

ForLife

Frequently Asked Questions

What is ForLife?

ForLife is a new program that rewards you for sharing information about your wellness habits and lifestyle. For a limited time you can earn financial rewards by connecting your activity and wellness information from any fitness tracker or wearable device to our ForLife app.

By using the app to report your activity data, you will have access to other fitness and lifestyle related information, tips and education you will find helpful. Interacting and completing poll questions, surveys, and quizzes within the app will earn points which can be redeemed for popular gift cards through other businesses and vendors.

Who is eligible for ForLife?

ForLife is only available to State Farm® life insurance policyholders. Current customers who met the criteria for this program received an invitation email.

How do I earn points, and what can I use them for?

ForLife users earn points for sharing information about lifestyle activities. Connecting your activity tracker will allow you to be rewarded for meeting daily fitness goals. Every week, you'll have new opportunities to participate in activity-based challenges, or to earn points for answering polls, quizzes, and surveys.

Points can be redeemed for gift cards to a variety of popular merchants, including Amazon, Target, Hulu, Starbucks, and Whole Foods Grocery.

Will my points expire?

ForLife is a limited-time program, and points are subject to expire. Participants will be notified in advance of the end of the program.

Can I opt out of the program after I join?

Yes, you can. ForLife is a voluntary program, and you can leave at any time.

Will participation impact my State Farm® policy?

No. Your decision to participate in this offer and the information that you share will not be used in any way with respect to your life insurance policy, its coverage or your premiums.

Do I need to own a fitness tracking device to participate?

No, although the program is best experienced through the ForLife iOS or Android mobile app. If you do not have a smartphone, you can access the ForLife app in your web browser at <https://forlife.statefarm.com/>

Which devices can I use?

ForLife can connect to most consumer fitness tracker iOS and Android apps, including FitBit, Garmin, Jawbone, Under Armour, Strava, and Apple Health. If you own a supported device, you simply need to install the ForLife app and log in to your existing account. You select the device data that will be passed to the ForLife app, and a device can be disconnected at any time. Please contact us if you have questions about supported devices: <https://forlife.statefarm.com/contact>

Who will have access to my data?

State Farm® is using a vendor partner to collect data from authorized devices. All of your data is subject to State Farm's® privacy policy. Your State Farm® Agent will not have access to your ForLife data.

For more information:

Email: forlife@statefarm.com

Web: <https://forlife.statefarm.com/>

This is not a solicitation to buy or sell State Farm insurance products.

ForLife participation subject to program eligibility and varies by state. Subject to terms and conditions of the agreement. ForLife app is available for Android and iOS. An iOS or Android mobile device may be required to use all ForLife program features. Customers must agree to authorize State Farm to collect health and wellness information data. Mobile application users must agree to a licensing agreement.

Each State Farm insurer has sole financial responsibility for its own products.

State Farm Life Insurance Company (Not Licensed in MA, NY or WI)
State Farm Life and Accident Assurance Company (Licensed in NY and WI)
Bloomington, IL

