

BA Site - Sep 2026

Daily and Weekly Active Users

An active user is defined as any *unique* user who used the site within a time period. It's not quite the same as "individual people" but it's close to it. For example,

- if I visit the website twice in one day from my laptop, that's counted as one daily active user.
- if I visit once from my laptop and once from my mobile, that would be *two* active users
- if two people share a laptop, and they each visit the site within the day, that'd count as *one* active user

So really "active user" means "active device" (laptop, phone, etc)

If we chose to, we could track individual activity more accurately. We chose not to, because we prefer to adopt a privacy-first approach, and gather the least data possible, and only what we directly need.

The "PostHog" icon in the corner of the images below refers to our analytics provider PostHog; they are an alternative to Google Analytics. The data are hosted in Europe.

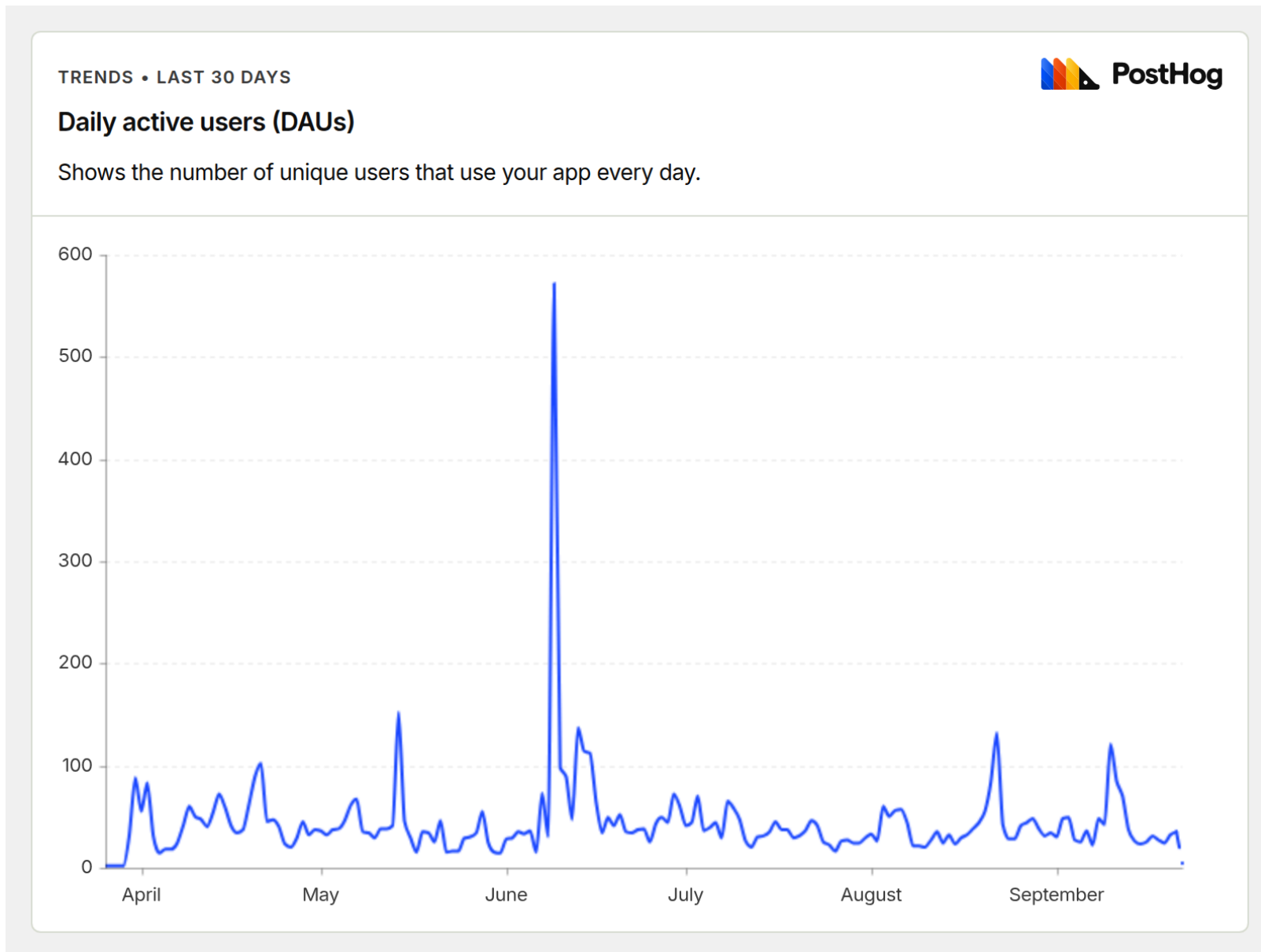


Figure 1: Daily Active Users

Daily Active Users is the number of unique devices using the BA site on each day. The huge spike on a single day in June was due to the launch of digital cards. The site traffic is otherwise quite stable in the 30–100 users a day range.

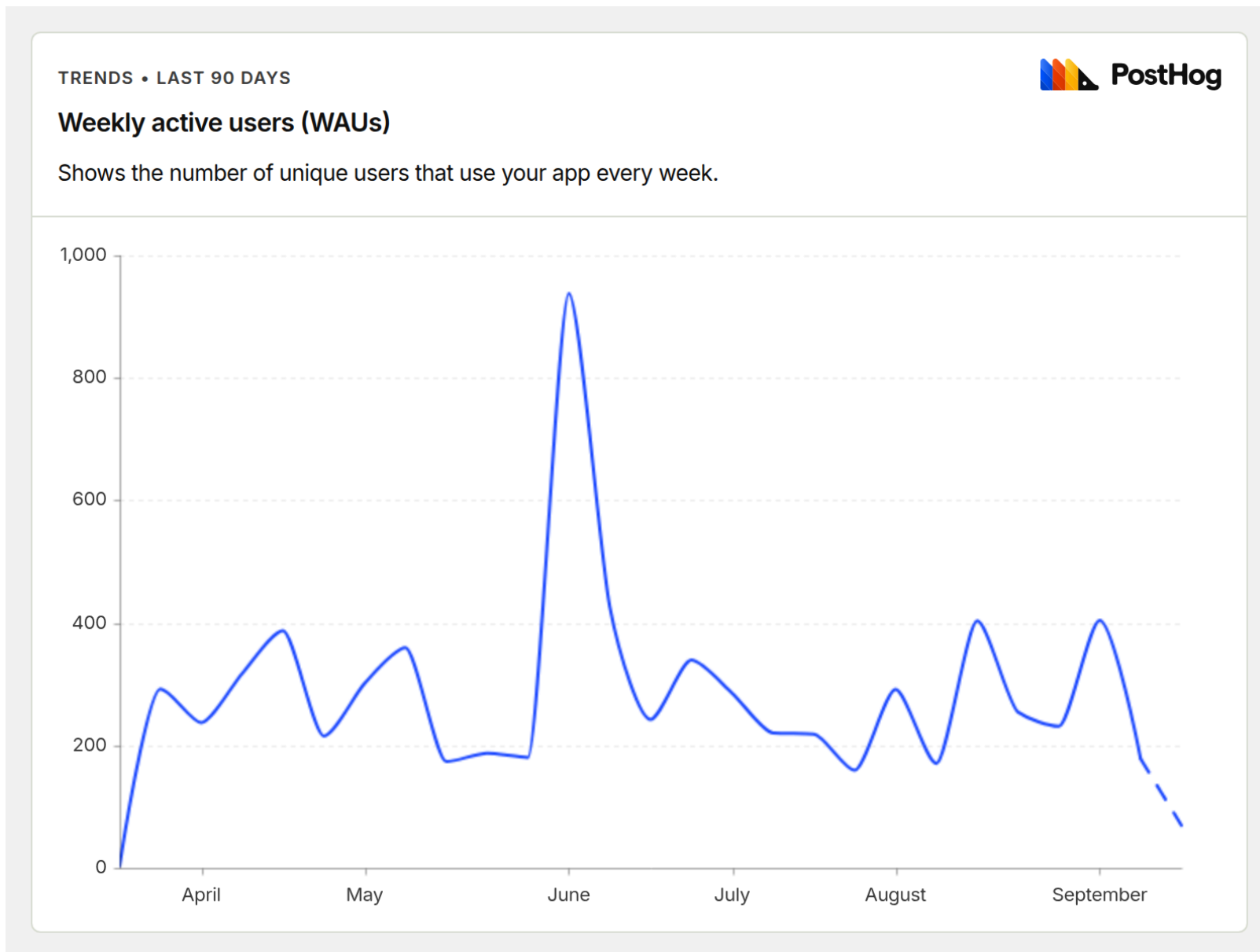
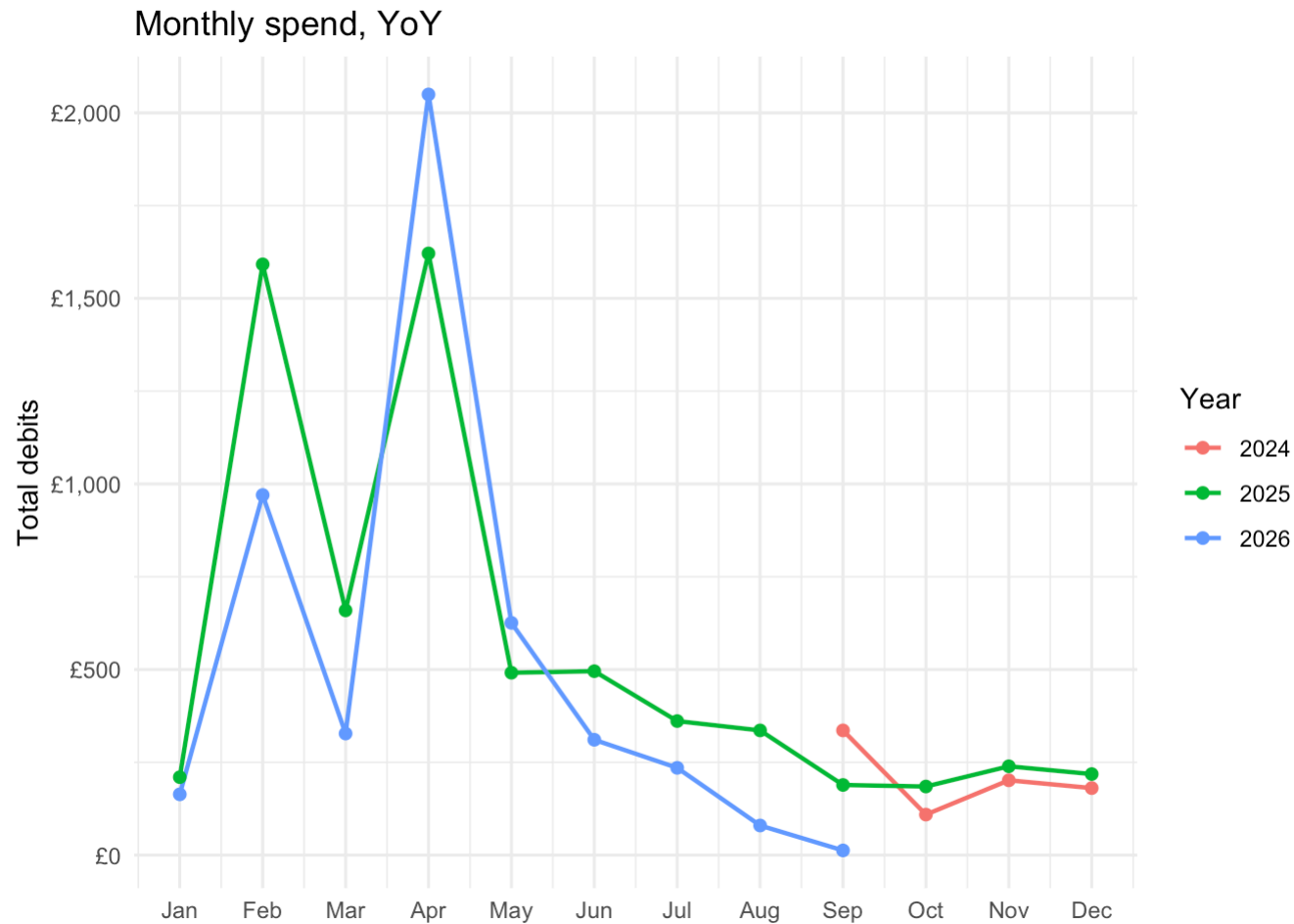


Figure 2: Weekly Active Users

The weekly view confirms we have roughly 200–400 unique devices accessing the site per week, with close to 1000 in the week of the digital card launch.

Card Printing - Monthly Spend

► Code



All members are automatically issued with digital membership cards. They have the option of requesting a physical card too (in the MemberMojo form, when joining or renewing).

Most members are not selecting that option. So our printing costs are decreasing.

In the graph you can see this starting from June, with a widening gap between the green line (2025) and the blue one (2026 to date).

The biggest absolute saving should arrive in April 2027, since, as can also be seen from the graph, this is the month with the highest number of renewals each year.

ASB Data Retention

We have many historical records from the ASB Reporter, and we continue to receive new reports.

ASB reports inevitably contain personally identifiable information (PII). These include:

- the name and address of the person making the report
- their contact details
- potentially, descriptions of the alleged offender that could uniquely identify them

This is, of course, the point of the ASB Reporter, and there's no problem with gathering these data. The data are gathered for the purpose of fulfilling a useful service (which includes potential follow-ups from CoL Police).

It is not, however, proportionate to retain the data in that form indefinitely.

So we ask the BAGC to approve a retention period of **1 year** on the data in their unaltered form.

By this proposal, 1 year after submission, each ASB Report would be anonymised. We would retain the ASB Category, the name of the block from which we received the report, and the date of the event only.

This would still enable us to report on, e.g. "3 skateboarding incidents in Jan 2024 affecting residents of Shakespeare Tower" but we would no longer be able to see the details of the individual complaints.

If the BAGC feels a longer retention period is necessary, we'd need to articulate why that's necessary and proportionate, and update the privacy policy accordingly.