

# Your data builds you a better Costa.

EVERYTHING YOU SHARE HELPS US OFFER YOU AN EVEN BETTER EXPERIENCE



## WHEN DO YOU SHARE IT?



Signing up for the Coffee Club or updating your personal information



Buying a coffee



Trying the Costa store locator or accepting an app pop-up



Subscribing or unsubscribing to our marketing communications



Browsing our website



Helping us with market research



Asking us something or giving us feedback



Entering a competition



## WHAT DO YOU SHARE?

Your name, email, Coffee Club number and contact information

Your Coffee Club number and purchase information

Where you are

Your email, Coffee Club number, marketing consent

Your IP address, information about how you browse online

Your name, contact information, Coffee Club number and your free text comments

Your name, contact information, Coffee Club number and your questions or feedback

Your contact information



## WHY DOES IT BENEFIT YOU?

Offers, rewards and free Wi-Fi. And if you lose your card and want to transfer Coffee Club points, we can check it's really you

Points to earn and redeem, as well as offers, rewards and a more tailored service

Directions to nearby Costa stores and services

Carefully crafted messages, but only if you want them

Smoother surfing online or using the app, with more features to suit you

New and improved products, shaped around you

Help with your questions

Entry into our competitions – and your prize if you win them!

**CHECK OUR PRIVACY POLICY FOR ALL THE INFORMATION >**