

Cookie statement

The Salvation Army uses cookies to make its websites more personal and user-friendly. A cookie is a small file that is saved on your device by means of which the website recognises you on a subsequent visit. We make use of functional, analytic and tracking cookies.

Functional cookies

Functional cookies ensure that our websites work well. This might for instance be for filling in contact or donation forms. These cookies are applied by default and do not save any (personal) details about you.

Analytical cookies

Analytical cookies enable The Salvation Army to monitor website visits. For example, these statistics give us insight into:

- how often our website is used;
- which information visitors are looking for;
- which pages are visited most.

In order to gain this information, The Salvation Army processes these (anonymized) data:

- IP address;
- cookie ID;
- website and click behaviour;
- referrer URL.

Through analytical cookies, we know which parts of websites are popular and where we can improve our websites. We analyse and improve our websites constantly in order to make a visit as pleasant as possible. Analytical cookies are anonymized and therefore we apply them automatically. You can turn off these cookies manually in your privacy settings.

For the analysis of the website, The Salvation Army makes use of Google Analytics. We have applied a privacy-friendly configuration of the Google Analytics cookies. This means that:

- only masked IP addresses are processed;
- we have made agreements with Google about dealing responsibly with personal data;
- 'data sharing' is turned off;
- we do not make use of other commercial services in combination with these cookies.

In addition, we use Microsoft Clarity. Microsoft Clarity makes screenshots of how visitors use our websites, but these are anonymized. In this way we can, for example, analyse scroll and mouse movements.

Tracking cookies

Tracking cookies make it possible to follow you across our website, in order to make it easy for you to share information from our website with your own online network, and to show you relevant adverts on other websites and social media platforms. Tracking cookies are only placed when you have given permission for this.

The Salvation Army makes use of tracking cookies from the following platforms:

- Google Ads (including Remarketing)
- Meta (Facebook and Instagram)
- LinkedIn
- Microsoft Clarity
- VWO

Changing cookie settings

On a visit to our website, we automatically place functional cookies. In addition, we place analytical cookies if you do not object to this. We only place tracking cookies if you grant permission for this.

If at any time you want to change your permission, this is possible in your privacy settings. In addition, in your browser you can remove cookies and/or change your settings at any time.

Your current cookie settings

Change privacy settings

[.....]

Changes

It may be that The Salvation Army decides to adjust the use of cookies. In this case, we will also change this cookie statement and the cookie banner. We advise you to check regularly whether we have published a new version so that you are aware of the latest state of affairs.

Miscellaneous

Please see our [general privacy declaration](#) for more information about issues including your privacy rights, our Data Protection Officer, the security measures we have taken, and where you can turn to with questions or complaints.