

The Subway® Group Cookies Policy

Last updated: October 2, 2019

At Subway, we want to ensure that your visit to our websites are smooth, reliable and as useful to you as possible. This website collects information through the use of "cookies" or similar technologies. Cookies are widely used in order to make websites and applications work, or work more efficiently, and help them remember certain information about you, either for the duration of your visit (using a "session" cookie) or for repeat visits (using a "persistent" cookie). the the Subway® Group.

Cookies and other network identifiers

In case that you use our website, we and, with our consent, also third parties save into your device small identification files commonly known as "cookies", which allow us to recognize whether you re-entered our website from the same device, to record some of your stored parameters and to provide for verification of whether you belong to the group of users to which certain advertisements should be targeted. Furthermore, we use measuring pixels (also known as "web beacons"), which are small pictures on the website that are intended to collect certain information from your device, such as its IP address or the type of your browser.

The Operator does not use any of these network identifiers to identify you as an individual by linking available information or contact details to the individual.

Cookies and other network identifiers are being used for the following purposes:

- **Strictly necessary cookies.** These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. For example, authentication and security cookies are used to identify and recognize registered users and to enable them to gain access to requested content or features. Without these cookies, services you have asked for cannot be provided.
- **Functionality cookies.** These cookies allow our websites to remember the choices you make and your account preferences and to provide enhanced, more personal features. For example, these cookies will remember your log-in details.
- **Performance cookies.** These are analytics and research cookies that allow us to collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. This helps us to improve the way the website works and allows us to test different ideas on the site.
- **Targeting cookies.** These cookies record your visit to the website, the pages you have visited and the links you have followed. We will use this information to make the website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

The tables below explain the cookies we use and why:

First party cookies: Set and collected by the website itself, and only used by the site when a user is visiting it.

Cookie name	Purpose	Strictly necessary (Yes/No)	Duration
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Session Cookies	Cookies help to a website remember basic content information when you navigate from page to page, so you don't need to re-enter or refill information.	Yes	30 days
Persistent Cookies	Cookies are stored on your laptop computer or mobile device, even if you leave the website and help the website (s) to remember you when you return as visitor, but do not identify you as a person.	Yes	30 days

Third party cookies: Set and collected by other entities besides the website, such as advertisers or services used by the website for things like web analytics or social media sharing.

Cookie name	Purpose	Strictly necessary (Yes/No)	Duration
Google Analytics	Cookies get a statistics about how our website is used	Yes	360 days
Facebook Pixel	Cookies get a statistics about how our website is used	Yes	180 days

Targeting cookies: are set through our site by our advertising partners. They may be used by our advertising partners to build a profile of your interests and show you relevant ads on other sites. They work by uniquely identifying your browser and device.

Cookie name	Purpose	Strictly necessary (Yes/No)	Duration
Google Analytics	Cookies get a statistics about how our website is used	Yes	360 days
Facebook Pixel	Cookies get a statistics about how our website is used	Yes	180 days

Social Media: We allow users to share our Website on social media such as Facebook and Twitter through the use of their cookies. These cookies are not within our control. Please refer to the respective privacy policies of the social media provider for how their cookies work.

Some Cookies and other network identifiers on our website are wholly or partially run by third parties. These parties have their own terms under which the use of network identifiers is governed. Please refer to such terms below:

- For detailed information on Google's terms for use of Cookies click [here](#).
- For detailed information on Facebook's terms for use of Cookies click [here](#).

How long will cookies stay on my device?

The length of time a cookie will stay on your computer or mobile device depends on whether it is a

“persistent” or “session” cookie. Session cookies will only stay on your device until you stop browsing. Persistent cookies stay on your computer or mobile device until they expire or are deleted.

You are in control of the use of Cookies

You can disable the use of Cookies in your browser settings, as well as to remove already stored Cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted.

Browser manufacturers provide help pages relating to cookie management in their products. Please see below for more information:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)
- [Android Browser](#)
- [Opera](#)
- [Opera Mobile](#)

For other browsers, please consult the documentation that your browser manufacturer provides. In addition to that, you may also use some of the online tools such as www.aboutads.info/choices and www.youronlinechoices.eu.

HOW TO CONTACT US

If you have questions about our use of cookies, please contact:

The Subway® Group Privacy Office
C/o Franchise World Headquarters, LLC
325 Sub Way
Milford, CT
06461
USA
Telephone Number: (203) 877-4281 or Toll Free: 1-800-888-4848
Facsimile: (203) 783-7479
Email Address: privacy@subway.com

How Often Will We Update This Cookie Policy?

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.