COOKIE NOTICE

Last updated: August 2026

African Revival uses cookies and similar technologies on africanrevival.org.

This notice explains what these technologies are, why we use them, the third-party services that may use them and how you can control non-essential technologies.

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1. What are cookies and similar technologies?

Cookies are small text files that websites can place on your computer, phone or other device.

Websites may also use related technologies such as local storage, scripts, tags and pixels. These can help websites operate securely, remember choices, provide particular features and understand how visitors use a website.

In this notice, references to “cookies” include these similar technologies where appropriate.

2. How we use cookies

We use cookies and similar technologies for the following purposes.

Strictly necessary and security technologies

Some technologies are needed to provide website functionality, remember your cookie preferences, maintain security, prevent fraud or provide services that you request.

These may operate without your consent where their use falls within an applicable legal exemption.

Analytics and performance

With your permission, we use analytics technologies to understand:

- how visitors find our website;
- which pages they visit;
- how visitors move around the site;
- the devices and browsers being used;
- how well the website performs; and
- how people interact with our content.

This information helps us improve our website and communications.

Attribution and usage analytics

Some parts of our WordPress and WooCommerce setup use technologies that help us understand how visitors reached the website and how the site is being used.

These technologies are treated as optional and are not enabled when you reject non-essential cookies.

Embedded and third-party services

Some parts of the website use services supplied by other organisations, including embedded video, donation services and newsletter functionality.

These services may use their own cookies and similar technologies. Where these are not necessary to provide the requested service or maintain security, they are controlled through our cookie preference system.

3. Cookies used on our website

Cookie preferences

Our cookie preference system stores a cookie after you make a choice so that the website can remember whether you accepted or rejected optional technologies.

This is necessary in order to respect and apply your preferences on later page views.

Google Analytics

We use **Google Analytics 4** to understand how visitors use the website.

The principal Google Analytics cookies currently used are:

Cookie	Purpose	Default duration
_ga	Helps distinguish users	Up to 2 years
_ga_171F2C9Y06	Helps maintain session information for our Google Analytics property	Up to 2 years

These analytics cookies are not set when you first visit the website or when you reject non-essential cookies.

They are set only when you permit analytics technologies through our cookie preference system.

Google may collect information such as pages visited, approximate location, browser and device information, referral sources and interactions with website content.

We use this information in aggregated form to improve the website and evaluate the effectiveness of our communications.

4. WooCommerce and Jetpack analytics

Our website uses some WooCommerce and Jetpack functionality.

When analytics technologies are permitted, these services may use cookies including:

- sbjs_session;
- sbjs_udata;
- sbjs_first;
- sbjs_current;
- sbjs_first_add;
- sbjs_current_add;
- sbjs_migrations; and
- Jetpack/WooCommerce analytics cookies such as tk_ai and related tk_* technologies.

The sbjs_* cookies help record information about how a visitor reached the site, such as referral source, campaign information and the visitor's entry page.

These technologies are not enabled when you reject non-essential cookies.

5. Embedded video

Our homepage includes video content supplied through YouTube.

The video is configured using privacy-enhanced and lazy-loading settings so that YouTube content is not loaded merely because you visit the page.

When you choose to play embedded content, information may be exchanged with YouTube and Google and their own technologies may be used.

You should refer to Google's privacy information for further details about how Google and YouTube process information.

6. Donations and payment services

Our Donate page uses **Zeffy** to provide our online donation form.

Zeffy and the payment services it uses may load technologies supplied by organisations including payment processors, security services, CAPTCHA services and fraud-prevention providers.

These may include services provided by:

- Zeffy;
- Stripe;

- Cloudflare;
- Google; and
- hCaptcha.

Some of these technologies are needed to provide the donation service securely, process payments, detect bots or prevent fraud and abuse.

Other optional technologies associated with those services are controlled through our cookie preference system where applicable.

If you use the donation form, the processing of your personal information is also governed by our Privacy Notice and the relevant privacy information provided by the donation and payment service providers.

7. Newsletter subscriptions

Our website contains a newsletter signup form connected to **Mailchimp**.

Displaying the signup form does not currently result in Mailchimp cookies being set on your device.

If you choose to subscribe, the information you provide is transmitted for the purpose of managing your subscription and sending communications to you.

More information about how we use subscriber information is provided in our Privacy Notice.

8. Your choices

When you first visit our website, you can choose whether to allow non-essential cookies and similar technologies.

You can:

- accept optional technologies;
- reject them; or
- customise your preferences.

Where we rely on consent, optional technologies will not be enabled unless you choose to allow them.

You can change your choice at any time using the cookie settings control available on the website.

Changing your choice will affect future use of the relevant technologies. Cookies already stored on your device may remain until they expire or you remove them through your browser settings.

9. Browser controls

Most browsers allow you to view, block or delete cookies.

Blocking all cookies may affect some website functionality, particularly services that require security, session management or payment processing.

Your browser help pages will explain how to manage cookies and site data.

10. How long cookies remain on your device

Some cookies last only for the duration of a browser session. Others remain for a longer period.

The duration depends on the purpose and provider.

For example, Google's standard GA4 cookies have a default expiry of up to two years, while WooCommerce attribution cookies are generally session-based, with “sbjs_session” having a default duration of around 30 minutes.

Browser restrictions may shorten these periods.

11. Third-party websites

Our website contains links to websites operated by other organisations.

We do not control the cookies or similar technologies used on those external websites. Their practices are governed by their own privacy and cookie notices.

12. Changes to this notice

We may update this Cookie Notice if our website, technologies, third-party services or legal requirements change.

We periodically review the technologies used on the site and will update this notice where appropriate.

The date at the top of this page shows when the notice was most recently updated.

13. Contact us

Questions about these terms or requests to use our content should be sent to:

Email: info@africanrevival.org
Post: African Revival, Springfield, Rookery Hill, Ashtead, Surrey KT21 1HY

Further information about how we use personal information is available in our **Privacy Notice**.