

## **Global Consumer Privacy Notice**

**Effective Date: January 31, 2026**

The Coca-Cola Company and its affiliates (together, **Coca-Cola** or **we**) respect your privacy and take the protection of your personal information seriously. We value your trust and are committed to safeguarding your data and giving you control over it. This notice explains how we handle your data and how you can manage it based on where you live.

This notice applies when you use our Services (defined below) that link to this notice and does not apply when one of our websites has its own specific notice. Our supplemental privacy notices may also apply to you based on your location or use of our Services; see our [Supplemental Privacy Notices Page](#) for details.

**IF YOU HAVE QUESTIONS ABOUT HOW COCA-COLA PROCESSES YOUR PERSONAL INFORMATION, PLEASE [CONTACT US](#).**

### **WHAT'S IN THIS CONSUMER PRIVACY NOTICE?**

1. SOURCES OF PERSONAL INFORMATION
2. WHAT TYPE OF PERSONAL INFORMATION WE COLLECT
3. HOW WE USE YOUR PERSONAL INFORMATION
4. COOKIE NOTICE
5. PERSONAL INFORMATION SHARING
6. HOW WE PROTECT PERSONAL INFORMATION
7. HOW LONG WE KEEP PERSONAL INFORMATION
8. YOUR PRIVACY CHOICES
9. YOUTH DATA
10. INTERNATIONAL TRANSFERS OF PERSONAL INFORMATION
11. CHANGES TO THIS CONSUMER PRIVACY NOTICE

### **1. SOURCES OF PERSONAL INFORMATION**

**Personal information** means anything that identifies you directly (like your name) or indirectly (like an ID number), or as defined by applicable privacy laws.

This notice applies to the personal information collected from you or about you by Coca-Cola brands or products from the following sources (**Services**):

**Coca-Cola websites and apps.** Consumer-directed websites, mobile sites, or applications operated by or for us, including sites that we operate under our own domains/URLs, mini-sites that we run on third-party social networks such as Facebook and smartphone apps.

**Device Data.** Information from devices you use to access our websites or apps.

**Online account, registrations, or requests.** Your Coca-Cola account, registration forms for promotion participation, surveys or loyalty programs, and when you make a direct request to us.

**Online or offline purchases through our stores.** Details provided when you purchase our products and/or services.

**Email, SMS, and other electronic messages.** Interactions with electronic communications between you and Coca-Cola.

**Coca-Cola Consumer Care Services.** Communications with our Consumer Care Team. Please see the Consumer Health Data Privacy Policy for additional information on how we may process personal information that could be considered health data.

**In-person interactions.** We collect information from you during in-person engagements, such as when you provide contact details at in-store demonstrations or product samplings, participate in contests and promotions, or when we use closed circuit video surveillance cameras (CCTV) at one of our locations or at events sponsored or hosted by Coca-Cola.

**Advertising interactions.** Interactions with our advertisements (e.g., if you interact with one of our ads on a third-party website, we may receive information about that interaction) or when you sign up for our marketing communications.

**Participation in a sweepstakes contest, other promotion, or a loyalty program.** Details that you provide when you participate in or enter our sweepstakes, online and offline promotions and/or sign up for a loyalty program. For example, when you choose to upload your photo or video to participate in an online marketing experience.

**Data we create.** During our interactions with you, we may generate personal information about you (such as data automatically collected when you access our websites or apps, including IP address, device ID, browser type, and your interaction with our sites).

**Data from other sources.** We may collect information about you from our third-party partners, including sales partners (e.g., sales records from the TikTok Shop), data analytic providers (e.g., Google Analytics and Meta), third-party tools to monitor user experience information, including mouse clicks and page scrolling, social networks (e.g., Meta), advertising networks (e.g., Google), advertising partners, market research companies (if feedback is not provided on an anonymous basis), third-party data aggregators, marketing companies, Coca-Cola promotional partners, public sources such as professional information on LinkedIn, and data received when we acquire other companies.

This notice does not cover websites or online services run by other organizations. Check their privacy notices to understand how they handle your information.

## 2. WHAT TYPE OF PERSONAL INFORMATION WE COLLECT

**Information you choose to give us.** Depending on how you interact with our Services, we collect the personal information you choose to share with us, including the following categories of personal information:

Category	Examples
<b>Contact and Account Information</b>	Name, email address, mailing address, phone number, age range and date of birth, username and password or other security answer, personal digital certificate (for user authentication), government-issued ID, or other identifier.
<b>Communications with us</b>	Emails, chats, web-forms, and phone calls (including recordings with your consent where required by law).

<b>Demographic information &amp; interests</b>	Information that describes your demographic or behavioral characteristics, such as your age range and date of birth, gender, geographic location (e.g., zip code), favorite products, content preferences, hobbies and interests, and household or lifestyle information.
<b>User Generated Content (UGC)</b>	Social media posts, comments or opinions, survey responses, customer service inquiries, voice recordings, photos, videos, and other media files that you provide.
<b>Information associated with an account on a social media platform</b>	When you access our Services by connecting or logging in through your social media accounts, we collect the personal information permitted by the social media platform and your account permissions, such as profile photo, email, likes, interest, friends, followers, or similar information. You can adjust your settings in your social media accounts if you no longer want to provide us with this information.
<b>Other Information shared with our websites and apps (with your permission)</b>	We may collect the following with your consent, where required: location data, voice recordings, videos, photos, and other media files. To use certain functionality on our apps (e.g., location services) you will need to enable the functionality in the app and set the permissions on your mobile device to enable sharing. Review your device settings and the platform from which you downloaded the particular app to learn about data collection and adjust permissions. Changing these settings may limit some App features. Uninstalling the App stops all data collection.

Some types of personal information are identified as sensitive personal information or special categories of data by relevant data protection laws. In these cases, we comply with all applicable data protection obligations. For instance, the following types of personal information may be regarded as sensitive personal information according to certain laws:

<b>Category</b>	<b>Examples</b>
<b>Precise Geolocation Data</b>	We collect precise geolocation (e.g., GPS) data when permitted through our Services when you choose to allow it through your mobile device's operating system and otherwise with your consent, where required.
<b>Biometric Data</b>	Depending on applicable data protection laws, photos, voice recordings, and videos that you choose to share may constitute biometric data where the data allows for an individual's unique identification. Coca-Cola- collects biometric data only with your specific consent, where required.
<b>Health Information</b>	If you choose to attend one of our in-person events, you may provide information regarding your dietary requirements and other accommodation requests. This information will only be collected and shared with your consent solely for the purpose of delivering the services you have requested.

**Information we automatically collect:** We automatically collect certain information from and about the use of our Services from your computers, mobiles, and other devices, which may be personal information. This information is automatically collected using cookies, pixels, web beacons, and similar technologies.

<b>Category</b>	<b>Examples</b>
<b>Device Usage and Location Information</b>	Any information about the computer system or other technological device that you use to access our Services, such as: internet protocol (IP) address; device type and identification number; internet service provider; mobile

	<p>network; operating system type; web; browser type and version; system events; approximate location from an IP address or connections to Wi-Fi, Bluetooth, or a wireless network service.</p> <p>How your computer or mobile device interacts with our Services, including: date and time our Services are accessed; interactions with our marketing emails (e.g., if opened); search requests and results; mouse clicks and movements; specific webpages accessed; page scrolling and text keyed into website forms; links clicked and videos watched; traffic and usage measurements; and data about the third-party sites or services accessed before interacting with our Services.</p> <p>Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Please see our Cookie Notice for more details.</p> <p>We use third-party tools, like Microsoft Clarity and Full Story, to monitor user experience information. These tools automatically collect usage information, including mouse clicks and movements, page scrolling and any text keyed into website forms. The information collected does not include passwords, payment details, or other sensitive personal information. This information is automatically collected using cookies, pixels, web beacons, and similar data collection technology (collectively, data collection technology). You can learn more by visiting the <a href="#">Microsoft Privacy Statement</a> and the <a href="#">Full Story Privacy Statement</a>.</p>
<b>Purchasing Information</b>	<p>We collect information about your transactions, including what products you purchase, how frequently you purchase them, any rewards or promotions associated with a purchase, and the products you have placed in your shopping cart for future purchase.</p> <p><i>Payment card purchases are processed by third-party payment processors. Coca-Cola does not have access to complete bank account numbers, credit card numbers, or debit card numbers.</i></p>
<b>Data we create</b>	<p>We may generate personal information about you, such as records of your purchases.</p> <p>We may also combine personal information about you to evaluate, analyze, or predict your personal preferences.</p>
<b>Audio and Visual Information</b>	<p>We may collect audio and visual information when you visit us. For example, CCTV may be installed at some of our locations and these CCTV cameras may collect audio, visual, and similar information.</p>

**Information collected from third parties:** From time to time, we get personal information from third parties that we use to learn more about our consumers, personalize consumer experience, and more effectively promote and improve our Services.

Category	Examples
<b>Third-Party Partners</b>	<p>We collect and receive information from partners, analytics service providers, marketing service providers, and other third parties about your activities on and off our Services, such as:</p> <ul style="list-style-type: none"> <li>• Personal information associated with purchases.</li> </ul>

	<ul style="list-style-type: none"> <li>• Personal information that is commercially available from marketing partners or marketing services providers or collected by marketing partners through campaigns and events, which is used to help identify consumers and audiences who may be interested in learning more about Coca-Cola and to supplement personal information that we already have, to help us provide more relevant advertising.</li> <li>• Personal information shared with Coca-Cola by bottler partners.</li> <li>• Personal information from publicly available sources, such as information that you share publicly on a third-party social network. Examples include your contact and account information and any other information or activities that you permit the third-party social network to share, or professional information on your LinkedIn.</li> <li>• Websites you visit and cookie data. Please see our Cookie Notice for more information.</li> <li>• Personal Information that you ask third-party partners to share with us (e.g., your email address for marketing purposes).</li> </ul> <p>We may combine information that we have about you or combine data from third-party data sources. We require that each third-party data provider confirm that its sharing of personal information with Coca-Cola is transparent to consumers and otherwise lawful.</p>
--	--

### 3. HOW WE USE YOUR PERSONAL INFORMATION

The following list explains the purposes for why we collect your personal information and provides some examples. Any additional use will only occur as allowed by law, with your notification and consent where required.

- **To provide you with our products and Services.** For example, we use contact and account information to set up accounts, verify identity and eligibility for participation in experiences, provide an experience on our Service, and to improve and personalize your experience on our Services.
- **To learn more about you.** For example, we use demographic information and interests, information associated with social media accounts, and purchasing information to anticipate preferences, optimize our Services, and to understand consumer views. This may include information we collect from third parties or other sources. We also combine personal information to evaluate, analyze, or predict personal preferences, including by matching pseudonymized information in data clean rooms to learn more and develop insights about our consumers for the purpose of audience discovery, audience expansion, audience targeting, and look-alike audience modelling.
- **To administer a sweepstakes contest, promotion, or loyalty program.** For example, we use demographic information to check eligibility and to facilitate your participation in a sweepstakes contest, promotion, or loyalty program or to share your personal information with third-party partners when you choose to.
- **To provide you with marketing, targeted advertising, or other promotional information.** For example, we use contact and account information, information generated by your online activity, location data, or other information associated with your account or social media accounts or information derived from the combination of the device ID and the system events used to identify behavioral trends and patterns to send you marketing communications based on inferred interests. We also send personalized marketing communications and share targeted advertising with you with consent where required. We

send information about our products and services that we think you might like, as well as partner offerings.

- **To engage with you when you contact us or to request your feedback.** For example, we use contact and account information, your communications with us, and other information associated with you (e.g., social media accounts), to engage with or respond to questions, request feedback, and send non-marketing communications.
- **To enforce our terms, agreements, and policies.** For example, we review account information or consumer media uploads and moderate content, such as audio, pictures, and videos that you upload to participate in an experience as well as consumer-generated content to maintain a safe, secure, and trusted environment. We use CCTV to monitor building security, assist in crime prevention, detection, and investigation, and ensure the safety of our staff and visitors to our locations.
- **To improve our products and Services.** For example, we use third-party tools to monitor user experience information so that we can troubleshoot and conduct analysis to give you a better experience.
- **To comply with laws and policies.** For example, we may use your contact and account information or other communications to protect against fraud or to detect security incidents or to monitor and enforce compliance with consumer agreements.
- **To fulfill our legal obligations or address legal claims or disputes.** For example, we may be required to process certain information under certain laws and regulations, such as tax laws, as well as maintain appropriate records for internal administrative purposes, comply with applicable legal and regulatory obligations, and respond to lawful government requests or claims.

**Legal Bases for Processing:** In some locations, we have an obligation to inform you that we process your personal information pursuant to certain legal bases. We rely on the following legal bases:

- **To Conclude or Perform a Contract with you.** For example, when you access or use our services (e.g., to process your purchases of or requests for products and Services), register and verify consumer accounts, administer prizes and promotions, and facilitate the functionality of our websites and mobile applications, including payment-related functionality.
- **For our Legitimate Interests.** We process certain personal information in our legitimate business interests if it is not overridden by your privacy or other fundamental rights and freedoms, for example to communicate with you in relation to your accounts, our Services, our marketing, and your requests or to enforce our terms, agreements, and policies.
- **To Comply with Applicable Laws.** We are required to process certain personal information under certain laws and regulations, for example tax laws, as well as to maintain appropriate records for internal administrative purposes and to respond to lawful governmental requests, as needed.
- **With Your Consent.** If we have your consent to do so, we will process certain personal information, including sending you personalized promotions and special offers via marketing communication channels (including email, SMS, push notifications) and informing you about our brands, products, events, and other promotional activities. You can withdraw your consent at any time by using our Privacy Request Form on our Contact Us page. Withdrawing your consent does not affect the lawfulness of the processing prior to the withdrawal.

#### 4. COOKIE NOTICE

[Effective Date: [insert]]

This Cookie Notice supplements our Global Consumer Privacy Notice. Please read the entire Global Consumer Privacy Notice for a full description of our privacy practices.]

We use cookies, web beacons, pixel tags, and similar technologies (collectively, “Cookies”) on our Services. This Cookie Notice explains what a Cookie is, what kind of Cookies we use and depending on your location, how you can manage your Cookies. Some of our websites or apps may be subject to a different cookie notice that will be linked directly.

The Cookies we use vary depending on your location and the Service you are using. Please check the Cookie Tool on the Service that you are using, if available, for more information.

**What are cookies?** Cookies are small text files that are stored on your computer, mobile, or other device you use when you visit a website, app, or click links within certain marketing emails. Pixels are transparent images that can collect information about email opens and website usage across websites and over time.

Cookies are either persistent or session cookies. Persistent cookies stay on your device until they expire or you delete them, analyzing consumer behavior. Session cookies are temporary and expire when you close your browser, tracking your activity during your visit.

Cookies are either first-party or third-party cookies. First-party cookies come from Coca-Cola. Third-party cookies come from other parties for analytics and marketing automation and can recognize your device across different websites.

**What information do cookies collect?** Cookies usually contain the domain name (internet location) from which it originated, the expiration date, and a unique identifier. They also store information about your device, such as its settings, browsing history, and activities while using our Services.

**What type of cookies are used on Coca-Cola Services and why do we use them?** Depending on how you use our Services we may use the following types of Cookies:

- **Strictly Necessary Cookies** enable our Services to function and cannot be disabled. They respond to your requests, such as setting privacy preferences, logging in, or filling out forms.
- **Analytics Cookies** actively track how our Services are used, counting visits and traffic sources to analyze performance and usage to improve our Services. These cookies stay on your device until you delete them.
- **Advertising Cookies** are set by us or our third-party partners and share information to build a profile of your interests based on your browsing profile and allow us to display ads that match your inferred interests, prevent repetitive ads, and ensure proper ad presentation for advertisers.
- **Personalization Cookies** are set by us or our third-party providers who add functions and features to our sites (e.g., videos) and share information to help us personalize your experience on our site with features like relevant content (e.g., videos) or products you could be interested in (e.g., based on what you previously viewed). These may include, for example, language or layout preferences, saving where you left off in a browser-based game, or remembering your login or favorite products. Some functions and features may not work if Personalization Cookies are not accepted.
- **Social Media Cookies** allow social media services to let you share content with friends and networks (e.g., sharing button). The social network records this action, which may link to targeting and advertising activities.

Depending on your jurisdiction, the specific purposes and legal bases for processing may differ. We may process data from cookies and similar technologies on the legal bases recognized under applicable local data protection laws, which may include legitimate interests, the necessity to perform or enter into a contract, or your consent.

**What information do we collect from and share with third parties?** Where permitted by law, we may collect information about you from third parties, including data analytic providers, such as Google Analytics, YouTube, Facebook, Instagram, Messenger, Facebook Apps, and TikTok, when you are using our Services or a third-party website. For example, when you click on one of our advertisements on a third-party website, or when you use an embedded feature on our Services, such as an embedded YouTube video or links to or on our social media accounts, or when you open a marketing email that we send you.

Third parties use Cookies to track visitors and collect consumer information (including personal information) on our behalf and share it with us and/or for their own purposes, for example to improve their own products and services or to collect information about you across various websites and online services over time.

Cookie information we collect from third parties may include, for example, your IP address, browser details, device settings, current URL, website or email interactions, and previously visited web pages. This data helps Coca-Cola analyze usage and engagement and personalize marketing and ads. We may also combine this information to evaluate, analyze, or predict personal preferences. For more details about other information we collect from third parties, see What Type of Personal Information We Collect.

We may share cookie-related data with select service providers, business partners, relevant public authorities, or as otherwise disclosed in our Global Consumer Privacy Notice, solely for purposes permitted or required by applicable law.

**Cookie Choices:** Depending on your location, you may be able to reject Cookies by adjusting the settings in your browser or in our Cookie Tool.

Most browsers accept Cookies automatically, but you can set your browser to decline or delete Cookies that are not strictly necessary at any time. Note that some features of our Services may not work properly if certain Cookies are disabled. Each browser is different, so use the Help menu or instructions provided by your browser to modify settings.

To learn more about Cookies generally, visit [www.allaboutcookies.org](http://www.allaboutcookies.org). You can also find more information about how third parties use your data by visiting their privacy notices directly.

You may have additional choices regarding your personal information and our use of cookies. Please refer to our Global Consumer Privacy Notice or [Contact Us](#).

## **5. PERSONAL INFORMATION SHARING**

We share personal information with the following categories of recipients:

- **Professional advisors**, such as lawyers, accountants, insurers, and information security and forensics experts.



- **Service providers** to enable them to perform services on our behalf, including marketing vendors, advertisement agencies, cloud storage solutions, payment processors, technology providers, website and data hosting, product and Services delivery, data analytics, data security, ecommerce operations, surveys, research, administration of promotions, offers and loyalty programs, and otherwise to help us carry out our business. This includes personal information and information in pseudonymized form, for example, in the use of data clean rooms, for the purpose of audience discovery, audience expansion, audience targeting, and look-alike audience modelling.
- **Third-party online advertising networks, social media companies, and other third-party services** to collect information about your use of our Services over time so that they may play or display ads on other devices, applications, and platforms that you may use.
- **Business partners** (with consent, where required) to provide you with complementary offerings, access to information from our partners, and for marketing purposes.
- **Potential or actual acquirers or investors** and their professional advisers in connection with any actual or proposed merger, acquisition, or investment in or of all or any part of our business.
- **Coca-Cola affiliates and bottler partners** to provide you with various marketing information, promotional events, and interactive games.
- **Competent law enforcement, government regulators, and courts** when we believe disclosure is necessary (i) to comply with the law, (ii) to exercise, establish or defend legal rights, or (iii) to protect the rights, property and safety of Coca-Cola, our consumers, business partners, service providers, or another third party.
- **Visitors on our Services.** If you share content on our Services, the content that you share may be seen by other visitors on our Services. We are not responsible for the information you choose to submit in these public areas.
- **Other third parties** with your permission or at your request.

If we share personal information, we require that the recipients handle personal information in compliance with this notice, comply with applicable privacy laws, and only use your personal information for the purpose for which it has been shared.

## 6. HOW WE PROTECT PERSONAL INFORMATION

Coca-Cola takes care to secure and safeguard the personal information entrusted to us. We use technical, physical, and administrative safeguards intended to protect the personal information that we process and reduce the risk of loss, misuse, unauthorized access, disclosure, or modification of your personal information. We regularly test, assess, evaluate, and update our security measures, however, due to the inherent nature of cybersecurity risks, we cannot fully eliminate security risks associated with the processing of personal information.

You are responsible for protecting your passwords and maintaining the security of your devices. Coca-Cola treats access to our Services through your account credentials as authorized by you.

Coca-Cola may suspend your use of all or part of our Services without notice if we suspect or detect any breach of security. If you believe that information you provided to Coca-Cola or your account is no longer secure, please [Contact Us](#).

If we become aware of a breach that affects the security of your personal information, we will provide you and any relevant data protection regulator with notice, as required by applicable law. When

permitted by applicable law, Coca-Cola will provide this notice to you using the email address associated with your account or another permitted method associated with your account.

## 7. HOW LONG WE KEEP PERSONAL INFORMATION

Unless you specifically ask us to delete your personal information, we retain your personal information as long as it is necessary to provide our Services, comply with our data retention policy and applicable legal requirements, resolve disputes, and enforce our agreements.

When determining the applicable retention period, we consider various criteria, such as:

- How long the record is needed to provide you with the Services you request (e.g., photos and videos provided as part of a digital marketing experience are only retained for a limited period following the end of the marketing promotion);
- How long the record is needed to support and enhance our operational processes;
- How long the record is needed to protect our rights and legal interests; and
- How long the record must be retained to comply with applicable laws and regulations (e.g., maintaining records of data subject requests).

At the end of relevant retention period, we either delete or anonymize personal information or, if we cannot delete or anonymize personal information, then we securely store personal information until deletion or anonymization is possible. Anonymized data is no longer personal information, but we still process it in accordance with applicable laws and contracts.

We also reserve the right to delete your personal information if you are no longer an active account user or if we detect fraudulent activity.

## 8. YOUR PRIVACY CHOICES

You can make choices about Coca-Cola's handling of your personal information. You can manage your privacy settings by using various tools available through your browser or that Coca-Cola makes available to you depending on your jurisdiction, and you can [Contact Us](#). In some cases, your ability to access or control your personal information is limited by applicable law.

**Exercise Your Privacy Choices:** Depending on your residency, the type of personal information collected, and subject to certain exemptions, you may have choices with respect to your personal information and some of these choices are subject to exemptions and qualifications. We may also choose to extend these choices to you even if we are not required to under applicable law:

- **Be informed:** You can request information about how your personal information is processed. In some locations you may request information on the identities of third parties that your data has been shared with.
- **Access:** You can request access to your personal information.
- **Correct or Rectify:** You can request the correction of inaccurate or incomplete personal information.
- **Delete:** You can request deletion of your personal information.
- **Restrict Processing:** You can request we limit the processing of your personal information in specific cases (e.g., profiling, automatic decision-making producing legal or similarly significant effects).
- **Data Portability:** You can request to receive your personal information in a machine-readable format or ask us to send it to another controller.

- **Object or Withdraw Consent:** You can object to the processing of your personal information or withdraw your consent at any time (e.g., marketing).

If you exercise these privacy choices, you have the right not to be treated in a discriminatory or retaliatory way. We will respond to your requests at our own cost, unless otherwise specified.

**Submitting Requests:** To exercise your privacy choices and submit a privacy request form, please [Contact Us](#). When you submit your request, you may need to provide some personal information (e.g., name, email address, place of residence, ID number) for us to fulfill your request. We aim to complete requests as soon as reasonably practicable and consistent with any applicable laws. If you have an account with us, you may also make certain changes directly through your account profile page. Please note that changes you make on your account profile page through our Services may not always be reflected on other parts of our Services operated by us.

**When submitting your request, please note:**

- We may need to verify your identity before we can act on your privacy request. After we receive and process your request, we will contact you using the email address provided in your request with instructions on how to verify your identity, after which we will check our records for matching information.
- We may not honor part or all of your request – for example, certain information we collect may be exempt from deletion requests, such as public information made available by a government or for other legal reasons. In these situations, we will explain why we do not honor your request when we respond to you or if we need to retain certain personal information for recordkeeping purposes and/or to complete any transaction that you began prior to submitting your request (e.g., when you make a purchase or enter a promotion, you may not be able to change or delete the personal information provided until after the completion of the purchase or promotion).
- If you object the processing of your personal information or withdraw your consent, once we've verified your identity, we will immediately cease collecting and processing your personal information.
- If you ask us to delete your data, we will delete it only after we verify your identity. We may not be able to delete corresponding information in the backup system immediately due to restrictions of applicable law and security technology. We will safely retain your personal information and restrict any processing of it until it can be cleared in the backup system.
- In some locations, we are only obligated to respond to a limited number of your requests each year and may be limited in what personal information we can disclose.
- We will maintain all your privacy requests in accordance with our retention policy and this information will not be used for any other purpose except to review compliance processes or in compliance with a legal obligation.
- Providing your personal information is voluntary; however, it is necessary for fulfilling the purposes described in our notice. Refusal to provide such personal information may partially or fully prevent the provision of Services, as well as limit your participation in certain features or benefits.

**Agent or Representative Requests:** Depending on your residency, you may authorize an agent or other representative to make privacy requests for you. We may ask you to confirm this authorization directly. Once verified, your agent or representative can act for you as permitted by law. Requests from agents and representatives may take longer to process.

**Other Contact Information (e.g., Data Controller, Appeals, Supervisory Authority):** Please visit our [Contact Us](#) page to obtain jurisdiction specific information contact information. For example, depending on your residency, you may have the right to appeal a decision regarding a request, lodge a complaint with another authority, or to find other applicable contact information for your local data controller, data protection officer, supervisory authority, data protection authority, or other regulator contact information.

**Insufficient Information & Denied Requests:** Some personal information that we maintain is insufficiently specific for us to be able to associate it with a verified Consumer (e.g., data tied only to a pseudonymous browser ID). We do not include that personal information in response to those requests. If we deny a request, in whole or in part, Coca-Cola will explain the reasons in our response and provide you with details on how to appeal or complain about the refusal, where required.

## **MANAGE YOUR PRIVACY SETTINGS**

**Global Privacy Controls:** A Global Privacy Control (GPC) is a browser-level setting that allows users to signal to websites that they do not want their personal information sold or shared. You can learn more about them from your web browser provider. We have tools in place to better detect and honor requests made using the GPC signal as requests to opt out of the sharing of personal information to the extent required by applicable law. While we endeavor to honor these requests with respect to any personal information connected to the GPC signal, we are not able to tie information associated with your GPC signal to all personal information we have about you. These settings are distinct from the settings available in our Cookie Tool.

**Mobile Device Preferences:** Mobile operating systems and app platforms (e.g., Google Play, App Store) have permission settings for specific types of mobile device data and notifications, such as for access to contacts, geo-location services, and push notifications. You can use the settings on your mobile device to consent to or deny certain information collection and push notifications. Certain app settings also allow you to change permissions and push notification settings. For some apps, changing settings may cause certain aspects of the app to not function properly. You can stop all information collection from an app by uninstalling the app. If you uninstall an app, please also consider checking your operating system's settings to confirm that the unique identifier and other activity associated with your use of the app is deleted from your mobile device.

**Opting out of Coca-Cola's Emails and Text Messages:** To stop receiving promotional emails from Coca-Cola, please click the "Unsubscribe" link at the bottom of the email. After you opt out, we may still send you non-promotional communications, such as receipts for purchases or administrative information about your account. Your account settings also may allow you to change your notification preferences, such as push notifications from an App. To stop receiving promotional text messages (SMS or MMS), please send a reply text message indicating that you wish to stop receiving promotional text messages from us – such as by texting the word "Stop." You may also [Contact Us](#) to let us know. Please specify which types of communications you no longer wish to receive together with the relevant telephone number, address, and/or email address. If you do opt out of receiving marketing-related messages from us, we may still send you important administrative messages, such as emails about your accounts or purchases.

**Manage Cookie Preferences:** Refer to the "[How to manage cookies](#)" section in the Cookie Notice to review the choices that you have about the use of Cookies, including using the Cookie Tool.

**Cancel Your Account:** You may cancel your registered account at any time after logging in. After receiving your request to cancel your account, we cannot guarantee that the corresponding information will be deleted from the backup system immediately. However, such information will be deleted when the backup system is updated unless otherwise provided by laws and regulations.

## 9. YOUTH DATA

Unless expressly stated otherwise on any of our Services, Coca-Cola does not knowingly collect Personal Information from children under the age of 13 years old or as prescribed under applicable local laws (e.g., under 14 for Mainland China or 18 for India) without complying with restrictions on processing youth data (e.g., obtaining legally required parental consent). In accordance with our Responsible Marketing Policy, “Our minimum age threshold is 13. Our marketing will not directly target children under 13 in any circumstance. We respect and apply all local regulations that define children at a higher age threshold.”

Some of our Services have age restrictions to ensure that we comply with applicable laws, for example children are only permitted to use our Services in some jurisdictions with verifiable parental or guardian consent. If we learn we have collected or received personal information from a child without necessary consent or other appropriate lawful basis under applicable laws, we will delete that information.

## 10. INTERNATIONAL TRANSFERS OF PERSONAL INFORMATION

Coca-Cola may transfer personal information across borders to any of the places where we and our suppliers and business partners operate. These places may have data protection laws that are different from (and, in some cases, less protective) than the laws where you reside. By using our Services, you agree to the transfer of your personal information to places outside of your place of residence.

If your personal information is transferred across borders by us or on our behalf, we use appropriate safeguards, such as agreeing to standard contractual clauses or model clauses, to protect your personal information in accordance with this notice and applicable law. These safeguards require our affiliates, suppliers, and partners to protect personal information in accordance with applicable privacy laws. We also rely on the following jurisdiction-specific transfer mechanisms and safeguards:

- **EU-US Data Privacy Framework.** Our Supplemental EU-US Data Privacy Framework Policy describes how we handle personal information that Coca-Cola receives in the U.S. from the EU, UK, and Switzerland in reliance on the EU-US Data Privacy Framework, the UK Extension to the EU-US DPF, and the Swiss-US Data Privacy Framework, as set forth by the U.S. Department of Commerce (collectively, the **DPF Framework**).
- **Cross Border Privacy Rules (CBPRs) System.** The Coca-Cola Company’s privacy practices, described in this privacy notice, comply with the Global Cross-Border Privacy Rules (CBPRs) System. More information about the CBPR System can be found [here](#). To view our certification, please see the [CBPR System Directory](#). For more information on the scope of our participation, or to [submit a privacy inquiry through BBB National Programs](#), our Accountability Agent, please view our CBPR [certification here](#).
- **Consent.** If consent is required to transfer your personal information outside of location, we will obtain your separate consent before the transfer. For example, personal information collected and generated within the territory of the People’s Republic of China

will be stored within the territory of the People's Republic of China. If it is necessary to transfer your personal information outside of China, we will obtain your separate consent before the transfer. Before transferring your personal information abroad, we will adopt a legal transfer mechanism permitted by law and will take necessary measures to ensure that the recipient's processing complies with applicable Chinese laws.

To request information about our standard contractual clauses or other safeguards for cross-border personal information transfers, please [Contact Us](#).

## **11. CHANGES TO THIS CONSUMER PRIVACY NOTICE**

As business and technology evolve, this notice may be updated to reflect changes. The most recent version will be posted on its website with the Effective Date. Certain laws may require additional steps, such as informing you or obtaining your consent for significant changes before they are implemented. Reviewing this notice periodically will provide information about any updates related to the use of your personal information.