

Consumer Health Data Privacy Policy

Effective Date: May 5, 2025

This Consumer Health Data Privacy Policy (“**Policy**”) supplements the information in the [Nu Skin Global Privacy Notice](#).

It applies solely to Washington consumers who interact with us in an individual or household capacity and applies only to personal information defined as “consumer health data” under the Washington My Health My Data Act. Capitalized terms that are not defined here have the same meaning as in the Nu Skin Global Privacy Notice. This Policy describes what consumer health data we collect, how we collect and use it, who we disclose it to and why, and the choices you may have regarding our use or disclosure of your consumer health data.

Categories of Consumer Health Data We Collect

We may collect or receive the categories of consumer health data listed below.

- Health and wellness information submitted as part of your account or;
- Survey and questionnaire responses you submit, including, but not limited to information about your demographics and health (such as conditions, diagnoses, medications, or other similar information), if you choose to share such information
- Fitness and Wellness Data:
 - Dietary habits and dietary restrictions;
 - Fitness activity, fitness goals, and fitness level;
 - Lifestyle information, such as sleep habits and life events;
 - Body measurements (e.g., height and weight) and other measurements related to physiological condition;
- Health, wellness and other data collected by Nu Skin devices and their associated apps and information that you self report associated with those devices;
- Profile Information that includes health data: such as demographic information, age, gender, image or photo, etc. from your account profile, which we may combine with any personal information or other data we have collected; and
- Other similar information, as may be requested by us that is specific to the relevant products or services you engage with.

Categories of Sources From Which We Collect Consumer Health Data

We may obtain consumer health data from different sources, as described in the What Personal Information Do We Collect section of the Nu Skin Global Privacy Notice. With respect to consumer health data, we collect that from the following sources:

- Provided directly by you;
- Collected from a device associated with you or that you have authorized to share information about you with us;
- Collected from your interactions with our apps, Services, platforms, etc.;

- Received from third parties such as Brand Affiliates, business partners, analytics providers, operating systems, social media platforms, public databases, and service providers.

Purposes for Collecting Your Consumer Health Data

We may collect and use consumer health data for one or more of the following purposes:

- Personalize, advertise, and market our products and services to you;
- Generate inferences about you, such as your interests or preferences;
- Provide, administer, personalize, manage, develop, improve, repair, and maintain our products and services;
- Communicate with you, including to respond to your questions and requests, to request feedback from you, and to send you administrative information about your account such as information regarding the products and services you use and the changes to our terms, conditions, and policies.
- Ask you to complete surveys and questionnaires and help us better understand how customers access and use our products and services and for other research and analytics purposes;
- Combine the information collected with other information about you;
- When we have your consent, such as pursuant to your participation in a study, research, or other program;
- De-identify, tokenize, or aggregate your information (or otherwise render the information so you are not reasonably identifiable), or to create or derive datasets, as part of the Services and for other purposes consistent with the purposes for which the information was collected; and
- Comply with our legal obligations and internal policies.

Sharing of Consumer Health Data

We may share each of the categories of consumer health data described above. In particular, we may share personal data, including consumer health data, with your consent, to complete transactions or provide products or services you have requested, and for the purposes described in this Policy. We may share your consumer health data with our Brand Affiliates and other representatives if you have provided your consent for such sharing and for the purpose of providing products, services and recommendations to you.

We may also share consumer health data with business partners such as those providing technology, marketing services, governmental agencies and legal bodies, and purchasers of or successors to our business or assets.

Your Washington Consumer Health Data Rights

Washington residents have the right to (1) request access to their consumer health data; (2) confirm whether we have disclosed or sold their consumer health data; (3) delete their consumer health data; or (4) withdraw their consent or authorization relating to such data. You can make these requests through our [online form](#).

How To Submit an Appeal

To appeal our decision on your Washington Consumer Health Data Rights request, you may contact us by using the contact information listed below or emailing us at privacy@nuskin.com. In submitting your appeal, please enclose a copy of or otherwise specifically reference our decision on your data subject request, so that we may adequately review and address it. We will respond in accordance with applicable law.

Contact Us

For any questions, complaints, or inquiries regarding this Policy, or our privacy practices, please contact us at: Nu Skin Enterprises, 75 West Center, Provo, Utah 84601, Attn: Privacy Office or privacy@nuskin.com.