MyIrishLife portal, you can also change or withdraw consent using the preference settings.

You are also able to withdraw consent by contacting us directly using the details in section 11 of this Privacy Notice.

6. HOW AND WHERE DO WE GET YOUR PERSONAL INFORMATION FROM?

You provide us with your personal information directly when you contact us, complete our forms, use our on-line digital services including webchat, speak with us or visit our website, social media accounts and mobile apps. For more information on what personal information is collected and used on our website please see our Cookies Policy at www.irishlife.ie/cookies-policy.

If you use a Shared Services provided jointly by Irish Life Group companies, we will receive the personal information collected through that service. We receive contact details and plan holdings from Irish Life joint data controller companies Irish Life Financial Services Ltd and Irish Life Health dac to verify you and your plans and to allow you to avail of Irish Life Shared Services.

We also get personal information from agents, brokers, financial advisers, referrers, solicitors, licenced private investigators, employers, trustees or regulators (where relevant).

Depending on the type of plan, we may collect health information through the plan application for underwriting purposes and as part of the assessment of claims. If you are the person insured under a protection plan, we will get relevant personal health information from you, from your health professionals and from independent health examiners and other medical professionals. If we have accepted your cover based on a proposal and underwriting decision with another insurer we will get relevant personal information and personal health information from that insurer in order to process any claims.

We will check if you have similar cover or claims already in place with other insurers for certain plans, in line with Revenue rules.

We also create new personal information about you based on information you have given us and through your interactions with us such as noting your online preferences.

7. WHO DO WE PASS YOUR PERSONAL INFORMATION TO?

We pass personal information, including personal health information if necessary, to:

- **Data Processors:**
 - > Companies that act as service providers under contract with us and only process your personal information as instructed by us. Your personal information is transferred securely and is not used by other parties for any other reason.
 - > Our three main Data Processors are Irish Life Financial Services Ltd, Irish Life Group Services Ltd, and Canada Life Group Services Ltd.
 - > The categories of services that we use other Data Processors for include: document and print management, call centre telephony, IT infrastructure solutions, cyber security, payment service providers, administration, underwriting, customer services, marketing, customer research, actuarial services, Financial Sanctions, PEP screening and mobile app services.
- **Brokers or Financial Advisers:**
 - > who you have chosen to act as your intermediary to give service and advice on your plan.
 - > who your Employer or Trustee has chosen if you are a member of a group plan to act as an intermediary to give service and advice on the group or company plan.
- **Irish Life Tied Agents:**
 - > who you have chosen as your adviser to give service and advice on your plan.
- **Referrers**
 - > We pass limited and aggregated personal information to regulated third parties who referred you to us.
- **Trustees or other Legal or Personal Representatives:**
 - > appointed in connection with the plan contract.
- **Employers:**
 - > Where your plan has been set up through your employer, we will share personal information with them to the extent that is required in order to administer the group or company plan. We also share aggregate insights with your employer in relation to levels of participation, usage of benefits and claim categories. Aggregate reports are used for these purposes where individuals are not identifiable.
- **Health Professionals:**
 - > where needed for underwriting and paying benefits, we may share personal and health information with health professionals such as your GP or other independent health professionals.
- **Reinsurers:**
 - > that we have a contract with to underwrite our plans and claims. You can see our current panel of reinsurers on our website at www.irishlife.ie/reinsurers.
- **Investment Service Providers:**
 - > We pass limited personal information to investment service providers where you want to access these services through your plan e.g. Stockbroker or Online Trading Platform.
- **Licenced Private Investigators:**
 - > We engage private investigators where it is necessary and proportionate to do so for our legitimate interests in tracing beneficiaries, identifying and reducing fraud, and where required, for good claims management.

- **Regulators:**
 - > Regulators and the Revenue Commissioners or as needed to comply with regulations, statutory codes and laws.
- **Other Insurers:**
 - > For assessing claims, if we accepted your cover based on a proposal and underwriting with another insurer.
 - > For checking if you have similar cover or claims in place for certain plans, in line with Revenue rules.
- **Irish Life Joint Data Controllers for Shared Services:**
 - > We pass your contact details and plan holdings to the Irish Life Joint Data Controller companies Irish Life Financial Services Ltd and Irish Life Health dac for Shared Services to verify you and allow us to offer you Irish Life Shared Services.
 - > Where you avail of Irish Life Shared Services, we will pass information collected through those services to Irish Life Joint Data Controller companies, Irish Life Financial Services Ltd and Irish Life Health dac.
 - > We pass your personal information to the Irish Life Shared Services companies for statistical purposes and data analytics on an aggregated and individual basis as described in the “Aggregate Analytics and Statistics” and “Individual Analytics and Profiles” sections above.

For more information on Irish Life Joint Data Controllers see section 13.
- **Third Parties for digital advertising and marketing:**
 - > Your online activity will be shared with third party providers such as social media platforms, where you consent to marketing cookies.

8. DO WE TRANSFER YOUR PERSONAL INFORMATION OUTSIDE OF THE EU?

While your personal information is generally processed and stored within the EU, in some circumstances we do transfer personal information outside the EU. Examples of countries where personal information is transferred to include the UK, Canada, USA and India.

Some of our service providers and data processors are global companies who may transfer personal information outside of the EU such as for service support. This includes our cyber security services, for example. We pass personal information securely to our parent company Great-West Lifeco in Canada. We do this for administration purposes, for recording of legal claims and for screening our customers against Financial Sanctions and PEP lists, to comply with Anti-Money Laundering rules. Our parent company, Great-West Lifeco has a legal obligation to maintain a list of our identified high-risk customers.

Passing your personal information to certain countries, including the UK and Canada, is allowed under an Adequacy Decision made by the European Commission. Where we, our service providers, or our data processors, transfer your personal information outside the EU, we will take steps to ensure that your personal information is adequately protected and transferred in line with data protection law.

We use Model Standard Contractual Clauses for transfers of personal information outside of the EU to countries or regions without an Adequacy Decision, to ensure that any personal information leaving the EEA will be transferred in compliance with EU data protection law. These are available by contacting us.

9. HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION FOR?

We keep and use your personal information for as long as you have a relationship with us and as long as we are required to under regulations such as the Central Bank of Ireland’s Consumer Protection Code.

Where you have a regulated product or availed of a regulated service, we will retain your personal information for 7 years after your relationship with us has ended.

We also hold it after this where we need to for system back-ups, internal and regulatory complaints handling, legal claims allowing for the statute of limitations and if requested to keep it for a valid reason by a regulatory authority.

In some cases, deleting certain records including identifiers such as plan number is not possible, while maintaining system integrity. Where this occurs, we have taken steps to pseudonymise the personal information and limit the processing to maintaining this personal information securely.

Prior to deleting records, we will hold personal information in archive storage and limit the processing to maintaining this personal information securely and to ensure that no customer errors or queries arise prior to deletion.

10. WHAT ARE YOUR RIGHTS?

You have a number of rights over your personal information which you can exercise free of charge by contacting us using the details in section 11 of this Privacy Notice. You will need to give us personal information to help us identify you and we will respond to you within one month. If we are unable to respond within one month due to the complexity of the request or number of requests, we may extend this period by a further two months. Where this is necessary, we will let you know and explain the reason in line with regulation. Any restrictions to your rights will be explained in our response.

Right to Information

You have a right to the information set out in this Privacy Notice. The most recent version of our Privacy Notice will always be accessible on our website at www.irishlife.ie/ila-privacy-notice. If we make changes to the type of personal information we collect and / or how we use it we will inform you of the changes.

We have controls in place to protect your personal information and minimise the risk of security breaches. However should any breaches result in a high risk for you, we will inform you without undue delay.

Right to Restrict or Object

You can restrict or object to any unfair and unlawful collection or use of your personal information.

You can object to legitimate interest processing including any fully automated decision making that has a legal or similar significant impact for you and ask for the decision to be made by a person.

You can withdraw consent and object, for example, to direct marketing.

Right to Correct and Update

You can ask us to correct and update personal information we hold about you.

Your Irish Life plans are long term contracts and to provide you with the best service it is important we have your up to date personal information, such as contact details.

Right to Delete and Be Forgotten

You can have your personal information deleted if it is incorrect, if it is no longer needed or has been processed unfairly or unlawfully. If you have withdrawn consent, you can ask for your personal information to be deleted.

We will keep a record of your request so we know why your personal information was deleted.

If we have provided a regulated product or service to you, we must keep your personal information for a minimum period by law.

Right to Portability

You can ask for a copy of all personal information that you gave us (including through your interactions with us), and which we hold in an automated format. You can receive this in a machine readable format that allows you to keep it.

You may also request Irish Life Assurance plc to send this personal information in a machine readable format to another company. The format will depend on our ability to provide this in a secure way that protects your personal information.

It is unlikely we will be able to use a copy of your personal information sent to us in this way. This is because we can only collect personal information that we need. We also need your most up to date personal information for underwriting and to comply with regulations.

Right to Access

You have the right to know what personal information we hold and use about you and to receive a copy of your personal information.

We must tell you:

- > why we hold it;
- > who we pass it to, including whether we transfer it outside the EU;
- > how long we keep it for;
- > where we got it from;
- > if we carried out any automated-decisions, and if so, the logic behind it and what it means for you.

This right does not allow you access personal information about anyone else.

To access your personal information, please write to us or email us using the contact details in section 11 of this Privacy Notice. To help us respond as quickly as possible please let us know if you are only looking for copies of specific personal information.

11. HOW TO CONTACT US

You can contact us with any questions about your personal information and this Privacy Notice, or to exercise your data protection rights:



Irish Life Assurance plc, Irish Life Centre, Lower Abbey Street, Dublin 1



+353 (0)1 704 1010



dataprotectionqueries@irishlife.ie



www.irishlife.ie

12. DATA PROTECTION OFFICER

Irish Life Assurance plc also has a Data Protection Officer who you can contact directly:



Data Protection Officer, Irish Life Assurance plc, Irish Life Centre, Lower Abbey Street, Dublin 1



+353 (0)1 704 1969



ILADPO@irishlife.ie

13. IRISH LIFE JOINT DATA CONTROLLERS

You can also contact the Data Protection Officers of both our joint data controllers, Irish Life Financial Services Ltd and Irish Life Health dac using the contact details below:



Irish Life Financial Services Ltd, Irish Life Centre,
Lower Abbey Street, Dublin 1



+353 (0)1 704 1969



ILFSDPO@irishlife.ie



www.irishlife.ie

Irish Life Health dac, Irish Life Centre,
Lower Abbey Street, Dublin 1

+353 (0)1 562 5100

ILHDPO@irishlifehealth.ie

www.irishlife.ie

14. COMPLAINTS

If you do not think that we have processed your personal information fairly or in line with this Privacy Notice, please contact us.

If you are not happy with how we have processed your personal information or handled your privacy rights, you can complain to the Data Protection Commission using the contact details below:



Data Protection Commission, 6 Pembroke Row, Dublin 2, D02 X963, Ireland



+ 353 (0)1 765 01 00 / 1800 437 737



www.dataprotection.ie

This Privacy Notice is effective from August 2026.