

Phorm Timeline – Main Events

2004 – 2006	121Media was responsible for software known as ContextPlus, PeopleOnPage and Apropos. These were classified as malware by at least three major anti-virus companies. The products collected and stored personal data, but at no time was 121Media registered under the UK's Data Protection Act. Following complaints, ContextPlus stopped distributing their products in May 2006.
Sep/Oct 2006	BT trialled 121Media's technology on 18,000 users without seeking their permission or the permission of the websites they accessed.
Nov 2006 to Jan 2007	Home Office (Office for Security and Counter Terrorism) corresponded with an interested party, presumably 121Media.
May 2007	121Media rebranded itself as Phorm.
Jun/Jul 2007	BT trialled Phorms's technology on tens of thousands of users (160,000 according to the Earl of Northesk) without seeking their permission or the permission of the websites they accessed.
Jun 2007 to Feb 2008	Home Office (Office for Security and Counter Terrorism) corresponded with several interested parties including Phorm. <i>"If we agree this, and this becomes our position do you think your clients, and their prospective partners will be comforted"</i>
14 Feb 2008	Phorm announced agreements with three UK ISPs: BT, Virgin Media and TalkTalk.
11 Mar 2008	The Home Office email giving advice to Phorm on how its service might be lawful was published on UKCrypto – its authenticity was confirmed by Simon Watkin of the Home Office and later by FoI request.
Apr 2008 onwards	Several people complained to the Police about BT's trials (including Avon and Somerset, West Mercia, and others). No action was taken by any police force.
9 Apr 2008	The UK Information Commissioner advised that Phorm must be 'opt in'.
30 May 2008	The ICO confirmed that BT had breached PECR in the 2006 and 2007 trials, but would be taking no action.
30 Jun 2008	The EU initiated a correspondence with the UK Government over Phorm.
17 Jul 2008	Evidence that BT may have broken the law in the 2006 and 2007 trials was presented to the City of London Police, crime reference number 5253/08.
4 Aug 2008	An investigation by the US Congress (led by Congressman Ed Markey) resulted in the halting of deployment of NebuAd and all other Phorm-like systems in the USA.
22 Sep 2008	The City of London Police decided not to prosecute BT or Phorm due to implied consent to interception from users and a lack of criminal intent.
Sep/Dec 2008	BT's trialled Phorms's technology for the third time. Users received an invitation page but this did not specify that acceptance would result in all future communications being intercepted. No permission was sought from the websites accessed.
Oct/Nov 2008	Orange, Virgin (a Phorm partner), Tiscali and Sky distanced themselves from Phorm.
25 Nov 2008	The Crown Prosecution Service Complex Casework Centre started reviewing the evidence about BT's 2006 and 2007 trials of Phorm (crime reference number 5253/08).
11 Mar 2009	At a House of Lords <i>Online Privacy and the Interception of Internet Communications</i> , inventor of the World Wide Web Sir Tim Berners Lee said: <i>"The power of this information is so great that the commercial incentive for companies or individuals to misuse it will be huge. It is essential to have absolute clarity that it is illegal ... I am embarrassed as a British citizen that this is happening while the US has drawn a very firm line to stop this."</i>
17 Mar 2009	The ICO confirmed they had strong reservations about the invitation page for BT's 2008 Phorm trial.
14 Apr 2009	The EU issued infringement proceedings asserting problems with the way the UK has implemented parts of the EU rules on the confidentiality of communications.
Apr/May 2009	Amazon, Wikipedia, Livejournal and other websites banned Phorm from scraping their content. Internal BBC discussions released under Freedom of Information suggest they may do likewise.
19 May 2009	UK Government responded to 21,000+ petition "to Stop ISP's from breaching customers privacy via advertising technologies" referencing the ICO but not the Home Office or RIPA. The response was described by a Times blogger as "a complete waste of web space".
20 May 2009	Phorm announced the start of a market trial with Korea Telecom.
27 May 2009	A delegation from the Open Rights Group, Privacy International and NoDPI met Rudolf Strohmeier, Head of Viviane Reding's cabinet and other EU officials in Brussels. Mr Strohmeier stated that in all his years working at the Commission there had only been one or two other issues which had generated such a high volume of written complaints from the public.

10 Jun 2009	Phorm announced that they had raised £15 million through a share placing at £4.50 per share.
17 Jun 2009	The Home Office confirmed that they had responded to the EU on behalf of the UK Government.
18 Jun 2009	Phorm announced their Final Results for 2008 during which they had a monthly burn rate of around \$3.2 million before exceptional charges. They had taken steps to reduce this to \$1.8 million/month, and with the share placing had around \$37 million cash with which to fund their activities.
6 Jul 2009	Phorm confirmed press reports that BT was not proceeding with a deployment of its technology in the UK.
7 Jul 2009	<i>The Times</i> reported that Carphone Warehouse (TalkTalk) had decided not to proceed with Phorm.
20 Jul 2009	The Nationwide Building Society said it had decided to opt out of Phorm to protect the privacy of its customers.
24 Jul 2009	Phorm removed all references to the KT trial from their UK website and from their Korean website.
20 Sep 2009	Chief Technology Officer Stratis Scleparis (who was at BT when Phorm carried out its first trial and subsequently joined Phorm) and Director of Corporate Communications David Sawday both left Phorm.
21 Sep 2009	Phorm announced their Interim Results for the six month period ended 30 June 2009. For the first six months of 2009, Phorm's loss was \$15 million. They confirmed that they had reduced the run rate to the desired £1.1 million per month (\$1.8 million) as planned. At 30th June 2009 the group held cash of \$35,456,231.
2 Oct 2009	The Crown Prosecution Service confirmed that the matter of the 2007 and 2007 BT trials of Phorm's technology was still under review.
Today	The EU Infringement process is proceeding. No changes have yet been proposed to UK Law. No one at BT or Phorm has been held accountable for the 2006 and 2007 trials. The CPS investigation into the case (crime reference number 5253/08) is still proceeding. BT and Virgin Media have still not yet ruled out the future deployment of Phorm or similarly intrusive technologies. Phorm are still working for deployments in Korea, Japan and Brazil.

Phorm Timeline - Detail

Date	Event
2004 – 2006	121Media created and distributed software known as ContextPlus, PeopleOnPage and Apropos. These products collected and stored personal data, but at no time was 121Media registered under the UK Data Protection Act.
6 Mar 2004	Symantec classified 121Media's <i>PeopleOnPage</i> and <i>Apropos</i> as Spyware.
16 Aug 2004	Computer Associates classified 121Media's <i>PeopleOnPage</i> as a Hijacker: "Changes browser settings other than homepage, without user permission. Can't be uninstalled by Windows Add/Remove Programs and no uninstaller is provided with application."
3 Nov 2005	USA Center for Democracy and Technology complained to the Federal Trade Commission about 121media's <i>ContextPlus</i> adware product.
1 Jan 2006 (last modified)	F-Secure classified 121Media's <i>PeopleOnPage</i> and <i>ContextPlus</i> as Spyware
10 May 2006	eWeek.com reported that ContextPlus had halted distribution their adware products.
23 Sep 2006 to 6 Oct 2006	BT first trial of Pagesense from 121Media (who later became Phorm). 18,000 users' communications were intercepted without permission being sought or granted. Website traffic was used to promote competitors' products. For example, a BT broadband customer visited Sainsburys Bank, HSBC and Hometown web pages looking for auto insurance. Later the customer was shown an advert for MORE TH>N auto insurance.
15 Nov 2006 7 Dec 2006 23 Jan 2007	Emails from an interested company (Party 1) to the Home Office (Office for Security and Counter-Terrorism).
2 May 2007	121 Media issued a statement denying it had signed a contract with BT.
4 May 2007	121Media reorganised and rebranded itself as Phorm.
17 Jun 2007 to 7 July 2007 (estimated)	BT second trial of Phorm's technology. Spurious lookups to sysip.net caused at least one user to believe he had a virus, particularly as BT support was unaware of the trial. The trial affected tens of thousands of users (160,000 according to the Earl of Northesk) including some who incurred commercial losses.
9 Jul 2007	Email from the legal counsel of an interested company (Party 3) to the Home Office.
Aug 2007	Home Office met with Phorm (no other details available).
14 Aug 2007	Email from the legal counsel of an interested company (Party 2) to the Home Office.
16 Aug 2007	Email from an interested company (Party 4) to the Home Office.
16 Aug 2007	Email from Home Office to Phorm's legal representative.
22 Aug 2007	Email from an interested company (Party 5) to the Home Office.
4 Sep 2007	Reminder email from Phorm's legal representative to the Home Office.
12 Nov 2007	Email from Home Office to Phorm's legal representative promising material.
15 Nov 2007	Reminder email from Phorm's legal representative to the Home Office.
10 Dec 2007	Email from Phorm's legal representative to the Home Office aiming to confirm agreement.
4 Jan 2008	Email from Phorm's legal representative to the Home Office aiming to clarify legal point.
22 Jan 2008	Email from Home office to Phorm's legal representative requesting review of a document (eventually the document was issued as an email 11 Mar 2008).
23 Jan 2008	Email from Home office to Phorm's legal representative confirming changes and asking: "If we agree this, and this becomes our position do you think your clients, and their prospective partners will be comforted"
1 Feb 2008	Email from Home Office to Phorm's legal representative requesting review of a document.
4 Feb 2008	Emails from Home Office to Phorm's legal representative, two ISPs' legal representatives and one other party's legal representative with accompanying Home Office view (eventually the document was published on UKCrypto on 11 Mar 2008).
14 Feb 2008	Phorm announced exclusive agreements with three UK internet service providers (ISPs): BT, Virgin Media and TalkTalk.
11 Mar 2008	The Home Office email giving advice to Phorm on how its service might be lawful was published on UKCrypto – its authenticity was confirmed by Simon Watkin of the Home Office and subsequently by FoI request.

Date	Event
18 Mar 2008	A Daily Telegraph editorial stated: <i>“The Home Office has drawn up guidance suggesting that web-tracking should be legal so long as customers have given their consent. This is not good enough, since providers can sneak this approval into the small print of their terms of service updates. It is vital that consumers’ right to privacy is protected. Service deals should be transparent. Users should not be forced constantly to consider the secondary implications of going to any given website.”</i>
20 Mar 2008	Phorm’s chief operating officer Virasb Vahidi told the New York Times: <i>“As you browse, we’re able to categorize all of your Internet actions ... We actually can see the entire Internet.”</i>
Apr 2008 onward	Several people complained to the Police about BT’s trials (including Avon and Somerset, West Mercia, and others). No action was taken by any police force.
Apr 2008 onward	No statement was made to Parliament when the conduct of secret trials was revealed by <i>The Register</i> and other publications despite the potential harm to national security of Phorm’s technology.
9 Apr 2008	The UK ICO advised that Phorm must be “opt-in” and not “opt-out”. That advice was removed from their website around the end of 2008. An explanation for this removal has been sought (Case ENQ0245915) but the ICO has not yet issued a response.
15 Apr 2008	Phorm held an open Town Hall Meeting in London. Promised video footage of this never materialised, though a second video can be found at tobymeres.net.
29 Apr 2008	The chief executive of the British Computer Society commented on Phorm and similar schemes: <i>“BCS members involved in work of this kind should think very carefully about the implications of these systems and the BCS professional code of conduct they have agreed to.”</i>
16 May 2008	The Register reported that Ed Markey, Chairman of the House of Representatives Energy and Commerce subcommittee had written to Charter, an ISP who was proposing to deploy NebuAd, a product similar to Phorm
30 May 2008	The ICO wrote to BT: <i>“Whilst it does appear that a technical breach of the requirements of the [PECR] regulations occurred in the 2006 and 2007 trials, there is no evidence to suggest significant detriment to the individuals involved.”</i>
25 Jun 2008	The Washington Post reported that Charter had withdrawn plans to move forward with NebuAd.
30 Jun 2008	Fabio Colasanti, Director General of the EU’s Information Society and Media Directorate wrote to the UK Government asking for information about their response to the BT trials and possible deployment of Phorm’s technology.
17 Jul 2008	A US Congressional hearing quizzed NebuAd’s Chief Executive.
17 Jul 2008	Evidence that BT may have broken the law in the 2006 and 2007 trials was presented to the City of London Police, crime reference number 5253/08.
4 Aug 2008	The US Congress widened its enquiries to encompass thirty major US Internet Service Providers. Following this, all plans for Phorm-like schemes in the US were halted.
16 Sep 2008	The Department for Business, Enterprise and Regulatory Reform (BERR) responded to the European Commission’s request, reiterating the Home Office’s view that the deployment of Phorm could be lawful if certain conditions were met, but making no public mention of BT’s Phorm trials.
22 Sep 2008	City of London Police stated that they would not open a criminal investigation into the BT Trials because there was no criminal intent on behalf of BT and Phorm, and there would have been a level of implied consent from BT’s customers.
30 Sep 2008	BT’s third trial of Phorm’s technology started. Those asked to join the trial had their web browsing interrupted by an invitation web page which did not explain that acceptance could result in all future web activity being intercepted. All BT home broadband traffic from customers who were candidates for the trial would have passed through the Webwise/Phorm systems (whether opted in or opted out). Communications integrity in both cases was compromised by addition of cookies indicating the user’s status to the Phorm Webwise system.
9 October 2008	Webwise was reported as causing problems with a BT Broadband user’s <i>Opera</i> web browsing.
10 October 2008	The EU Commission responded to BERR, their spokesman Martin Selmayr saying that the UK had more questions to answer and that <i>“For us the matter is not finished. Quite the contrary.”</i>
30 Oct 2008	Paul-François Fournier, senior vice-president of Orange’s online advertising division was reported as saying: <i>“Privacy is in our DNA, so we need to be honest and clear about what we are doing ... We have decided not to be in Phorm because of that .”</i>

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11 Nov 2008	At the Investors' meeting in New York, Virgin Media's chief executive Neil Berkett stated that "Our next initiative probably won't be with the Phorms of the world." Virgin Media is a Phorm partner.
12 Nov 2008	In the US, a class action was initiated against Nebuad, its Fair Eagle subsidiary, and six ISPs: Bresnan Communications, Cable One, CenturyTel, Embarq, Knology, and WOW (formerly WideOpenWest).
18 Nov 2008	Phorm met with BERR minister Lord Carter of Barnes. CEO Kent Ertugrul represented Phorm, accompanied by Ms Rhada Burgess, Marketing & Communications Director, and Mr Mick Halloran from their PR agency, Citigate Dewe Rogerson. Mr David Hendon of BERR also attended the meeting.
18 Nov 2008	Tiscali UK's CEO, Mary Turner confirmed to an ISP Review reader that "We have not implemented Phorm or any similar behavioural targeting system and we do not have any plans to do so."
19 Nov 2008	Media Post reported that "In a comically inept move, U.K. Internet service provider BT Group has decided to delete posts on its forums about its deployment of Phorm's controversial behavioral targeting platform."
21 Nov 2008	ClickZ reported that a spokesperson for Sky Broadband implied the firm would not make use of network-level technologies in their current forms, despite having spoken with a number of companies operating in the area. "Of paramount importance is the online safety of our customers, and we will only implement a solution when we can use customer data in a responsible way which safeguards privacy ..
November 2008	Several BT Broadband users reported receiving the trial invitation screen. Webwise caused web browsing to stop working on one user's hand-held device. A PlusNet user had their web browsing interrupted with a Webwise invitation page and received an apology only to receive another invitation page 17 days later.
25 Nov 2008	The Crown Prosecution Service Complex Casework Centre started reviewing the evidence about BT's 2006 and 2007 trials of Phorm (crime reference number 5253/08).
1 Dec 2008	Phorm's Chairman, COO and two further US-based board members departed. They were replaced by four UK-based directors, including Norman Lamont and Kip Meek. Meek also acts as a paid advisor to BERR minister Lord Carter of Barnes. At some point in early December, Phorm's General Counsel, David Pester, was replaced.
10 Dec 2008	BT 2008 Trial ended.
17 Dec 2008	Phorm's UK Chief Executive left the Board. Their UK CFO also resigned
11 Feb 2009	The European Commission confirmed in an interview that their investigation into the UK Government's response to Phorm was still ongoing. The Commission had written to the UK government for a third time at the end of January. "The Commission may have to proceed to formal action if the UK authorities do not provide a satisfactory response to the Commission's concerns on the implementation of European law in the context of the Phorm case."
February 2009	In February 2009, <i>Which?</i> magazine published an article 'Online privacy matters'. This included the results of a survey they had conducted covering 2643 respondents. In response to the question "What would you do if your ISP announced it was launching Phorm/Webwise?", around 60% said they would opt out and 42% said they would consider switching ISP. Phorm instigated libel action against the Consumers' Association in respect of this article.
6 Mar 2009	ZDNet reported that the Commission expected that legal questions around Phorm were set to be answered, and the ad-serving technology would move to the next stage "according to European law, with protection of privacy and opt-in. When the trial phase is over and the definite phase begins, the legal problems will be solved."
3 Mar 2009	In the US a further class action was started against Adzilla.

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11 Mar 2009	<p>Baroness Sue Miller of Chilthorne Domer chaired a parliamentary round table event entitled ‘Online Privacy and the Interception of Internet Communications’. This was addressed by distinguished group of speakers led by Sir Tim Berners Lee, inventor of the World Wide Web, and the audience included MPs, Peers, journalists and representatives from Phorm.</p> <p>Sir Tim said that with systems such as those provided by Phorm, browsing habits could now be monitored as if someone had put a “TV camera in one’s room”. He continued: “The power of this information is so great that the commercial incentive for companies or individuals to misuse it will be huge. It is essential to have absolute clarity that it is illegal.” “I am embarrassed as a British citizen that this is happening while the US has drawn a very firm line to stop this.”</p> <p>The event gained considerable publicity and substantially raised the media profile of opposition to interception-based behavioural profiling, with coverage by national media such as the BBC, the Daily Telegraph and the Daily Mail.</p>
17 Mar 2009	<p>The Information Commissioner replied to concerns raised by a member of the public about BT’s trials of Phorm in 2008 (Case IRQ0235827).</p> <p>“Shortly before this pilot began they sent us a copy of the ‘invitation’ page on the basis of which customers would choose whether or not to take part in the pilot. We made clear to BT that we had strong reservations about the nature of the explanation provided, largely because it concentrated on security advantages rather than on the targeted advertising.”</p>
19 Mar 2009	<p>Phorm announced the granting of options at £2.42 per share to four non-executive directors Stefan Allesch-Taylor, Lord Norman Lamont, Kip Meek and Stephen Partridge-Hicks. In 2002, the Higgs Report recommended that non-executives should not normally hold share options, though AIM-listed companies do not always follow this.</p>
22 Mar 2009	<p>The Open Rights Group issued an open letter to the Chief Privacy Officers at Microsoft, Google / Youtube, Facebook, AOL / Bebo, Yahoo, Amazon and Ebay asking them to exercise their ability to opt out of Phorm. An associated Facebook Group ‘Tell Phorm to Eph Off and leave my Facebook data alone’ grew to more than 1000 members in under a week.</p>
30 Mar 2009	<p>Phorm announced that they had signed a contract to conduct a market trial with Korea Telecom. No details of the agreement were found on the Korea Telecom website.</p>
2 Apr 2009	<p>Speaking in the House of Lords, Lord Rogart stated: <i>“The general expectation about an anticipated [Communications Data] Bill has given rise to considerable concern because it is widely recognised that those who access these things can scan people’s life histories with very little advantage accruing to the individuals but much accruing to those who want to advertise.”</i></p>
8 Apr 2009	<p>Livejournal blocked Phorm from scraping their website content.</p>
14 Apr 2009	<p>The EU initiated legal action on Phorm. “Technologies like Internet behavioural advertising can be useful for businesses and consumers but they must be used in a way that complies with EU rules,” the EU’s Telecoms Commissioner Viviane Reding said in a statement. She added: “We have been following the Phorm case for some time and have concluded that there are problems in the way the UK has implemented parts of the EU rules on the confidentiality of communications.”</p>
14 Apr 2009	<p>In response to the EU’s move, Phorm issued an RNS news item which stated that <i>Phorm’s technology is fully compliant with UK legislation and relevant EU directives. This has been confirmed by BERR and by the UK regulatory authorities ...</i></p>
15 Apr 2009	<p>Amazon blocked Phorm from scraping their website content.</p>
16 Apr 2009	<p>Wikipedia blocked Phorm from scraping their website content. Other websites followed.</p>
17 Apr 2009	<p>In response to a Freedom of Information request referencing Phorm’s statement three days earlier that BERR had confirmed that Phorm’s technology was fully compliant with UK legislation and relevant EU directives, the Department for Business, Enterprise & Regulatory Reform (BERR) said:</p> <p><i>BERR has never provided such a statement to Phorm and has never confirmed to the company “that their technology is fully compliant”</i></p>
23 Apr 2009	<p>In the US, the Wall Street Journal reported that “Lawmakers took aim at privacy practices of cable and Internet providers Thursday at a House subcommittee hearing, laying the groundwork for the introduction of legislation that could restrict companies’ ability to target ads at consumers online.”</p> <p>This was followed up the next day by Tech World in an item headlined “Deep packet inspection could be outlawed in US”. This quoted Representative Rick Boucher: “The thought that a network operator could track a user’s every move on the Internet, record the details of every search and read every email ... is alarming.”</p>

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8 May 2009	Charles Dunstone of Carphone Warehouse said of Phorm: "Its something that we're still looking at. We've never implemented it or even tested it on the network yet... The privacy of our customer is one of the most important things that we have and our relationship with them is founded upon that".
18 May 2009	Media Post reported that NebuAd had closed down and assigned remaining assets to an entity that would pay off creditors. But very quickly, it turned out that they had rebranded as Insight Ready and relocated to the UK where the regulatory environment was perceived to be more tolerant.
19 May 2009	<p>The UK Government responded to the No 10 petition "to stop ISPs from breaching customers privacy via advertising technologies". The petition had run for a year to 4th March 2009, and had gained 21,403 signatures.</p> <p>The Government's response attracted considerable criticism, most particularly because it entirely ignored the Home Office's responsibility to enforce the Regulation of Investigatory Powers Act 2000 and so prevent the interception of Internet communications. Nigel Kendall, blogging for <i>The Times</i> entitled his piece on the Government's response "UK Government Phorm response is a complete waste of webspace"</p>
20 May 2009	Phorm announced that the market trial with Korea Telecom has started, branded as <i>Qook Smartweb</i> . No details of the trial can be found on the Korea Telecom website.
22 May 2009	The BBC responded to a Freedom of Information request asking for information on all meetings and correspondence regarding Phorm, including dates, attendees and agendas. BBC staff were entirely negative about Phorm with distribution controller Richard Cooper quoted as saying "from a technical perspective, it's evil".
27 May 2009	<p>A delegation from the Open Rights Group, Privacy International and NoDPI met Rudolf Strohmeier, Head of Viviane Reding's cabinet and other EU officials in Brussels.</p> <p>Topics covered included informed consent versus implied consent, how web transactions are communications rather than broadcasts, the ongoing criminal complaint against BT, definitions of PII and the lack of enforcement powers of the UK's Information Commissioner.</p> <p>Mr Strohmeier stated that in all his years working at the Commission there had only been one or two other issues which had generated such a high volume of written complaints from the public.</p>
10 June 2009	<p>Phorm announced that they had raised approximately £15 million through a share placing at £4.50 per share. (At close of business the previous day the shares were trading at £5.46). The placing was undertaken by Mirabaud Securities LLP and Evolution Securities Limited.</p> <p>In an article the following day in <i>The Guardian</i> entitled 'How long can Phorm go on? Sean Hargrave wrote: "Defying privacy concerns, the behavioural ad firm ploughs on - but as yet has no ISPs, web users, advertisers or publishers" and quoted pessimistic forecasts for the firm by executives from three other online advertising companies.</p>
15 June 2009	Wikileaks published a Buy Note for Phorm from Astaire Securities, a UK brokerage. Astaire Securities was in the unusual position of having recently received a public rebuke and fine from the London Stock Exchange, which normally prefers to keep disciplinary processes private so as not to hurt confidence in the market.
17 June 2009	The Home Office confirmed that they had responded to the EU on behalf of several departments in the UK Government.
18 June 2009	<p>Phorm announced their Final Results for 2008. For the first six months of 2008, Phorm's loss before non-cash share-based charges was \$19.7 million. In the second half of the year, Phorm made a loss of \$18.9 million plus restructuring charges of \$3.7 million. This was almost entirely funded from equity.</p> <p>To lower outgoings the company reduced the scale of its operations in the USA and centralised core operations in the UK. As a result they forecasted a run rate going forward of £1.1 million per month (\$1.8 million). At 31st May 2009 the group held cash of \$12.8 million which was supplemented by the 10th June equity placing of \$24 million before expenses.</p>
6 July 2009	Phorm confirmed press reports that BT was not proceeding with a deployment of its technology in the UK. <i>The Guardian</i> quoted a Phorm spokesman: "It is not a great surprise to us, to be honest. It has been a long process and we have never had a definitive date on a launch".
7 July 2009	<i>The Times</i> reported that Carphone Warehouse (TalkTalk) had also decided not to proceed with Phorm. Charles Dunstone, head of Carphone Warehouse, said: "We were only going to do it if BT did it and if the whole industry was doing it. We were not interested enough to do it on our own."
20 July 2009	The Nationwide Building Society said it had decided to opt out of Phorm to protect the privacy of its customers.

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24 July 2009	During the week ending 24 July Phorm removed all references to the KT trial from their UK website and from their Korean website.
2 September 2009	<i>The Evening Standard's</i> City Spy column asked whether Phorm's brokers, Astaire Securities, could get in trouble again over their strong buy note for Phorm. It pointed out that Stefan Allesch-Taylor, a non-executive director at Phorm was also chairman at Fairfax, the broker which acts as the nominated adviser for Astaire.
20 September 2009	On Sunday 20th September The Guardian's Technology Blog reported the departures of Chief Technology Officer Stratis Scleparis (who was at BT when Phorm carried out its first trial and subsequently joined Phorm) and Director of Corporate Communications David Sawday.
21 September 2009	Phorm announced their Interim Results for the six month period ended 30 June 2009. For the first six months of 2009, Phorm's loss was \$15 million. They confirmed that they had reduced the run rate to the desired £1.1 million per month (\$1.8 million) as planned. At 30th June 2009 the group held cash of \$35,456,231.
2 October 2009	The Crown Prosecution Service confirmed that the matter of the 2007 and 2007 BT trials of Phorm's technology was still under review.
Today	<p>No one at BT or Phorm has been held accountable for the 2006 and 2007 trials. The CPS investigation into the case (crime reference number 5253/08) is still proceeding.</p> <p>The EU Infringement process is proceeding. No changes have yet been proposed to UK Law.</p> <p>BT and Virgin Media have still not yet ruled out the future deployment of Phorm or similarly intrusive technologies.</p> <p>Phorm are still working for deployments in Korea, Japan and Brazil.</p>