

FOR IMMEDIATE RELEASE

Phorm welcomes the Article 29 Working Party decision to enhance internet privacy

BRUSSELS, 8 APRIL 2008 At its last session on 3 and 4 April, the Article 29 Working Party reaffirmed its ruling that IP addresses are personal data (PII). It also proposed that personal data should be deleted or completely anonymised once it no longer serves the purpose for which it was collected. Any retention of personal data (including IP Addresses) beyond that point should be duly justified and no data should be retained for more than six months anyway.

Phorm welcomes the confirmation of this definition - on IP addresses and data storage - and joins calls for a change in the existing online-privacy framework to include these important new standards.

“We believe the Working Party’s Opinion decision will substantially enhance privacy standards on the Internet. It’s very good news for consumers, who are often not aware how much of their personal information is recorded and stored as they browse the internet,” said Kent Ertugrul, Phorm Chairman and CEO.

“Phorm has designed technology from the ground up to be privacy enhancing. Our system delivers ads that are relevant to consumers without storing IP addresses, or other personal information - or indeed information such as browsing histories and search terms.”

“As Phorm’s technology fully anonymises data and prevents it from being traced back to individual users, it thus complies with the higher privacy standard that the Article 29 Working Party is calling for. It also means there no longer needs to be a trade-off between consumers and businesses because better and more relevant services can now be provided without the storage of any personal data – including IP addresses. We believe this change in EU privacy regulations will be of great benefit to internet users.”

The role of the Article 29 Working Party is to harmonise the application of data protection rules throughout the EU, and publishes opinions and recommendations on various data protection topics. Its decision today will help minimise the threat to the protection of data for both businesses delivering services and consumers using those services on the Internet.

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About Phorm

Phorm is an innovative digital technology company. Our company is focused on creating a new "gold standard" for user privacy, a more relevant Internet experience, and more value for advertisers, publishers, Internet Service Providers and others in the online ecosystem.

With offices in New York, London and Moscow, Phorm (AIM: PHRM, PHRX) is a Delaware, US incorporated company, publicly listed on the London Stock Exchange’s Alternative Investment Market (AIM) since 2004.

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