

Cookie Policy

Scope of this cookie policy

1. (we or us or our) uses cookies when you visit our website, www.newscaler.com, to help customise the Website and improve your experience using the Website.
2. This policy applies between you, the user of this Website, and us, the owner and provider of this Website.
3. When you visit the Website, and before your website places cookies on your computer, you will be presented with a message bar requesting your consent to set those cookies. By giving your consent to the placing of cookies, you are enabling us to provide a better experience and service. You may, if you wish, deny consent to the placing of these cookies; however, certain features of the website may not function fully or as intended.

What are cookies?

4. A cookie is a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website.
5. This Website may place and access certain cookies on your computer. We use these cookies to improve your experience of using the Website and to improve our range of.
6. Cookies do not usually contain any information that personally identifies you, the Website user. However, personal information that we store about you may be linked to the information obtained from and stored in cookies.
7. This Website may place and access certain Cookies on your computer. New Scaler Ltd. uses Cookies to improve your experience of using the Website and to improve our range of services. New Scaler Ltd. has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and always respected.
8. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.
9. Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling New Scaler Ltd. to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.

Types of cookies

10. This Website uses and may place the following Cookies:

Type of Cookie	Purpose
Strictly necessary cookies	These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
Analytical/performance cookies	They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
Functionality cookies	These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region). By using the Website, you agree to our placement of functionality cookies.
Targeting cookies	These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

11. You can find a list of cookies that we use in the Cookies Schedule.

How to control your cookies

12. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies, but this can be changed. For further details, please see the help menu in your internet browser.

13. You can switch off Cookies at any time, however, you may lose any information that enables you to access the Website more quickly and efficiently.

14. You can choose to delete cookies at any time; however, you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

15. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

16. For more information generally on cookies, including how to disable them, please refer to aboutcookies.org. You will also find details on how to delete cookies from your computer.

Cookies we use

Below is a list of the cookies that we use. We have tried to ensure this is complete and up to date, but if you think that we have missed a cookie or there is any discrepancy, please let us know.

Strictly necessary cookies

We use the following strictly necessary cookies:

Description	Purpose
ASPXAUTH	The ASPXAUTH cookie is used to determine if a user is authenticated.
BasketID	Session based cookie used to identify users basket.
ASP.NET_SessionId	General purpose platform session cookie, used by sites written with Microsoft.NET based technologies. Usually used to maintain an anonymised user session by the server.
LoggedInWithMicrosoftAccount	This cookie is used to indicate if the user was authenticated via the windows live login process.
cookieconsent_status	This cookie is used to store the user consent for cookies consent process.
__RequestVerificationToken	This is an anti-forgery cookie set by web applications built using ASP.NET MVC technologies. It is designed to stop unauthorised posting of content to a website, known as Cross-Site Request Forgery. It holds no information about the user and is destroyed on closing the browser.
_ga	Google Analytics Cookie Usage. Used to distinguish users.
gstatic.com	Is a cookieless domain to deliver static content for Google.
ajs_user_id	This cookie helps track visitor usage, events, target marketing, and can also measure application performance and stability

Functionality cookies

We use the following functionality cookies:

Description	Purpose
Functional cookies	We also use functional cookies to remember your preferences and to help you to use our website efficiently and effectively, for example by remembering your preferred currency and language that you viewed earlier. These functional cookies are not strictly necessary for the functioning of our website, but they add functionality or you and enhance your experience.

Analytical/performance cookies

We use the following analytical/performance cookies:

Description	Purpose
Analytics cookies	These cookies help us to make it more interesting and relevant for our users. We track your page clicks, mouse movements, scrolling, search terms, and text entered on our website. Usage of analytics cookies is used to track users who visit our site after seeing an online advertisement which may include ads on third-party sites. We only obtain anonymous data.

Re-Targeting cookies

We use the following re-targeting cookies:

Description	Purpose
Commercial cookies	We use these to show you New Scaler advertisements on other websites. This is called "re-targeting" and it aims to be based on your browsing activities on our website, such as the destinations you have been searching for, the products you have viewed and the prices you have been shown.

Changes to this Cookie Policy

New Scaler Ltd. reserves the right to change this cookie policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website, and you are deemed to have accepted the terms of the cookie policy on your first use of the Website following the alterations.

Contact Details

If you have any questions regarding our Cookie Policy, you may contact New Scaler Ltd. by email at info@newsacler.com

Our policies are regularly reviewed and updated respectively.