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## Phorm Confirms its Commitment to User Privacy Through 'Chief Privacy Officer' Appointment

LONDON & NEW YORK--([BUSINESS WIRE](#))--Phorm, the global digital technology company that is revolutionizing online data privacy for users, has hired a noted Internet privacy expert as its first Chief Privacy Officer.

Jeffrey Brooks Dobbs was previously Vice President of Privacy and Government Affairs at Google's DoubleClick where he was responsible for ensuring that DoubleClick's data and technology resources conform with all legal requirements and best industry practices. He has also been an invited expert both to the Federal Trade Commission and the U.S. House Commerce Committee on data privacy issues.

At Phorm, Dobbs, 39 will play a similar role while also coordinating and communicating on the company's "gold standard" in privacy. Phorm is currently working with Internet Service Providers (ISPs) around the world to deploy technology that simultaneously creates enhanced privacy for Internet users and provides greater value to online advertisers, publishers, ISPs and related businesses.

Dobbs is one of the authors of the W3C's Platform for Privacy Preferences 1.1 Specification and has represented DoubleClick before a wide-range of governmental, industry and thought leadership groups.

"Brooks embodies Phorm's commitment to state-of-the-art user privacy and the proposition that privacy need not be compromised to provide the entire online ecosystem an improved and more relevant Internet experience," said Kent Ertugrul, Phorm's Chairman and CEO.

Phorm has initiated open dialogs in the US and UK on privacy topics with regulators, lawmakers, the media and relevant interest groups, including those critical of its efforts. Phorm is pledged to making its systems the leading standard of user privacy, safety, and transparency and has already reached agreements with three leading ISPs in the UK.

Ertugrul noted that Dobbs joins a world-class group of engineers, managers and board members who are working to implement Phorm's vision of delivering vastly improved audience segmenting techniques and online user data privacy.

"We are attracting some of the best minds and most-experienced experts in the world," Ertugrul said. "In that regard, Brooks was an obvious choice for this key new position."

Brooks worked in several capacities at DoubleClick since joining the company in May 1999. Previously, he was employed by Cox Interactive Media and the Atlanta Journal Constitution.

Brooks is a graduate of Lafayette College. He is married and has a school-age son. He officially joins the Phorm team on May 1.

### About Phorm:

Phorm is an innovative technology company specialising in delivering behaviourally and contextually targeted advertising while preserving users' personal privacy and security. Phorm's partners include leading Internet Service Providers (ISPs), Publishers, Ad Networks and Advertisers.

Phorm is a Delaware, US incorporated company, with offices in New York and London. The Company was admitted to the AIM market of the London Stock Exchange in 2004 and has over 100 employees.

For more information, please visit: [www.phorm.com](http://www.phorm.com).

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