| Police Scotland logo | Freedom of Information ResponseOur reference: FOI 23-1466Responded to: 09 June 2023 |
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Your recent request for information is replicated below, together with our response.

## Would you be able to let me know about how many times the “exit website now” feature has been used since 2019 too? If possible by month otherwise by year its fine.

The analytics that Police Scotland use (Google Analytics) cannot measure individual and specific link clicks on a webpage.

As such, in terms of Section 17 of the Freedom of Information (Scotland) Act 2002, this represents a notice that the information you seek is not held by Police Scotland.

To be of assistance, I can advise that due to the introduction of cookie control legislation by the EU, we no longer capture all web data, just from those users who agree to cookies. We estimate that between 20 and 50 per cent of web visitors agree to cookies. So all data is only a small sample of total behaviour.

For example as a sample of those agreeing to cookies, our domestic abuse pages changed location on our site in 2021 so the data we do have comes in two parts. Between 2021 and the beginning of June 2023, we achieved around 27,000 unique page views of domestic abuse content (where the ‘escape’ button exists). Average dwell time was 1 min 27 secs.

Prior to the change in location, between 2019 and 2021, we had around 18,500 unique page views (total page views in the region of 30,000).

If you require any further assistance please contact us quoting the reference above.

You can request a review of this response within the next 40 working days by email or by letter (Information Management - FOI, Police Scotland, Clyde Gateway, 2 French Street, Dalmarnock, G40 4EH). Requests must include the reason for your dissatisfaction.

If you remain dissatisfied following our review response, you can appeal to the Office of the Scottish Information Commissioner (OSIC) within 6 months - [online](http://www.itspublicknowledge.info/Appeal), by email or by letter (OSIC, Kinburn Castle, Doubledykes Road, St Andrews, KY16 9DS).

Following an OSIC appeal, you can appeal to the Court of Session on a point of law only.

This response will be added to our [Disclosure Log](http://www.scotland.police.uk/access-to-information/freedom-of-information/disclosure-log) in seven days' time.

Every effort has been taken to ensure our response is as accessible as possible. If you require this response to be provided in an alternative format, please let us know.