

Cookie Statement

We use cookies, web beacons and similar technologies (jointly referred to as “**cookies**”) to improve your experience with us. We use cookies on our websites. This cookie statement explains how we use cookies and your choices regarding their usage.

Please also see our Privacy Policy, <https://queue-it.com/privacy-policy/> with regards to the use of your personal data.

What are cookies?

Cookies are small text files consisting of letters and numbers. These are sent from Queue-it's or our partners' web servers and stored on your device as described below. We use several types of cookies:

- **Session cookies** are temporary cookie files that expire when you close your browser or app
- **Persistent cookies** are cookie files that remain until you erase them, or they expire
- **First-party cookies** are cookies set by the site you are visiting
- **Third-party cookies** are cookies set by a third-party site

Web beacons are small transparent graphic images that may be in emails we send to you.

Similar technologies are technologies that store information in your browser or on your device in a manner similar to cookies and web beacons.

Why do we use cookies?

The cookies we use typically enhance our services towards you. Some of our pages actually need cookies to work, others simply make our website all the smoother for you. In general, we categorize our cookies and their usage as follows:

- **Necessary:** These cookies are needed for the website to function technically and functionally and must therefore be accepted to visit the site
- **Visitor statistics:** These cookies are used to collect statistics about visitors, which pages they visit, and what they do on the website
- **Marketing:** These cookies are used to track visitors in different digital channels to be able to serve personalized ads and marketing

Marketing cookies

Queue-it uses marketing cookies to personalize and improve your experience on our website, in marketing emails, and in third-party advertising.

- **Marketing automation:** Cookies from our Marketing Automation platform enables us to be more relevant in our communication with you. Based on personal data volunteered by the user, e.g. via forms on our website, Queue-it use this information to improve the ability to deliver more relevant information on the website, and through advertising channels
- **Advertising:** Online advertising cookies collect information on your activities and shown interest across our website enabling us to display relevant, targeted advertising in third party channels (search engines, social media and display advertising networks)

Cookie purpose and duration

The following table details the purpose of the cookies used on the site and duration of each.

Necessary

These cookies are needed for the website to function technically and functionally and must therefore be accepted to visit the site.

Name	Provider	Type	Purpose	Expiry	Domain
__cf_bm	Cloudflare	Necessary / Security	Distinguishes humans from bots to protect embedded or third-party content	30 minutes	http://vimeo.com/
__cf_bm	Cloudflare	Necessary / Security	Bot management for secure delivery of embedded or third-party content	30 minutes	http://hubspot.com/
__cf_bm	Cloudflare	Necessary / Security	Protects HubSpot forms and website access from bots and malicious traffic	Session	http://hubspot.com/
__cf_bm	Cloudflare	Necessary / Security	Bot management for secure delivery of website functionality	30 minutes	.umbraco.io

Name	Provider	Type	Purpose	Expiry	Domain
_cfuid	Cloudflare	Necessary / Security	Allows Cloudflare WAF to distinguish users sharing the same IP address	Session	https://www.hubspot.com/
_cfuid	Cloudflare	Necessary / Security	This cookie holds the referral data for the current visitor.	Session	http://hsforms.com/
_cfuid	Cloudflare	Necessary / Security	This is the session centric cookie. It is a string of star(*) separated pieces; each piece is a string that contains key and value strings glued together by colon	Session	http://vimeo.com/
_cfuid	Cloudflare	Necessary / Security	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	Session	http://challenges.cloudflare.com/
CookieConsent	CookieBot	Necessary	Stores the user's cookie consent preferences	1 month	https://queue-it.com/
_fs_id2	HubSpot, Inc.	Necessary	Enables secure form submissions and prevents duplicate or abusive submissions	1 hour, 31 minutes	.queue-it.com

Name	Provider	Type	Purpose	Expiry	Domain
queueitsoft-block_{queueid}	Queue-it	Necessary	Stores CAPTCHA validation result for soft-blocked users	1 day	queue-it.net
Queue-it-token	Queue-it	Necessary	Verifies if a connector token has already been allocated	3 minutes	queue-it.net
Queue-it-{customerid}_____{eventid}	Queue-it	Necessary	Stores visitor ID and language selection for Waiting Rooms	1 day	queue-it.net
Queue-it-{queueid}	Queue-it	Necessary	Maintains user progress and parameters in a Waiting Room	1 hour	queue-it.net
session-id	Queue-it	Necessary	Maintains user session across page requests	Session	queue-it.com
Queue-it-visitorsession	Queue-it	Necessary	Maintain the user's session state while navigating the Waiting Room, ensuring the user's session data persists across page requests during their visit	Session	queue-it.net

Visitors statistics

These cookies are used to collect statistics about visitors, which pages they visit, and what they do on the website.

Name	Provider	Type	Purpose	Expiry	Domain
_conv_v	Con-vert.com	Statistics	Identifies returning visitors and keeps them in the same A/B test variation	5 months, 30 days	.queue-it.com
_conv_s	Con-vert.com	Statistics	Tracks A/B test variation during a session	2 hours, 21 minutes	.queue-it.com
_ga	Google Analytics	Statistics	Distinguishes unique users and tracks visitor behaviour	1 year, 11 months	.queue-it.com
ga*	Google Analytics	Statistics	Stores and tracks visits and sessions	1 year, 11 months	.queue-it.com
ar_debug	Google Analytics	Statistics	Used for debugging analytics implementation	2 months, 29 days	.region1.google-analytics.com
hjSession*	Hotjar	Statistics	Stores session data for Hotjar recordings and analysis	2 hours, 31 minutes	.queue-it.com

Name	Provider	Type	Purpose	Expiry	Domain
_hjSessionUser*	Hotjar	Statistics	Persists Hotjar user ID across visits	11 months, 30 days	.queue-it.com
JSESSIONID	New Relic	Statistics	Tracks application performance and user sessions	Session	.nr-data.net
vuid	Vimeo	Statistics	Stores user interaction history with embedded videos	1 year, 11 months	.vimeo.com
YSC	YouTube	Statistics	Tracks interaction with embedded YouTube videos	Session	.youtube.com
VISITOR_PRIVACY_METADATA	YouTube	Statistics	Stores and manages user privacy settings	5 months, 27 days	.youtube.com
__Secure-YEC	YouTube	Statistics	Stores video player preferences	Session	.youtube.com

Name	Provider	Type	Purpose	Expiry	Domain
ajs_anonymous_id	Dreamdata	Statistics	This cookie is used to identify a specific visitor - this information is used to identify the number of specific visitors on a website.	Session	.queue-it.com

Marketing

These cookies are used to track visitors in different digital channels to be able to serve personalized ads and marketing.

Name	Provider	Type	Purpose	Expiry	Domain
s_tslv	Adobe	Marketing	Stores time since last visit	Permanent	.linkedin.com
gpv_pn	Adobe	Marketing	Stores previous page visited	Permanent	.linkedin.com
s_tp	Adobe	Marketing	Tracks percentage of page viewed	Session	.linkedin.com
AMCV_14215E3D5995C57C0A495C55%40AdobeOrg	Adobe	Marketing	Adobe Experience Cloud visitor ID	Session	.linkedin.com

Name	Provider	Type	Purpose	Expiry	Domain
s_ips	Adobe	Marketing	Tracks percentage of page viewed	Session	.linkedin.com
ad-id	Amazon Ads	Marketing	Registers user actions for advertising attribution	8 months, 28 days	.amazon-adsystem.com
ad-privacy	Amazon Ads	Marketing	Stores advertising privacy preferences	5 years, 2 months	.amazon-adsystem.com
__cf_bm	Cloudflare	Marketing	Protects website from automated malicious traffic	Session	.g2.com
_gcl_au	Google Ads	Marketing	Conversion linker for ad attribution	Session	.linkedin.com
_gcl_au	Google Ads	Marketing	Conversion linker for ad attribution	2 months, 29 days	.queue-it.com

Name	Provider	Type	Purpose	Expiry	Domain
SF-utm_source	Google Ads	Marketing	Stores traffic source information	30 days, 2 hours	.queue-it.com
SF-utm_medium	Google Ads	Marketing	Stores traffic medium information	30 days, 2 hours	.queue-it.com
SF-utm_campaign	Google Ads	Marketing	Stores campaign attribution data	30 days, 2 hours	.queue-it.com
test_cookie	Google DoubleClick	Marketing	Checks browser cookie support	1 hour, 16 minutes	.doubleclick.net
IDE	Google DoubleClick	Marketing	Displays ads for signed-out users	1 year	.doubleclick.net
messagesUtk	HubSpot	Marketing	Identifies users of the chat feature	5 months, 27 days	.queue-it.com

Name	Provider	Type	Purpose	Expiry	Domain
hubspotutk	HubSpot	Marketing	Tracks visitor identity and form submissions	Permanent	.hubspot.com
__hstc	HubSpot	Marketing	Main visitor tracking cookie	Session	.queue-it.com
__hssc	HubSpot	Marketing	Tracks sessions and page views	2 hours, 31 minutes	.queue-it.com
__hssrc	HubSpot	Marketing	Detects browser restart	Session	.queue-it.com
li_mc	LinkedIn	Marketing	Stores consent information	Permanent	.linkedin.com
lms_ads	LinkedIn	Marketing	Advertising tracking	Permanent	.linkedin.com

Name	Provider	Type	Purpose	Expiry	Domain
lms_analytics	LinkedIn	Marketing	Analytics tracking	Permanent	.linkedin.com
AnalyticsSyncHistory	LinkedIn	Marketing	Stores sync timing information	Permanent	.linkedin.com
bcookie	LinkedIn	Marketing	Browser identifier	Session	.linkedin.com
lidc	LinkedIn	Marketing	Data center selection	Session	.linkedin.com
li_gc	LinkedIn	Marketing	Stores cookie consent state	5 months, 27 days	.linkedin.com
_rdt_uuid	Reddit	Marketing	Builds user profile for targeted ads	2 months, 29 days	.queue-it.com

Name	Provider	Type	Purpose	Expiry	Domain
_rdt_em	Reddit	Marketing	Measures ad performance and retargeting	2 months, 29 days	.queue-it.com
_yjsu_yjad	Yahoo Ads	Marketing	Advertising targeting and measurement	11 months, 30 days	.queue-it.com
VISI-TOR_INFO1_LIVE	YouTube	Marketing	Stores user preferences and ad personalization	5 months, 27 days	.youtube.com
__Secure-ROLLOUT_TOKEN	YouTube	Marketing	Tracks viewed videos	5 months, 27 days	.youtube.com
__Secure-YNID	YouTube	Marketing	Stores user preferences and personalized ads	5 months, 27 days	.youtube.com
tld	Dreamdata	Marketing	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Session	.queue-it.com
ajs_user_id	Dreamdata	Marketing	This cookie is used to collect data on the visitor's behavior on the website - this information can be used to	Session	.queue-it.com

Name	Provider	Type	Purpose	Expiry	Domain
			assign the visitor to a visitor segment, based on common preferences.		
dd_anonymous_id	Dreamdata	Marketing	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.	Persistent	.queue-it.com
dd_anonymous_id	Dreamdata	Marketing	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.	1 year	.queue-it.com
dd_user_id	Dreamdata	Marketing	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.	Session	.queue-it.com

How can you control Queue-it's use of cookies?

Your browser or device will typically offer settings regarding the use and scope of cookies. Please see your browser's or device's reference information to learn how to adjust your settings. For example, you may be able to block all cookies, accept only first-party cookies, or delete all cookies upon exiting your browser.

Please be aware that some services we offer will not work if you block or delete cookies.

Contact us

Queue-it ApS a company incorporated and registered in Denmark with company (VAT) number DK 33052901 whose registered office is at Skelbækgade 4, 1., 1717 Copenhagen V, 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 teams at: **privacy@queue-it.com**. Queue-it is subject to Danish data protection legislation.

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

This Cookie Statement was last updated on January 28, 2026.