

3 March 2008

Advertising technology company Phorm.

A spokesperson from the ICO said:

“The Information Commissioner’s Office has spoken with the advertising technology company, Phorm, regarding its agreement with some UK internet service providers. Phorm has informed us about the product and how it works to provide targeted online advertising content.

“At our request, Phorm has provided written information to us about the way in which the company intends to meet privacy standards. We are currently reviewing this information. We are also in contact with the ISPs who are working with Phorm and we are discussing this issue with them.

“We will be in a position to comment further in due course.”

For all media enquires, please contact the ICO press office on 0207 025 7580.

For all general enquires, please contact the ICO customer service team on 08456 306060.