

How we use cookies

Cookies are small text files which are downloaded to your computer or mobile device when you visit a website. They are widely used in order to make websites work and to provide information to the owners of the sites.

By continuing to browse our website, you agree to our use of cookies. We use cookies to:

- make our website work as you'd expect
- collect anonymous data on how users navigate our website, which helps us continuously improve it
- allow you to share our content on social networks
- we also use third party cookies to help make our advertising as relevant as possible

We do not use cookies to collect any personally identifiable information or pass personally identifiable data to third parties.

Turning cookies off

By using our website, you agree to our use of cookies and to us storing and retrieving cookies, unless you have set your internet browser to stop cookies from being saved on your computer.

Most browsers allow some control of cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them (and to stop cookies from being saved on your hard drive in the future), visit the [All About Cookies website](#).

However, please note that if you choose to block all cookies you may not be able to access all or parts of our website.

Cookies we use

Strictly necessary cookies

These are essential for our website to work as expected, for example to allow you to make a donation, submit a service request or register for an event.

We use the following strictly necessary cookies on our website:

Cookie	Name	Purpose
ASP.NET	ASP.NET_SessionId	Used to store a unique identifier for your session, providing a mechanism for persisting information between web pages. This cookie is deleted when you close your browser.

Functional cookies

These enhance your experience whilst using the site, for example by remembering your accessibility preferences.

Third party functional cookies

We use some some third party services or software on our website, which may set cookies on your device. We work hard with these websites to ensure they use cookies appropriately, but – because third party websites set their own cookies – we don't have direct control over how they use them. You can manually block these cookies using your internet browser, although some functionality might be lost.

We use the following third party functional cookies on our website:

Service	Cookie Name	Learn more
Twitter sharing	metrics_token	<u>View Twitter's Cookie Policy</u>
	pid	
	guest_id	
	_twitter_sess	
	ua	
Facebook sharing	locale	<u>View Facebook's Cookie Policy</u>
	_js_datr	
	act	
Embedded YouTube videos	VISITOR_INFO1_LIVE	<u>View Google's Privacy Policy</u>
	PREF	
	YSC	

Performance Cookies

We use cookies to compile visitor statistics such as how many people have visited our website, what type of technology they are using, how long they spend on the site and what page they look at. This helps us to continuously improve our website. The cookies collect information in an anonymous form.

We use the following performance cookies on our website:

Cookie	Name	Purpose
Google Analytics	_ga	These cookies help us improve our website by allowing us to track anonymous website usage statistics (for example, the number of visitors, where they have come from and the pages they visited). They expire: - when you close your browser (_utmc) - within 10 minutes (_gat, _utmt)
	_utmb	
	_utmt	
	_utmz	

	_utma	- within 30 minutes (_utmb)
	_utmz	- 6 months after last updated (_utmz)
	_gat	- 2 years after last updated (_ga, _utma)
		You can opt out of being tracked by Google Analytics here .
Hotjar	_hjDonePolls	We use these cookies to identify which users have completed a poll on our site.
	_hjIncludedInSample	They expire within a year.
ClickTale	WRUID	These cookies are used by the ClickTale web analytics software to collect anonymous data such as mouse clicks and mouse movements. We use this information to help us improve the way the site works. They expire with a year.
	_CT_Data	
Optimizely	optimizelyEndUserId	We use Optimizely to help us improve the site by dividing traffic to certain pages between different variations, and measuring which one works best. Opt out
	optimizelyRedirectData	

Advertising Cookies

We have some relationships with carefully selected and monitored third-party suppliers to perform remarketing services on our behalf. Remarketing is a way for us to connect with people who have recently interacted with the British Red Cross website.

We may place remarketing cookies during your visit and third-party suppliers, including Google, may use these to show you British Red Cross ads when you visit other websites. Neither us, nor our advertising partners can gain personally identifiable information from these cookies.

You can learn more about online advertising and opt out of almost all advertising cookies at <http://www.youronlinechoices.com> (this does not mean that will not see adverts, but that they won't be tailored to you).

We use the following advertising cookies on our website:

Cookie	Name	Purpose
DoubleClick	IDE	View DoubleClick's Privacy Policy
	DSID	
	drt	
	test_cookie	
	id	
Weborama	AFFICHE_W	View Weborama's Privacy Policy
Criteo	uid	View Criteo's Privacy Policy

eid

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Scotland (SC037738) and Isle of Man (0752).