

## Introduction Privacy Policy

### What information do we collect?

We at Queue-it care about our Customers and other stakeholders, and that means we care about you and your privacy. We always collect personal information responsibly and with your privacy in mind.

It is important to us that you are aware of what information we collect about you and how it is collected.

In order to provide our Queue solution, we need to collect certain personal information.

Queue-it makes sure to collect personal information with the utmost consideration for your privacy. Queue-it has a Data Privacy Officer and specialists focusing on security and data privacy. In addition to that, we have a support team that acts as an extension of our Data Privacy Officer and will support you with privacy related inquiries. For more detail on how we respect your privacy, please read our Privacy Policy and Cookie Statement. If you want to know how your information is treated, check out: *What do we do with your information below?*

### What do we do with your information?

We at Queue-it care about our Customers and other stakeholders, and that means we care about you and your privacy. We always collect personal information responsibly and with your privacy in mind.

It is important to us that you are aware of how we handle your personal information. There are different scenarios where we need to process your information depending on purpose. Typical examples are:

- We might need your contact information to provide our Service(s)
- We might need IP addresses to log the activity on your Customer account
- We might need to validate end-user browser data before sending them to your website
- We might need end-user IP addresses to prevent illegal activity such as bots trying to enter your site illegally

For example, when end-users are in a queue before entering your site we check the ip-address in order to prevent fraud via e.g. bots to make sure that end-users get correct place in the line without bots interfering.

## Privacy Policy

Queue-it is dedicated to protecting your privacy. This Privacy Policy explains how Queue-it collects and uses your personal data. It also describes your rights towards us and how to exercise them. You may always reach out to us on matters of privacy and data protection by sending an email to [privacy@queue-it.com](mailto:privacy@queue-it.com).

**By using Queue-it's services, you accept our Privacy Policy and our processing of your personal data. It is important that you read and understand our Privacy Policy before using our services.**

In order to provide our services, we need to process your personal data. We do this with the utmost consideration.

### What do we do with your information?

**Provide, operate and improve our services.** All data is used to provide, operate and improve Queue-it's services and the information you give us, or we collect, is generally required to enter into a contractual relationship with us, to improve the user experience or to fulfill the service that we provide.

**Information you give us or we collect about you.** You may directly or indirectly give us information about yourself in a variety of ways, such as when you log into our platform or contact us via our support site. Queue-it processes personal data for the following purposes and based on the following legal bases:

#### Queue-it Customer

Queue-it processes information about Customers in order to deliver the Queue service and support you in general and be able to process our business relations, e.g. financial transactions etc. When you are a Customer and use our service, we may collect the following information:

- **Personal information** – Name, email, (title) and (telephone number)
- **Information about interaction between you and Queue-it** – IP address, Email and Support communication.

#### End-User

Queue-it processes information about end-users in order to provide the queue services for you as a Customer. Part of this processing involves protecting the service against fraud and to provide statistics on the Queue performance:

- **Personal information** – IP address, browser information and settings and (email if provided for queue notification)

- **Information about interaction between you and Queue-it** – Email in case of support case.

**Communicate with you.** Queue-it may also use your data to communicate relevant information regarding used or similar services. If you do not wish to receive such communication, please send an email to [privacy@queue-it.com](mailto:privacy@queue-it.com).

**Suppliers and subcontractors such as Amazon Web Services.** Queue-it may transfer your personal data to suppliers and subcontractors for the performance of our contractual obligations with you and for the other purposes described in this Privacy Policy.

**What we DO NOT do with your data.** We will not sell your personal details to third parties.

## **Where do we store your personal data?**

We always strive to process your data in regions as follows:

For EU/EEU Customers within the EU/EEA area. US Customer in US. Other within EU/EEA area.

The data may however in certain situations be transferred to and processed in other regions by a supplier or subcontractor. As Queue-it is committed to always protecting your data, Queue-it will take all reasonable legal, technical, and organizational measures to ensure that your data is treated securely and with an adequate level of protection compared to and in line with at least the level of protection offered within the EU/EEA.

## **How long do we keep your personal data?**

We keep your data only as long as necessary to fulfil our obligations towards you and as required by statutory retention periods. Where we keep your data for purposes beyond those of our obligations, such as e.g. book keeping or fraud protection, we keep the data only as long as necessary for the respective purpose.

## **Your rights to access, rectification and deletion**

- **Right to access your data.** You may request a transcript of records if you would like to know and verify the information we have on you. The required information will be delivered within 45 days of receiving the verifiable request.
- **Right to rectification.** You have the right to correct inaccurate or incomplete information about yourself.
- **Right to deletion (“right to be forgotten”).** You have the right to request the deletion of your personal data insofar as this personal data is no longer necessary for the purpose it was collected. For Californian citizens the information will be deleted upon the request.



- **Contact.** For issues relating to your rights to access, rectification and deletion please contact [privacy@queue-it.com](mailto:privacy@queue-it.com).

### **What about cookies and similar tracking technologies?**

We use cookies and similar technologies (jointly referred to as “cookies”) to deliver our Queue service and handle your experience with us. We exclusively use cookies in our services to manage and control the platform and for analytical purposes. Besides that cookies will be used when requesting support via external platform used.

### **Contact us**

Queue-it ApS is a company incorporated and registered in Denmark with company number DK 33052901 whose registered office is at Klausdalsbrovej 601, 2750 Ballerup, Denmark. Queue-it has a Data Privacy Officer and specialists focusing on security and data privacy. You can always reach Queue-it’s Data Privacy team at: [privacy@queue-it.com](mailto:privacy@queue-it.com).

Queue-it is the responsible entity (controller) for the processing of your personal data for handling your account as a Customer and as a (processor) when handling the platform and Queue service as described above. Queue-it is subject to Danish data protection legislation.

Visit <https://queue-it.com/> for further information on Queue-it.

This Privacy Policy was last updated on January 1<sup>st</sup>, 2020.