

Appendix to the Starbucks Privacy Statement

	Purposes of the Processing	Categories of Personal Data	Legal Basis for the Processing	Controller for the Processing of the Personal Data
1.	<p>Website access and browsing</p> <p>To allow users to access and browse the Website.</p>	<ul style="list-style-type: none"> • IP address • date and time of the access request • time zone difference to Greenwich Mean Time (GMT) • content of the request (specific page) • access status/HTTP status code • the data volume transferred • website from which the access request is made • browser (language and version of the browser software) • type of device and operating system 	<p>Data processing related to the Website is based on legitimate interests (Art. 6 (1) (f) GDPR) (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>	Starbucks EMEA
2.	<p>Starbucks Mobile Application</p> <p>To allow users to use the functionality of the Application.</p>	<ul style="list-style-type: none"> • IP address • date and time of the access request • time zone difference to Greenwich Mean Time (GMT) • content of the request (specific page) • access status/HTTP status code • the data volume transferred • type of device and operating system • username and password; • e-mail address; • billing address; • phone number; • financial data, such as payment card numbers or account numbers; • data related to a Starbucks stored value card ("Starbucks Card"); • advanced analytics data such as location data, diagnostic and usage data, and user interactions; 	<p>Data processing related to the Application is based on legitimate interests (Art. 6 (1) (f) GDPR) (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>Consent (Art. 6 (1) (a) GDPR) is the legal basis for the processing of</p> <ul style="list-style-type: none"> • advanced analytics data such as location data, diagnostic data, usage data, and user interactions in order to use certain features of the App, such as the coffee house locator feature, and to the extent necessary for the functionality of the App and for the purposes described in the Privacy Policy; • location-based data to improve the user experience; and • the day and month of your birthday, so that we can remember your special day. 	Starbucks EMEA

	Purposes of the Processing	Categories of Personal Data	Legal Basis for the Processing	Controller for the Processing of the Personal Data
		<ul style="list-style-type: none"> 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 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). 		
3.	Stores To conduct purchases and transactions in a Store.	<ul style="list-style-type: none"> Name Card payment details 	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) (Art. 6 (1) (b) GDPR).	Starbucks Austria
4.	General Communication To communicate with users about orders, purchases, accounts, etc. and to respond to customer services inquiries and requests for information.	<ul style="list-style-type: none"> first name last name address city post code email address plus, for loyalty members of Starbucks Austria, data as listed below for Starbucks Rewards 	Legitimate interests (Art. 6 (1) (f) GDPR): The processing of personal data is necessary to answer the respective request of the user 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 Austria (depending on who you communicate with)
5.	Newsletters To allow users to subscribe to our newsletter and provide users with newsletters.	<ul style="list-style-type: none"> first name last name email address plus, for loyalty members, data as listed below for Starbucks Rewards 	Consent (Art. 6 (1) (a) GDPR) with regard to permission to send newsletters and the related processing of personal data.	Starbucks and Starbucks Austria (joint controllers): <ul style="list-style-type: none"> Starbucks is a controller in relation to determining the general approach to communications and providing Starbucks Austria with recommendations and guidelines about the approach to communications. Starbucks Austria 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.

	Purposes of the Processing	Categories of Personal Data	Legal Basis for the Processing	Controller for the Processing of the Personal Data
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 users to subscribe to our personalized newsletter and provide users with personalized newsletters.</p>	<ul style="list-style-type: none"> • first name • last name • email address • plus, for loyalty members, data as listed below for Starbucks Rewards • 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>Consent (Art. 6 (1) (a) GDPR) 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: <input type="checkbox"/> Yes, I'd like Starbucks Coffee Austria GmbH Theobaldgasse 20, A-1060, Vienna („Starbucks Austria“) 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. 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, please see our Privacy Statement.</p>	<p>Starbuck and Starbucks Austria (joint controllers):</p> <ul style="list-style-type: none"> • Starbucks is a controller in relation to determining the general approach to communications and providing recommendations about the approach to communications. • Starbucks Austria 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.
7.	Use of Cookies	Please refer to the [Cookies Notice].	Please refer to the [Cookie Notice].	Starbucks EMEA
8.	<p>Web analytics and profiling with Google Analytics</p> <p>Measurement and improving the performance of the Website and Application, and to help inform Starbucks and Starbucks Austria marketing programs</p>	<ul style="list-style-type: none"> • IP address The IP address is truncated as IP-anonymization is activated, your IP address will be truncated within the area of Member States of the European Union or other parties to the Agreement on the European Economic Area. 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. 	<p>Consent (Art. 6 (1) (a) GDPR) is the legal basis for the deployment of cookies on the device used and also for the related collection and processing of personal data.</p>	<p>Starbucks EMEA with regard to the deployment of cookies and the related collection of personal data.</p> <p>Starbucks EMEA and Starbucks Austria (joint controllers) with regard to the creation of reports using Google Analytics data.</p> <p>Starbucks EMEA and Starbucks Austria (independent controllers) with regard to the use of data to inform their own promotions programs.</p>

	Purposes of the Processing	Categories of Personal Data	Legal Basis for the Processing	Controller for the Processing of the Personal Data
9.	<p>Starbucks Card</p> <p>Allow enrolment in the Starbucks Card program and provide Starbucks Card services as described in the relevant Terms and Conditions.</p>	<ul style="list-style-type: none"> • 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) 	<p>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) (Art. 6 (1) (b) GDPR).</p>	<p>Starbucks EMEA and Starbucks Austria (joint controllers):</p> <ul style="list-style-type: none"> • Starbucks is a controller for all processing operations;. • Starbucks Austria is a controller 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. <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 users 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</p>	<ul style="list-style-type: none"> • 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>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) (Art. 6 (1) (b) GDPR).</p> <p>Some data processing related to the Starbucks Rewards program including the transfer to Starbucks Corporation is based on legitimate interests (Art. 6 (1) (f) GDPR):</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 Austria (joint controllers):</p> <ul style="list-style-type: none"> • See under row 9 above

	Purposes of the Processing	Categories of Personal Data	Legal Basis for the Processing	Controller for the Processing of the Personal Data
11.	Service Improvement For research, development, and improvement of our services.	<ul style="list-style-type: none"> Data collected as set out in above row 8 in relation to use of the Website, communications, newsletters. 	Legitimate interests (Art. 6 (1) (f) GDPR): 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.	Starbucks EMEA or Starbucks Austria (depending on which company operates the service in question)
12.	To Enforce our Terms, Agreements, or Policies 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.	<ul style="list-style-type: none"> Data collected in the above rows in relation to use of the Website. 	Legitimate interests (Art. 6 (1) (f) GDPR). 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 Austria (depending on the agreement or policy in question).
13.	CCTV Operation of CCTV in retail locations.	<ul style="list-style-type: none"> Video footage 	Legitimate interests (Art. 6 (1) (f) GDPR) and Section 4 (3) of the DSG. The processing is 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 Austria

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