

9 July 2024

IC-317929-T4K5

## Request

On 5 July 2024 you requested the following information:

- *What were the total number of visits to your website? (i.e. all visits to any part of your website) during the Relevant 12 Month Period?*
- *What were the total number of unique users visiting your website (i.e. all visits to any part of your website) during the Relevant 12 Month Period?*
- *What were the total number of visits to your Privacy Notice Webpages during the Relevant 12 Month Period?*
- *What were the total number of unique users visiting your Privacy Notice Webpages during the Relevant 12 Month Period?*
- *What was the average amount of time spent by visitors during a visit to your Privacy Notice Webpages during the Relevant 12 Month Period? i.e. When someone visited those pages, how many seconds did they spend before navigating to a new page?*

*For these purposes, "Relevant 12 Month Period" would ideally be July 2023 - June 2024 but happy for you to use a similar 12 month period if that is more convenient. The term "Privacy Notice Webpages" means <https://ico.org.uk/global/privacy-notice/>.*

We have handled your request under the Freedom of Information Act 2000 (the FOIA).

## Response

We hold information that falls within scope of your request. During the time period specified we recorded:

- 25.2 million page views (across our entire website)

- 6.2 million visitors to our website – please note that our analytics tools cannot tell us which are return users, and which are unique due to it not using cookies to collect user information
- 77,300 views of our privacy notice pages
- 39,300 visitors to our privacy notice pages – please note that our analytics tools cannot tell us which are return users, and which are unique due to it not using cookies to collect user information
- An average of 28.28 seconds spent on our privacy notice pages

This concludes our response to your request.

### **Next steps**

You can ask us to review our response. Please let us know in writing if you want us to carry out a review. Please do so within 40 working days.

You can read a copy of our full [review procedure](#) on our website.

If we perform a review but you are still dissatisfied, you can complain to the ICO as regulator of the FOIA. This complaint will be handled just like a complaint made to the ICO about any other public authority.

You can [raise a complaint](#) through our website.

### **Your information**

Our [privacy notice](#) explains what we do with the personal data you provide to us, and sets out [your rights](#). Our [Retention and Disposal Policy](#) details how long we keep information.

Yours sincerely



Information Access Team  
Strategic Planning and Transformation  
Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF  
[ico.org.uk](http://ico.org.uk) [twitter.com/iconews](https://twitter.com/iconews)  
Please consider the environment before printing this email  
**For information about what we do with personal data see our [privacy notice](#)**