

Appendix to the Starbucks Privacy Statement

	Purposes of the Processing	Categories of Personal Data	Legal Basis for the Processing (where required)	Controller for the Processing of the Personal Data
1.	<p>Website access and browsing</p> <p>To allow you to access and browse the Website.</p>	<p>IP address</p> <p>date and time of the access request</p> <p>time zone difference to Greenwich Mean Time (GMT)</p> <p>content of the request (specific page)</p> <p>access status/HTTP status code</p> <p>the data volume transferred</p> <p>website from which the access request is made</p> <p>browser (language and version of the browser software)</p> <p>type of device and operating system</p>	<p>Insofar as we need a legal basis to process your personal data, the data processing related to the Website is based on legitimate interests (e.g., the processing of personal data your browser transmits to our server is technically required to let you access and browse the Website). More information on the balancing test is available upon request.</p>	<p>Starbucks EMEA</p>
2.	<p>Starbucks Mobile Application</p> <p>To allow you to use the functionality of the Application.</p>	<p>IP address</p> <p>date and time of the access request</p> <p>time zone difference to Greenwich Mean Time (GMT)</p> <p>content of the request (specific page)</p> <p>access status/HTTP status code</p> <p>the data volume transferred</p> <p>type of device and operating system</p> <p>username and password;</p> <p>e-mail address;</p> <p>billing address;</p> <p>phone number;</p> <p>financial data, such as payment card numbers or account numbers;</p>	<p>Insofar as we need a legal basis to process your personal data, the data processing related to the Application is based on legitimate interests (e.g., the processing of personal data your device on which the Application is installed transmits to our server(s), is technically required to let you use the Application). More information on the balancing test is available upon request.</p>	<p>Starbucks EMEA</p>

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		<p>data related to a Starbucks stored value card ("Starbucks Card");</p> <p>advanced analytics data such as location data, diagnostic and usage data, and user interactions;</p> <p>location-based data, such as through GPS, Bluetooth-enabled iBeacons, or other location-based technology to enhance the user experience so that you may order ahead, receive directions, and see what is available at nearby Stores; and</p> <p>the day and month of your birthday, so that we may recognize you on your special day (we don't ask for your birth year for this).</p>		
3.	<p>Stores</p> <p>To conduct purchases and transactions in a Store.</p>	<p>Name</p> <p>Card payment details</p>	<p>Insofar as we need a legal basis to process your personal data, the processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract (i.e. contract regarding the purchase of a product in a Starbucks store).</p>	<p>Starbucks Switzerland</p>
4.	<p>General Communication</p> <p>To communicate with you about orders, purchases, accounts, etc. and to respond to customer services inquiries and requests for information.</p>	<p>first name</p> <p>last name</p> <p>address</p> <p>city</p> <p>post code</p> <p>email address</p> <p>plus, for loyalty members of Starbucks Switzerland, data as listed below for Starbucks Rewards</p>	<p>Insofar as we need a legal basis to process your personal data, the processing of personal data is necessary to answer your respective request which otherwise cannot be fulfilled. Therefore, the processing is justified on the basis of legitimate interests. More information on the balancing test is available upon request.</p>	<p>Starbucks EMEA or Starbucks Switzerland (depending on who you communicate with)</p>
5.	<p>Newsletters</p>	<p>first name</p> <p>last name</p> <p>email address</p>	<p>To the extent we obtain your consent to send you newsletters, this consent is the basis for our processing.</p>	<p>Starbucks EMEA and Starbucks Switzerland (joint controllers):</p> <ul style="list-style-type: none"> Starbucks EMEA is a controller in relation to determining the general

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	<p>To allow you to subscribe to our newsletter and provide you with newsletters.</p>	<p>plus, for loyalty members, data as listed below for Starbucks Rewards</p>	<p>Moreover, to the extent that we require a legal basis for the processing, the processing is based on legitimate interests:</p> <p>The processing of personal data is necessary to answer your respective request which otherwise cannot be fulfilled. Therefore, the processing is justified on the basis of legitimate interests. More information on the balancing test is available upon request.</p>	<p>approach to communications and providing Starbucks Switzerland with recommendations and guidelines about the approach to communications.</p> <ul style="list-style-type: none"> Starbucks Switzerland is a controller in relation to determining the content of communications (in accordance with the guidelines), determining the calendar of communications, and the sending of communications to you, and for determining the calendar of the loyalty promotions newsletter.
6.	<p>Personalized newsletters and other communication, including personalized promotions, content, and special offers, and communication about our brands, products, events, or other promotional purposes</p> <p>To allow you to subscribe to our personalized newsletter and provide users with personalized newsletters.</p>	<p>first name last name email address</p> <p>plus, for loyalty members, data as listed below for Starbucks Rewards</p> <p>Data to personalize newsletters (purchase history, including details regarding purchased products, time of the purchase (weekday versus weekends, time passed since the last purchase), favourite location/city; date of birth for birthday communication), , demographic data (i.e., gender, age range, country and inferred interest groups (e.g., “coffee lover” or “interested in travel”)) (see [Cookies Notice] for more details)</p>	<p>Insofar as we obtain your consent for the aforementioned purposes and that a legal basis is required for the processing of your personal data in this context, your consent is the legal basis for the processing of personal data for the purpose of personalizing and sending emails to subscribers of the personalized newsletters about initiatives, announcements and product offers based on account info and activity (profiling).</p> <p>The wording of your consent is as follows:</p> <p>[] Yes, I'd like Starbucks Coffee Switzerland GmbH, Industriestrasse 27, CH-8604 Volketswi to send me personalized email about product offers and activities based on my account info and activity. I hereby consent to a processing of my personal data, i.e., usage preferences and purchase activities (date, time, turnover, products, etc.) for these purposes (including profile building).</p> <p>You may withdraw your consent at any time and at no charge. Such withdrawal will not affect the lawfulness of the processing prior to the consent withdrawal. You also have the right to object to a use of your personal data for direct marketing purposes including profiling. For more information regarding your personal data and your rights (and information about the person to whom you can send your withdrawal request), please see our Privacy Statement</p>	<p>Starbuck EMEA and Starbucks Switzerland (joint controllers):</p> <ul style="list-style-type: none"> Starbucks is a controller in relation to determining EMEA the general approach to communications and provides recommendations to Starbucks Switzerland about the approach to communications. Starbucks Switzerland is a controller in relation to determining the content of communications (in accordance with the guidelines), determining the calendar of communications, and the sending of communications to customers, and for determining the calendar of the loyalty promotions newsletter.

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7.	Use of Cookies	Please refer to the [Cookies Notice].	Please refer to the Cookie Notice.	Starbucks EMEA
8.	Web analytics and profiling with Google Analytics Measurement and improving the performance of the Website and Application, and to help inform Starbucks EMEA and Starbucks Switzerland marketing programs	IP address The IP address is truncated as IP-anonymization is activated, your IP address will be truncated within Switzerland. Only in exceptional cases the whole IP address will be first transferred to a Google server in the USA and truncated there. Visits to webpages and traffic sources to the Website or Application. demographic data (i.e., gender, age range, country and inferred interest groups (e.g., “coffee lover” or “interested in travel”)) (see [Cookies Notice] for more details) Please refer to the Starbucks EMEA [Cookie Notice] for further details.	Insofar as we obtain your consent for the aforementioned purposes and that a legal basis is required for the processing of your personal data in this context, your consent is the legal basis for the deployment of cookies on the device used and also for the related collection and processing of personal data.	Starbucks EMEA with regard to the deployment of cookies and the related collection of personal data. Starbucks EMEA and Starbucks Switzerland (joint controllers) with regard to the creation of reports using Google Analytics data. Starbucks EMEA and Starbucks Switzerland (independent controllers) with regard to the use of data to inform their own promotions programs.
9.	Starbucks Card Allow enrolment in the Starbucks Card program and provide Starbucks Card services as described in the relevant Terms and Conditions.	first name last name email address password address city post code birthday (only month and day) Starbucks Card number transaction records (value of the transaction, date of the purchase, list of purchased products, used payment method to reload the card (cash/card) payment related data (credit card/payment process data)	Insofar as we need a legal basis to process your personal data, the processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract (i.e. contract regarding participation in the Starbucks Card program and performance of services under this program).	Starbucks EMEA and Starbucks Switzerland are joint controllers for: <ul style="list-style-type: none"> - analysis purposes <ul style="list-style-type: none"> ▪ segmentation of the database ▪ ad hoc analyses, e.g. profiles of inactive customers, how COVID impacts loyal customers' behavior - reporting <ul style="list-style-type: none"> ▪ regarding general performance of the program (sales, frequency, average ticket, number of customers with marketing consent, in-store versus mobile app usage, active points balance) - related marketing campaign management.

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				<ul style="list-style-type: none"> ▪ measuring of the campaign effectiveness (how many customers used the promo, sales generated, return on investment)
10.	<p>Starbuck Rewards</p> <p>To allow you to enrol in our customer loyalty and benefit program Starbucks Rewards by registering for it and to offer and improve the Starbucks Rewards program and to improve our products and services as described in the relevant Terms and Conditions [insert link].</p>	<p>first name last name email address password address address 2 (optional) city post code birthday (only month and day) Starbucks Card number browser (language and version of the browser software) type of device and operating system cardholder data transaction records</p>	<p>Insofar as we need a legal basis to process your personal data, the processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract (i.e. contract regarding participation in the Starbucks Rewards program and to provide the benefits under the Starbucks Rewards Program).</p> <p>Some data processing related to the Starbucks Rewards program including the transfer to Starbucks Corporation is based on legitimate interests (insofar as we need a legal basis to process your personal data):</p> <p>The processing of personal data is necessary to improve the customer loyalty and benefit program and our products and services based on the personal data of participants in the program we collect and process for this purpose (profiling). Therefore, the processing is justified on the basis of legitimate interests. More information on the balancing test is available upon request.</p>	<p>Starbucks EMEA and Starbucks Switzerland (joint controllers):</p> <ul style="list-style-type: none"> • See under row 9 above
11.	<p>Service Improvement</p> <p>For research, development, and improvement of our services.</p>	<p>Data collected as set out in above row 8 in relation to use of the Website, communications, newsletters.</p>	<p>Insofar as we need a legal basis to process your personal data, the processing of personal data is necessary to maintain, improve and analyze our services which otherwise cannot be fulfilled. Therefore, the processing is justified on the basis of legitimate interests. More information on the balancing test is available upon request.</p>	<p>Starbucks EMEA or Starbucks Switzerland (depending on which company operates the service in question)</p>

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12.	<p>To Enforce our Terms, Agreements, or Policies</p> <p>To maintain a safe, secure, and trusted environment for you when you use the Website, Application, and other services, we use your personal data to ensure our terms, policies, and agreements with you and any third parties are enforced.</p>	Data collected in the above rows [insert numbers of relevant rows] in relation to use of the Website.	Insofar as we need a legal basis to process your personal data , the processing of personal data is necessary to maintain a safe, secure, and trusted website environment which otherwise cannot be fulfilled. Therefore, the processing is justified on the basis of legitimate interests. More information on the balancing test is available upon request.	Starbucks EMEA or Starbucks Switzerland (depending on the agreement or policy in question).
13.	<p>CCTV</p> <p>Operation of CCTV in retail locations.</p>	Video footage	Insofar as we need a legal basis to process your personal data , the processing is in these cases necessary to monitor building security and assist in crime prevention, detection, and investigation, and to ensure the health and safety of our staff and visitors to our facilities.	Starbucks Switzerland

For information about cookies and how we use them, please read the Cookies Notice.