

Q&A: Closing the Subway® Rewards loyalty program, the Subway® app, and remote ordering

Q: When will the Subway® Rewards loyalty program, the Subway® app, and remote ordering be discontinued in Finland?

A: The Subway® Rewards loyalty program, the Subway® app, and remote ordering will be discontinued in Finland on **July 1, 2026, at 23:59:59**.

Q: What happens to the points I have earned when the loyalty program ends?

A: We recommend checking your balance and redeeming your rewards well in advance before the loyalty program ends. Points cannot be converted into cash, and any unused points remaining after the loyalty program ends will not be compensated or refunded when the loyalty program concludes and the app is discontinued on July 1, 2026, at 23:59:59.

Q: Where can I see my point balance if the app is no longer working?

A: Your point balance can be checked in the app for as long as it remains in use, until July 1, 2026, at 23:59:59. Once the app is discontinued, points can no longer be checked or used; therefore, we recommend checking your balance and redeeming your rewards well in advance of the app's discontinuation.

Q: When will the new loyalty program launch and how do I join?

A: We are currently developing a new loyalty program to offer Subway fans even tastier benefits. We will provide separate updates regarding the launch schedule and joining instructions once the details are finalized. By granting permission to transfer customer data from the current program to the new one, we will be able to communicate the launch of the new program as well as the opportunity to enjoy new benefits from the very beginning.

Q: What information about me will be transferred to Nordic Bites Group?

A: The transfer involves customer data related to the loyalty program to enable the development of the new program and its related services. If you would like more detailed information regarding the data processed about you, you may submit a data request (right of access) via the privacy web form.

Q: How long will my data be stored and for what purposes will it be used?

A: The data will be used for the development of the new loyalty program and its related services. Retention periods and more specific purposes of use are described in the Nordic Bites Group privacy policy; you may also request additional information via the privacy web form.

Q: How can I exercise my other data privacy rights (access, rectification, deletion, restriction)?

A: You can exercise your rights by submitting a request through the Privacy Web Form before the loyalty program ends and the app closes on July 1, 2026, at 23:59:59 PM. Select the request that fits your situation from the form (e.g., data request, rectification, or deletion request), and your request will be processed according to the instructions.

Q: Who can I contact if I have questions about data privacy or my points?

A: For matters concerning data privacy, the easiest way is to use the Privacy Web Form. For questions regarding points or the functionality of the app, you can contact customer service, who will assist you further.