

Cookie Consent Policy

For OperationAid, [www.operationaid.org](https://operationaid.org)

Last Updated: 10/03/2025

1. Introduction

This Cookie Consent Policy explains how Operation Aid (“we”, “our”, “us”) uses cookies and similar tracking technologies on our website (<https://operationaid.org/>) to enhance your browsing experience and help us strengthen our humanitarian work in Ukraine. By interacting with our cookie banner or continuing to use our website, you agree to our use of cookies in accordance with this policy.

2. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They are widely used to make websites work or work more efficiently, as well as to provide information to the site owners. Cookies can be “session cookies” (which expire when you close your browser) or “persistent cookies” (which remain on your device for a set period or until you delete them).

3. Our Cookie Consent Banner

When you first visit our website (or after we make significant changes to our cookie usage), you will see a banner titled “**Kakor**” (Cookies). This banner provides a brief explanation of how accepting more cookies helps us improve our site, reach more people, and optimize our support for Ukraine. The banner offers two main options:

1. **Acceptera alla (Accept All):**

Clicking “Acceptera alla” enables all categories of cookies (except those strictly necessary, which are always enabled). This helps us gather statistics, improve your user experience, and deliver relevant marketing content.

2. **Inställningar (Settings):**

Clicking “Inställningar” opens a more detailed panel where you can enable or disable each cookie category:

- **Nödvändiga (Necessary):** Essential for the website’s basic functions. These cannot be turned off.
- **Statistik (Statistics):** Helps us analyze site usage so we can optimize performance and content.
- **Upplevelse (Experience):** Enhances site features like translations, embedded videos, or interactive elements.

- **Marknadsföring (Marketing):** Allows us (and certain third parties) to provide more personalized ads and measure campaign effectiveness.

Within the **Inställningar** panel, you can toggle each category on or off. After choosing your preferences, click **Spara (Save)** to confirm. You can revisit these settings at any time to adjust your cookie choices.

4. Cookie Categories and Purposes

We categorize our cookies and scripts into four main groups, which you can control via the cookie banner:

A. Nödvändiga (Necessary)

These cookies and scripts are essential for the core functionality of our website. They ensure that critical services (e.g., payment processing, language translation, or font loading) work correctly.

- **Examples of domains:**
 - [paypalobjects.com](#), [translate.google.com](#),
[kit.fontawesome.com](#)
 - *Your CDN, e.g., [https://media.yourdomain.com/](#)*

Because these resources are essential for website operation, they are always active and cannot be disabled.

B. Statistik (Statistics)

These cookies help us analyze how visitors use our website (e.g., page views, time on page, navigation paths) so we can continually improve its performance and content.

- **Examples of domains:**
 - [google-analytics.com](#), [*.google-analytics.com](#),
[googletagmanager.com](#)

When you enable Statistik cookies, you allow us to collect anonymous usage data to optimize our website.

C. Upplevelse (Experience)

These cookies and scripts enhance your user experience by enabling features like embedded videos, CAPTCHA protection, and language translation.

- **Examples of domains:**
 - [translate.google.com](#), [youtube.com](#), [*.youtube.com](#),
[*.cdninstagram.com](#)

When you enable Upplevelse cookies, you allow us to provide richer functionality and more interactive site features.

D. Marknadsföring (Marketing)

Marketing cookies are used to deliver personalized ads, track the effectiveness of campaigns, and display relevant content to you. These may also be used by our advertising partners.

- **Examples of domains:**
 - [googletagmanager.com](https://www.googletagmanager.com), connect.facebook.net, snap.licdn.com

When you enable Marknadsföring cookies, you help us (and select third parties) tailor advertising to your interests and measure ad performance.

5. Example Cookie Inventory

Below are some specific cookies we use. For a full list, please see our Privacy Policy or contact us directly.

Cookie Name	Domain	Type	Expires	Category	Purpose
PHPSESSID	.operatio naid.org	Session/Pe rsistent*	2025-06-0 8T10:19:2 2.975Z	Necessary	Maintains your session state and essential site functions.
_ga	.operatio naid.org	Persistent	2026-04-1 4T10:37:4 8.593Z	Statistics	Google Analytics cookie used to distinguis h unique users.
_fbp	.operatio naid.org	Persistent	2025-06-0 8T10:37:4 8.000Z	Marketing	Facebook Pixel cookie used for ad targeting and performan ce measure ment.

cookies_and_content_security_policy	operationaid.org	Persistent	2026-03-10T10:19:16.000Z	Preferences	Stores your cookie consent settings (e.g., Statistik, Upplevels e, Marknadsföring).
...	youtube-nocookie.com	Session/Persistent	Varies / Not shown	Experience/Functional	Enables embedded YouTube videos without extensive tracking (privacy-enhanced mode).

**Note: PHPSESSID may appear to have a future expiration date, but in practice it often acts like a session cookie.*

6. Managing Your Preferences

1. Via Cookie Banner:

- If you change your mind after the initial selection, look for a “Cookie Settings” link or button on our site to re-open the banner and adjust your preferences.

2. Via Browser Settings:

- Most browsers allow you to delete or block cookies. However, blocking necessary cookies may affect core site functionality.

3. Withdrawal of Consent:

- If you previously accepted cookies and wish to withdraw consent, simply revisit the settings in the banner or your browser. Please note that disabling certain categories (e.g., Experience or Marketing) may reduce or alter some site features.

7. Updates to This Policy

We may update this Cookie Consent Policy from time to time. When we do, we will update the “Last Updated” date at the top of this document and notify you in compliance with applicable regulations. We encourage you to review this policy periodically to stay informed about our cookie practices.

8. Contact Us

If you have any questions or concerns regarding our Cookie Consent Policy or how we use cookies, please reach out:

- **Email:** info@operationaid.org
- **Website:** <https://operationaid.org/kontakta-oss/>