



STARBUCKS EMEA COOKIE NOTICE

Effective Date: 10 December 2024

Like most companies, Starbucks engages certain providers to use cookies, web beacons and similar tracking technologies (collectively, “cookies”) on our owned or operated websites and mobile applications (“Sites”).

The purpose of this Cookie Notice is to provide clear and comprehensive information for visitors to our Sites (“you”) about the cookies we may use, the purposes for using them, and the control that you have over how cookies are used.

For more information about our general approach to data and privacy, or to contact us with questions, please see the privacy policy listed on the Starbucks-affiliated website you visited or see the [Starbucks Privacy Statement](#).

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What Are Cookies?

Cookies are small text files that a website stores on your computer or mobile device when you visit a website, mobile application or click links within certain marketing emails. On subsequent visits to that website or mobile application, the cookies are recognized by the site owner or the individual parties setting the cookies. Cookies are important to the proper functioning of our

Sites and are used to distinguish you from other visitors to the Sites in order to remember your preferences, create a personalized user experience, understand site usage patterns, or for marketing purposes. Other tracking technologies include web beacons, Java Scripts, entity tags, and HTML5 local storage.

Cookies – Cookies are small data files that are sent from a website’s server and are stored on your device’s hard drive either for only the duration of your visit or for a fixed period. Cookies contain information that can later be read by a web server.

Web Beacons – Web beacons are small, transparent images that are embedded in web pages, applications, and emails that are sometimes called “clear gifs,” “single pixel gifs,” “page tags” or “web bugs.” We use web beacons to track the web pages you visit, to test the effectiveness of our marketing, and to find out if an email has been opened and acted on.

JavaScript – JavaScript are code snippets embedded in various parts of websites and applications that facilitate a variety of operations including accelerating the refresh speed of certain functionality or monitoring usage of various online components.

Entity Tags -- Entity Tags are HTTP code mechanisms that allow portions of websites to be stored or “cached” within your browser and validates these caches when the website is opened, accelerating website performance since the web server does not need to send a full response if the content has not changed.

HTML5 Local Storage – HTML5 local storage allows data from websites to be stored or “cached” within your browser to store and retrieve data in HTML5 pages when the website is revisited.

Do You Have to Allow Cookies?

No, you do not have to allow cookies unless they are required (or “strictly necessary”) for the Sites to operate, as described below. However, if you do disable cookies, please be aware that the Site may not load as it is intended and your browsing experience may be less tailored.

Are There Key Terms to Know?

Yes, there is certain terminology that is helpful for you to understand in order to make informed decisions about cookie usage. This includes first- and third-party cookies and session and persistent cookies.

First- and third-party cookies: Whether a cookie is “first” or “third” party refers to the domain setting the cookie. This means that a first-party cookie is a cookie set by the operator of the website or application being accessed by the user in the United Kingdom. Third-party cookies are cookies set by a domain other than the website or application you are visiting, such as by an analytics provider present on the website. When you use our Sites, we may allow third parties to collect device and usage information and location information across your different devices through mobile software development kits. Third-party-cookies may include the different types of cookies described below.

Session and persistent cookies: Session cookies are temporary cookies that allow a website operator to understand actions taken on a website while a browser session is open. These cookies are deleted once the browser is closed. Persistent cookies, in contrast, remain on a visitor’s browser or hard drive for the duration of time specified as that cookie’s expiration date.

What Are the Types of Cookies We Use?

The below charts list the cookies used by the Sites owned or operated by the Starbucks brand. Our individual Sites will each use a selection (but likely not all) of these cookies as appropriate.

The cookies that we and our providers use on our Sites may be divided into three main groups, as described further below: required cookies, functional cookies, and advertising cookies.

Required Cookies: Required (or “strictly necessary”) cookies are necessary for the proper functioning of the Site, including to enable you to move around the Site and use its features as you expect to, such as accessing secure areas of the Site. Because of this, required cookies do not require your consent.

We use these cookies for the purposes of servicing user requests, maintaining shopping carts, identifying you as being logged into the Site, remembering your consent preferences, for authentication, and for security and fraud prevention purposes. To see the Required Cookies chart, please click

Cookie Name	Source	Duration	Purpose
ASP.NET SessionID	https://www.starbucks.com	Session	Preserves the visitor's session state across page requests.
cmapi cookie privacy	https://www.starbucks.com	1 year	Powers the cookie consent and individual rights manager.
cmapti gtm bl	https://www.starbucks.com	1 year	Powers the cookie consent and individual rights manager.
notice behavior	https://www.starbucks.com	1 year	Powers the cookie consent and individual rights manager.
notice behavior	https://www.starbucks.com	Session	Powers the cookie consent and individual rights manager.
notice gdpr prefs	https://www.starbucks.com	1 year	Powers the cookie consent and individual rights manager.

Cookie Name	Source	Duration	Purpose
_cfduid	https://www.starbucks.com	1 month	The _cfduid cookie collects and anonymizes End User IP addresses using a one-way hash of certain values so they cannot be personally identified.
skin	https://www.starbucks.com	Session	Microsoft .NET View Engine skin / theme
ux exp id	https://www.starbucks.com	1 year	Optimizely ID
SSESS	https://www.starbucks.com	Session	Drupal Session Cookie

Functional Cookies: Functional cookies collect information about how visitors use our Site, for instance which pages visitors go to most often, error messages they receive, and other analytics information.

The purpose of these cookies is to allow us to count visits and traffic sources to our Site so that we can measure and improve the performance of our Site. When we know which pages are the most and least popular, and how visitors move around the Site, we are better able to create pages that visitors like. The information collected by these cookies is aggregated.

Functional cookies also allow the Site to remember choices a user makes (such as the language or region the user is in) and provide enhanced, more personalized features. These cookies can be used to remember changes a visitor has made to its text size or fonts, or provide services a visitor has requested, such as to watch a video or leave a comment on Site.

The purpose of these cookies is to save your preferences and choices and to improve your browsing experience. To see the Functional Cookies chart, please click

Cookie Name	Source	Duration	Purpose
_utm.gif	https://www.analytics.google.com	Session	Google Analytics Tracking Code that logs details about the visitor's browser and computer.
_utma	https://www.starbucks.com	2 years	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics.

Cookie Name	Source	Duration	Purpose
__utmb	https://www.starbucks.com	1 day	Registers a timestamp with the exact time of when the user accessed the website. Used by Google Analytics to calculate the duration of a website visit.
__utmc	https://www.starbucks.com	Session	Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit.
__utmt	https://www.starbucks.com	1 day	Used to throttle the speed of requests to the server.
__utmvt	https://www.starbucks.com	2 years	Saves user-defined tracking parameters for use in Google Analytics.
__utmz	https://www.starbucks.com	6 months	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics.
__ga	https://www.starbucks.com	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
__gid	https://www.starbucks.com	1 day	Used to distinguish users.
SIDCC	https://www.starbucks.com	-	is a security cookie to protect a user's data from unauthorized access.
SAPISID, APISID, SID, YSC, LOGIN_INFO	https://www.starbucks.com	2 years	These cookies allow YouTube to collect usage information for YouTube hosted videos.
SSID, HSID	https://www.starbucks.com	2 years	Information to measure the number and behavior of Google Maps users.

What Other Information do we Collect using Cookies?

Device and Usage Information – We may collect information about your browser or device. This information may include the type of device you are using, your operating system, your browser, your internet service provider, your domain name, your internet protocol (“IP”) address, your device and mobile ad identifiers (e.g., Apple IDFA or Android AAID), the website that referred you to our Site, the web pages of our Site that you view (including the date and time you viewed them), the services or functionality you access or use on our Site (including the date and time of your access or use), and the subject of the ads you click or scroll over.

Location Information – We may collect information about the location of your device, such as information that identifies your device’s precise location (for example, GPS latitude and longitude level) or its approximate location (e.g., less precise location estimated based on a browser or device’s IP address). We may so use location-based technology in our retail locations, such as iBeacons, to collect information about the presence of your device, if your Bluetooth is turned on and your device settings allow for this.

We collect this location information or derive it from your GPS, WiFi, Bluetooth or other device settings for purposes of enhancing or facilitating our services, such as to enable the functionality of our Sites that provide you with information about stores near you, to enable you to remotely order and pay for our products and services, or so that you may have certain Starbucks products delivered to you by a third-party vendor.

We may also use information about the location of the device you are using to help us understand how our Sites and other services and functionality are being used, or to deliver more relevant advertising or personalized experiences for you, including tailored marketing offers or messages based on your location or related context such as the time of day or weather.

Can You Change Your Cookie Settings?

Yes, you can set or change your cookie preferences for our Site at any time by loading our consent manager below "Cookie Consent"

Are There Other Ways to Opt-Out of Cookies?

Yes, there are industry-initiated opt-out platforms that you can use to opt-out of cookies—even for providers not found on our Sites. Links to several such platforms are found below.

Most web browsers allow control over most cookies through the browser settings. If you want to learn the correct way to modify your browser settings, please use the Help menu in your browser or review the online instructions provided by the following browsers: [Internet Explorer](#), [Google Chrome](#), [Mozilla Firefox](#), [Safari Desktop](#), [Safari Mobile](#); and [Android browser](#).

To opt out of being tracked by Google Analytics across all websites, you can also visit <https://tools.google.com/dlpage/gaoptout>.

Residents of the European Union may opt-out of online behavioural advertising served by the European Interactive Digital Advertising Alliance's participating member organizations by visiting <https://www.youronlinechoices.eu/>.

To opt-out of data collection for interest-based advertising across mobile applications by participating companies, download the DAA's AppChoices mobile application opt-out offering here: <https://youradchoices.com/appchoices>.

Adobe Flash Player Technology – We allow Adobe to set and enable special cookies that are necessary to deliver video content for Adobe Flash Player. You cannot remove Flash cookies simply by changing your browser settings. If you would like to limit the websites that can store information in Flash cookies on your device, you must visit the [Adobe website](#)

"Do Not Track" Technology – Some newer web browsers have a "Do Not Track" preference that transmits a "Do Not Track" header to the websites you visit with information indicating that you do not want your activity to be tracked. We currently do not respond to browser "Do Not Track" signals, as there is no standard for how online services should respond to such signals.

Where Can I Find More Information?

A useful resource for learning more information about cookies can be found at: www.allaboutcookies.org.