

Reference: 01848089

Information Requests
information.requests@ofcom.org.uk

1 August 2024

Freedom of Information request: Right to know request

Thank you for your request for information about visits to Ofcom's website.

We received this request on 5 July 2024 and we have considered your request under the Freedom of Information Act 2000 ("the FOI Act").

Your request and our response

I am trying to get information on how well read privacy notices are in practice.

Accordingly, I am hoping to get some information on how often, and how long, your privacy notice is read as this will provide very helpful information on this topic.

Could you therefore provide me with the following information under the Freedom of Information Act 2000?

** 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?*

Our Google Analytics 4 suggests 338,425 trackable views per month on average (4 June 2023 – 1 June 2024). However, it's worth noting that GA4 can only track users who agree to our tracking cookies. So, the actual numbers might be higher, though the exact extent is uncertain.

** 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?*

We tracked 122,599 total users per month on average over the same period.

** What were the total number of visits to your Privacy Notice Webpages during the Relevant 12 Month Period?*

We tracked 174 views per month on average over the same period on this page:
<https://www.ofcom.org.uk/about-ofcom/corporate-policies/general-privacy-statement/>

** What were the total number of unique users visiting your Privacy Notice Webpages during the Relevant 12 Month Period?*

We tracked 134 total users per month on average over the same period on this page:
<https://www.ofcom.org.uk/about-ofcom/corporate-policies/general-privacy-statement/>

** 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?*

Average engagement time: 36 seconds

We hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk – quoting the reference number above in any future communications.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).