

27 August 2008

Peter [REDACTED]  
[REDACTED]

Dear [REDACTED]

**FREEDOM OF INFORMATION ACT 2000**

Thank you for your letter of 24 July 2008 in which you requested the following information:

- When were the Cabinet Office first contacted by BT/Phorm to discuss internet advertising?
- What correspondence has been exchanged concerning internet advertising between the Cabinet Office and BT, and the Cabinet Office and Phorm since 2006?
- When has the Prime Minister/Cabinet met with BT/Phorm to discuss internet advertising, what were the dates, minutes and agenda of those meetings?
- When were the Cabinet first made aware of the trials of Phorm systems in 2006/2007?
- What evidence has the Prime Minister/Cabinet Office sought from BT concerning the secret trials in 2006/2007?
- When was Rt. Hon Gordon Brown MP first advised that covert trials of Phorm/121Media systems had been conducted in 2006/2007?
- What action has the Prime Minister taken as a consequence?

Following a search of our paper and electronic records, we have established that the Cabinet Office does not hold information relevant to your request.

If you have any queries about this letter, please contact me. Please remember to quote the reference number below in any future communications.

If you are unhappy with the service you have received in relation to your request or wish to request an internal review, you should write to:

Sue Gray



Director  
Cabinet Office  
70 Whitehall  
London  
SW1A 2AS

E-mail: [foiteam@cabinet-office.x.gsi.gov.uk](mailto:foiteam@cabinet-office.x.gsi.gov.uk)

You should note that the Cabinet Office will not normally accept an application for internal review if it is received more than two months after the date that the reply was issued.

If you are not content with the outcome of your internal review, you may apply directly to the Information Commissioner for a decision. Generally, the Commissioner cannot make a decision, unless you have exhausted the complaints procedure provided by Cabinet Office. The Information Commissioner can be contacted at:

The Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Yours Sincerely



**ANDREW MAGEE**

