



# Your data builds **YOU** a better **Costa**

EVERYTHING YOU SHARE HELPS US OFFER  
YOU AN EVEN BETTER EXPERIENCE



## WHEN DO YOU SHARE IT?



## WHAT DO YOU SHARE?



## WHY DOES IT BENEFIT YOU?



Signing up for the  
Coffee Club or  
updating your  
personal information

Your name, email,  
Coffee Club number and  
contact information

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



Buying a coffee

Your Coffee Club  
number and purchase  
information

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



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

Where you are

Directions to  
nearby Costa stores  
and services



Subscribing or  
unsubscribing to  
our marketing  
communications

Your email, Coffee Club  
number, marketing  
consent

Carefully crafted  
messages, but only  
if you want them



Browsing our  
website

Your IP address,  
information about how you  
browse online

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



Helping us with  
market research

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

New and improved  
products, shaped  
around you



Asking us  
something or  
giving us feedback

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

Help with your  
questions



Entering a  
competition

Your contact  
information

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

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