

2024 CHRISTMAS BADGE OF HONOUR CAMPAIGN

Terms of use

The terms outlined in this document will explain how to request the 2024 CHRISTMAS BADGE OF HONOUR digital assets, how The Salvation Army (“our”, “we”) deal with your request and when you can use the digital assets once we have accepted your request.

1. To see how we use your data, click [here](#) to see our privacy statement.
2. Eligible donations must come through the following channels:
 - a. the CHRISTMAS BADGE OF HONOUR Page (see link [here](#))
 - b. or via direct debit into our bank (please email us for details)

Donations that are received via the approved channels may receive either a red, silver, or gold 2024 CHRISTMAS BADGE OF HONOUR digital asset for use by your organisation (“you”), in line with our brand guidelines and the terms outlined in this document.

3. Donations will be processed via a secure payment page. By clicking on the “donate” button you agree to the terms outlined in this document.
 - a. If you provide a donation of over £5,000.00, and below £10,000, you can request the **red** CHRISTMAS BADGE OF HONOUR.
 - b. If you provide a donation of over £10,000.00, and below £25,000, you can request the **silver** CHRISTMAS BADGE OF HONOUR.
 - c. If you provide a donation of over £25,000.00 can request the **gold** CHRISTMAS BADGE OF HONOUR.
4. The Salvation Army has the right to reject donations made to the organisation that may put the organisation into question, or at risk, from both a legal and organisational values perspective. In line with Charity Commission guidance, we will only refuse a donation in exceptional circumstances. In the exceptional cases where we are unable to accept donations, we will notify you promptly and we will repay the donation to the same account or credit card.

Once your request has been accepted, we will provide you with the CHRISTMAS BADGE OF HONOUR digital assets for use by the organisation named in your request. We will use the contact details in your request to do this.

5. How you can use the digital assets: You **can** use the CHRISTMAS BADGE OF HONOUR digital assets on your website, in social media posts, and in digital mailings to staff and customers. You **must not** use them on product packaging, in advertising (other than on your own webpage), or in any other way not permitted under this paragraph 6. All use **must** comply with the guidelines we provide you at the same time as sending you the digital assets.
6. We reserve the right to require you to cease using the digital assets if your organisation (or another part of its group) does not align with our values and ethos, if we consider that your use of the digital assets could damage our reputation, if you do not comply with these terms and/or if we consider that your use of them is inappropriate for this campaign. Although we currently intend the CHRISTMAS BADGE OF HONOUR to be able to be used indefinitely, we also reserve the right to require you to cease using the digital assets by giving you at least one week notice, if we deem the asset is no longer being used in line with the terms stated.
7. In the unlikely circumstance we require asset use be discontinued, we will notify you using the email contact details in your request and you agree to notify the company. We will not be required to return your donation in this case, but we may choose to do so.