

This Cookie Policy applies to all of SUBARU’s websites (hereinafter the “Site”) for our products, services and promotional campaigns. The Site may collect certain information using cookies and similar technologies to analyze how visitors engage with the Site and to provide services or advertising targeted to each visitor.

1. What is a cookie?

A cookie is a small text file that is sent from a web server to the browser of your computer or mobile devices (collectively, a "device") and placed on your device's hard drive when you visit a website.

There are two types of cookies in general: first-party cookies and third-party cookies. First-party cookies on the Site are placed by SUBARU. In most cases, these cookies are placed for visitors to use the functionality provided on the Site. On the other hand, third-party cookies on the Site are placed by a third party partnered with SUBARU. For example, some third-party cookies may be used by SUBARU and our third-party partners for improving the Site and optimizing advertising.

2. What are cookies used for?

(1) The above-mentioned cookies enable us to automatically identify your device when you browse the Internet in general or when you use a specific web service. This technology allows you to continue your previous browsing session and use services without entering the same information again. Storing of detailed settings including browsing history with cookies helps access our website faster and enhance the functionality of the browser.

(2) SUBARU may use information collected on the Site through cookies and other similar technologies to analyze how you engage with our website, including site access, site traffic, and routing, and helps us improve the performance of the Site itself, enhancing our services offered through the Site. The main services SUBARU uses on the Site are listed on (1) and (2) in the next section. Cookies sent by SUBARU and each of the service providers on the Site are stored in each company's server, and the use of their cookies is subject to their own privacy policies. To find out about how to disable these services, please review (1) and (2) in the next section.

(3) SUBARU may use behavioral targeting advertising on the Site and affiliated advertising service providers' sites. The main advertising services used by SUBARU on the Site are listed on (1) and (2) in the next section. Cookies sent by SUBARU and each of the advertising service providers on the Site are stored in each company's server, and the use of their cookies is subject to their own privacy policies. To find out about how to disable behavioral targeting advertising, please read (1) and (2) in the next section.

3. How do I decline services and cookies used by SUBARU?

Information on how to deactivate the tools described in (2) and (3) in the previous section can be found at the following links. However, please note that if you delete all of these cookies, it may limit your experience on the Site and some of the products and services offered by other companies.

(1) Web Analytics tools

How to opt-out of Google Analytics

SUBARU uses Google Analytics provided by Google LLC ("**Google**") on the Site to collect information.

Cookies used by this service do not collect or upload your personal information but are used as behavioral data to improve the Site.

If you would like to opt-out of Google Analytics on your browser, please click [here](#).

How to opt-out of Adobe Analytics

SUBARU uses Adobe Analytics provided by Adobe Systems Co., Ltd. on the Site to collect information.

Cookies used by this service do not collect or upload your personal information but are used as behavioral data to improve the Site.

If you would like to opt-out of Adobe Analytics on your browser, please click [here](#).

How to opt-out of Ptengine

SUBARU uses Ptengine provided by Ptmind, Inc. on the Site to collect information.

Cookies used by this service do not collect or upload your personal information but are used as behavioral data to improve the Site.

If you would like to opt-out Ptengine on your browser, please click [here](#).

How to opt-out of Treasure Data Inc.

SUBARU uses Treasure Data provided by Treasure Data Inc. on the Site to collect information.

Cookies used by this service do not collect or upload your personal information but are used as the Site's behavioral data.

If you would like to deactivate these cookies, please read the Privacy Policy of Treasure Data Inc. (click [here](#) for more information) to follow the opt-out process. Please be aware that disabling the cookies function may prevent you from receiving useful information.

How to opt-out of BrainPad Inc.

SUBARU uses Rtoaster provided by BrainPad Inc. on the Site to collect information.

Cookies used by this service do not collect or upload your personal information but are used as the Site's behavioral data.

If you would like to deactivate these cookies, please read the Privacy Policy of BrainPad Inc. (click [here](#) for more information) to follow the opt-out process. Please be aware that deactivating these cookies may prevent you from receiving useful information.

(2) Advertising and its related service

How to opt-out of behavioral targeting provided by Google

SUBARU outsources the delivery of some of the advertisements displayed on the Site to Google.

When you visit a page displaying the advertisements served by Google, Google also collects their own cookie information and uses it to display advertisements relevant to your interests.

If you would like to deactivate these cookies, please read the Privacy Policy of Google (click [here](#) for more information) to follow the opt-out process.

Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting provided by Yahoo Japan Corporation ("Yahoo")

SUBARU outsources the delivery of some of the advertisements displayed on the Site to Yahoo.

When you visit a page displaying advertisements served by Yahoo, Yahoo also collects their own cookie information and uses it to display advertisements relevant to your interests.

If you would like to deactivate these cookies, please read the Privacy Policy of Yahoo (click [here](#) for more information) to follow the opt-out process.

Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting provided by Facebook, Inc. ("Facebook")

SUBARU outsources the delivery of some of the advertisements displayed on the Site to Facebook.

When you visit a page displaying the advertisements served by Facebook, Facebook also collects their own cookie information and uses it to display advertisements relevant to your interests.

If you would like to deactivate these cookies, please read the Privacy Policy of Facebook (click [here](#) for more information) to follow the opt-out process.

Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting provided by Twitter, Inc. ("Twitter")

SUBARU outsources the delivery of some of the advertisements displayed on the Site to Twitter.

When you visit a page displaying advertisements served by Twitter, Twitter also collects their own cookie information and uses it to display advertisements relevant to your interests.

If you would like to deactivate these cookies, please read the Privacy Policy of Twitter (click [here](#) for more information) to follow the opt-out process.

Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting advertising served by MicroAd, Inc. ("MicroAd")

SUBARU outsources the delivery of some of the advertisements displayed on the Site to MicroAd.

When you visit a page on which the advertisements are served by MicroAd, MicroAd also collects their own cookie information and uses it to display advertisements relevant to your interests.

Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please read the Privacy Policy of MicroAd (click [here](#) for more information) to follow the opt-out process.

Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting advertising served by Dentsu Inc. ("Dentsu")

SUBARU outsources the delivery of some of the advertisements displayed on the Site to Dentsu.

When you visit a page on which the advertisements are served by Dentsu, Dentsu also collects their own cookie information and uses it to display advertisements relevant to your interests.

Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please read the Use of Data on dPublic (click [here](#) for more information), and their Privacy Policy (click [here](#) for more information) to follow the opt-out process.

Please be aware that disabling the cookies function may prevent you from receiving useful information.

How to opt-out of behavioral targeting advertising served by Sizmek, Inc. ("Sizmek")

SUBARU outsources the delivery of some of the advertisements displayed on the Site to Sizmek.

When you visit a page on which the advertisements are served by Sizmek, Sizmek also collects their own cookie information and uses it to display advertisements relevant to your interests.

Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please read the Privacy Policy of Sizmek (click [here](#) for more information) to follow the opt-out process.

Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting advertising, MarketOne, served by D.A.Consortium Inc. ("DAC")

SUBARU outsources the delivery of some of the advertisements (MarketOne) displayed on the Site to DAC.

When you visit a page on which the advertisements are served by DAC, DAC also collects their own cookie information and uses it to display advertisements relevant to your interests.

Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please read the Privacy Policy of DAC (click [here](#) for more information) to follow the opt-out process.

Please be aware that by deactivating these cookies, you may not be able to use all or some of the services offered on the website.

How to opt-out of behavioral targeting by FreakOut, inc. ("FreakOut")

SUBARU conducts behavioral targeting services using technology by FreakOut for effective delivery of advertisements. When you visit a page on which the advertisements are served by FreakOut, FreakOut also collects their own cookie information and uses it solely for the purpose of effectively delivering advertisements, developing and improving products and services, and conducting market analysis. Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please read the Privacy Policy of FreakOut (click [here](#) for more information) to follow the opt-out process. Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting by Supership.Inc ("Supership")

SUBARU conducts behavioral targeting services using technology by Supership for effective delivery of advertisements. When you visit a page on which the advertisements are served by Supership, Supership also collects their own cookie information and uses it solely for the purpose of effectively delivering advertisements, developing and improving products and services, and conducting market analysis. Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please read the Privacy Policy of Supership (click [here](#) for more information) to follow the opt-out process. Please be aware that deactivating these cookies function may prevent you from receiving useful information.

How to opt-out of behavioral targeting used in AudienceOne by D.A.Consortium Inc. ("DAC")

SUBARU conducts behavioral targeting services using AudienceOne provided by DAC for effective delivery of advertisements.

When you visit a page on which the advertisements are served by DAC, DAC also collects their own cookie information and uses it solely for the purpose of effectively delivering advertisements, developing and improving products and services, and conducting market analysis. Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please read the Privacy Policy of DAC (click [here](#) for more information) to follow the opt-out process. Please be aware that by deactivating these cookies, you may not be able to use all or some of the services offered on the website.

How to opt-out of behavioral targeting used in MindDMP by Axival Inc. ("Axival")

SUBARU conducts behavioral targeting services using MindDMP provided by Axival for effective delivery of advertisements.

When you visit a page on which the advertisements are served by Axival, Axival also collects their own cookie information and uses it solely for the purpose of effectively delivering advertisements, developing and improving products and services, as well as conducting market analysis. Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please read the Privacy Policy of Axival (click [here](#) for more information) to follow the opt-out process. Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting by Intimate Merger, Inc. ("Intimate Merger")

SUBARU conducts behavioral targeting services using technology by Intimate Merger for effective delivery of advertisements.

When you visit a page on which the advertisements are served by Intimate Merger, Intimate Merger also collects their own cookie information and uses it solely for the purpose of effectively delivering advertisements, developing and improving products and services, and conducting market analysis.

Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please visit the "[Opt-out](#)" page on the Intimate Merger's site to follow the opt-out process.

Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting by Amobee, Inc. ("Amobee")

SUBARU conducts behavioral targeting services using technology by Amobee for effective delivery of advertisements.

When you visit a page on which the advertisements are served by Amobee, Amobee also collects their own cookie information and uses it solely for the purpose of effectively delivering advertisements, developing and improving products and services, and conducting market analysis.

Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please visit the "[Opt-out](#)" page on the Amobee's site to follow the opt-out process.

Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting by The Trade Desk

SUBARU conducts behavioral targeting services using technology by The Trade Desk for effective delivery of advertisements.

When you visit a page on which the advertisements are served by The Trade Desk, The Trade Desk also collects their own cookie information and uses it solely for the purpose of effectively delivering advertisements, developing and improving products and services, and conducting market analysis.

Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please read the Privacy Policy of The Trade Desk (click [here](#) for more information) to follow the opt-out process.

Please be aware that deactivating these cookies may prevent you from receiving useful information.

How to opt-out of behavioral targeting by Feedforce Inc. ("Feedforce")

SUBARU conducts behavioral targeting services using technology by Feedforce for effective delivery of advertisements.

When you visit a page on which the advertisements are served by Feedforce, Feedforce also collects their own cookie information and uses it solely for the purpose of effectively delivering advertisements, developing and improving products and services, and conducting market analysis.

Cookies are not used for any other purpose or to collect personal information.

If you would like to deactivate these cookies, please read the Privacy Policy of Feedforce (click [here](#) for more information) to follow the opt-out process.

Please be aware that deactivating these cookies may prevent you from receiving useful information.

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