



Privacy International

European Privacy and Human Rights

Prepared May 13, 2010

R E Q U E S T F O R P R O P O S A L

Privacy International is seeking to identify and select an outside independent organisation(s) to develop a selection of innovative applications and tools to help people understand, visualise and enable privacy protection.



Table of Contents

<u>INTRODUCTION AND BACKGROUND.....</u>	<u>3</u>
<u>PURPOSE OF THE REQUEST FOR PROPOSAL.....</u>	<u>3</u>
<u>ADMINISTRATIVE.....</u>	<u>5</u>
<u>TECHNICAL CONTACT.....</u>	<u>5</u>
<u>CONTRACTUAL CONTACT.....</u>	<u>5</u>
<u>DUE DATES.....</u>	<u>5</u>
<u>SCHEDULE OF EVENTS.....</u>	<u>6</u>
<u>GUIDELINES FOR PROPOSAL PREPARATION.....</u>	<u>7</u>
<u>PROPOSAL SUBMISSION.....</u>	<u>7</u>
<u>DETAILED RESPONSE REQUIREMENTS.....</u>	<u>8</u>
<u>EXECUTIVE SUMMARY.....</u>	<u>8</u>
<u>SCOPE, APPROACH, AND METHODOLOGY.....</u>	<u>8</u>
<u>DELIVERABLES.....</u>	<u>8</u>
<u>PROJECT MANAGEMENT APPROACH.....</u>	<u>8</u>
<u>DETAILED AND ITEMIZED PRICING.....</u>	<u>8</u>
<u>APPENDIX: REFERENCES.....</u>	<u>9</u>
<u>APPENDIX: PROJECT TEAM STAFFING.....</u>	<u>9</u>
<u>APPENDIX: COMPANY OVERVIEW.....</u>	<u>9</u>
<u>EVALUATION FACTORS FOR AWARD.....</u>	<u>10</u>
<u>CRITERIA.....</u>	<u>10</u>

INTRODUCTION AND BACKGROUND

PURPOSE OF THE REQUEST FOR PROPOSAL

Privacy International (PI) is a London, UK-based non-governmental organization with the primary role of advocacy and support toward understanding of the importance of privacy and data protection. PI's objectives include awareness raising and education, promoting strong and effective privacy law, monitoring data protection measures, conducting research into threats to personal privacy, reporting on state surveillance activities, scrutinise transborder flows of personal information, engaging in advocacy at national and international level for the right to privacy, and seek innovative ways to protect privacy using information technology.

Privacy International is currently developing a project on Privacy and Human Rights, funded by the European Commission under the Fundamental Rights and Citizenship Programme. The purpose of this project is to empower European citizens through increasing awareness of privacy rights across the region based on the following three action areas:

1. Map European privacy laws and recent developments as well as summarise the trends in light of the right to privacy;
2. Disseminate information and publish it on multiple online and offline platforms;
3. Develop innovative awareness-raising campaigns to be launched at the European Data Protection Day on 28th January 2011.

Privacy International is seeking to identify and select an outside independent organisation(s) to develop a selection of innovative applications and tools in order to fulfill the requirements of Action Area 3 (above).

The aim Action Area 3 is to visualize ubiquitous data processing and privacy invasive practices in order to raise awareness offline and online.

The EPHR project shall illustrate concepts related to privacy so as to offer a more concrete experience for European citizens than what is usually the case. The idea is to create an experience that would elicit thoughts and provoke reactions and opinions on privacy, by, e.g., helping people visualise data processing activities and other similar concepts not otherwise obvious for the non-experts.

These tools and applications should attempt to span both online and offline environments and should not be limited to Internet based issues – privacy concerns span multiple mediums including but not limited to automatic number plate recognition systems (ANPR), location based services such as Bluetooth marketing in retail environments, interception of communications, large centralised databases such as health care or welfare support systems, the use of closed circuit television in public spaces and a plethora of other services enveloping public, corporate and academic sectors – to this end it is essential that the applications/tools being developed are not narrowly focused on topical issues but across the entire privacy landscape. Furthermore, as the project is being delivered to the entire EU region, applications/tools should not be ethnocentric – that is to say, they should be focused on issues which effect all or the majority of members states' citizens.

The idea is to create an experience that would elicit thoughts and provoke reactions and opinions on privacy, by, e.g., helping people visualise data processing activities and other similar concepts not otherwise obvious for the non-experts.

Examples include tools and applications that would:

- Visualize routing of IP packets online and linking the technical concept to the applicable laws in concerned Member States;
- Simulate biometric identification and radio frequency identification;
- Illustrate the use of location data originating from users' mobile devices.

All activities will be conceptualized and prepared to the extent that they are easy to implement and be promoted to the target countries (27 EU Member States + EFTA countries) via their data protection authorities, civil society organizations, higher education institutions and other relevant multipliers like social networks.

This means it is essential that the tools and applications are developed using open technologies in the case where such tools and applications require the use of remote resources (such as web based applications in the case of social networking/media for example).

In packaged, standalone applications and tools it is desirable that the programming languages used are also open technologies and at the very least these tools and applications should be compiled with open compilers and full source code should be provided in order to enable the solutions to be deployed across multiple partners. All source code should be commented appropriately.

As this is commissioned work all intellectual property rights on any tools and applications the selected contractor(s) shall produce will be owned by Privacy International without exception. This includes but is not limited to:

- Source Code
- Binary Applications
- Databases
- Graphics
- User Interface Design

Privacy International will release these assets to the public domain under either Creative Commons or other open licenses.

The remainder of this document provides additional information that will allow vendors to understand the scope of the project and develop a proposal.

ADMINISTRATIVE

TECHNICAL CONTACT

Any questions concerning technical specifications or Statement of Work (SOW) requirements must be directed to:

Name	Mr. Alexander Hanff
Address	Privacy International
Phone	+44 1524 846290
FAX	
Email	alex@privacy.org

CONTRACTUAL CONTACT

Any questions regarding contractual terms and conditions or proposal format must be directed to:

Name	Mr. Alexander Hanff
Address	Privacy International
Phone	+44 1524 846290
FAX	
Email	alex@privacy.org

Please send all written communications via email as attachments in either Portable Document Format (PDF) or Open Document Format (ODF/DOCX). Privacy International embraces open standards and as such proprietary formats with complex data structures may be incompatible with our office software. Privacy International recommends that for the purpose of interoperability, documents should be drafted in Open Office available at no cost from <http://www.openoffice.org>

DUE DATES

A written confirmation of the Vendor's intent to respond to this RFP is required by **16:00 CET/GMT+2 (4:00pm) on 21st May 2010**. All proposals are due by **16:00 CET/GMT+2 (4:00pm) on 9th June 2010**. Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

SCHEDULE OF EVENTS

Event	Date
1. RFP Distribution to Vendors	12 th May 2010
2. Written Confirmation of Vendors with Bid Intention	21 st May 2010
3. Questions from Vendors about scope or approach due	28 th May 2010
4. Responses to Vendors about scope or approach due	1 st June 2010
5. Proposal Due Date	9 th June 2010
6. Target Date for Review of Proposals	11 th June 2010
7. Final Vendor Selection Discussion(s)--Week of	17 th June 2010
8. Anticipated decision and selection of Vendor(s)	18 th June 2010
9. Anticipated commencement date of work	30 th June 2010
10. Completion Date	31 st October 2010

GUIDELINES FOR PROPOSAL PREPARATION

PROPOSAL SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to project in terms of meeting budgetary constraints, functionality, and other factors as specified elsewhere in this RFP.

Privacy International reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor,
- Accept other than the lowest priced offer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract.

Vendor's proposal shall be submitted in several parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for Privacy International's evaluation of the Vendor's proposal.

In order to address the needs of this procurement, Privacy International encourages Vendors to work cooperatively in presenting integrated solutions. Vendor team arrangements may be desirable to enable the companies involved to complement each other's unique capabilities, while offering the best combination of performance, cost, and delivery for the applications being provided under this RFP. Privacy International will recognise the integrity and validity of Vendor team arrangements provided that:

- The arrangements are identified and relationships are fully disclosed, **and**
- A prime Vendor is designated that will be fully responsible for all contract performance.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between Privacy International and the selected Vendor(s). The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Approach and Methodology
3. Project Deliverables
4. Project Management Approach
5. Detailed and Itemized Pricing
6. Appendix: References (including examples of previous work on similar types of RFPs)
7. Appendix: Project Team Staffing
8. Appendix: Company Overview

The detailed requirements for each of the above-mentioned sections are outlined below.

DETAILED RESPONSE REQUIREMENTS

EXECUTIVE SUMMARY

This section will present a high-level synopsis of the Vendor's responses to the RFP. The Executive Summary should be a brief overview of the engagement, and should identify the main features and benefits of the proposed work.

SCOPE, APPROACH, AND METHODOLOGY

Include detailed testing procedures and technical expertise by phase. This section should include a description of each major type of work being requested of the vendor. All information that is provided will be held in strict confidence.

One of the critical aspects of this section is to carry out a Privacy Impact Assessment (PIA) in order to ensure that the tools and applications designed to raise awareness are not used in a privacy invasive manner and are compliant with applicable EU privacy and data protection regulations. This implies, among other things, that each activity has to be transparent to the individual concerned, receive the individual's consent, and must be easy to deactivate.

Any proposal which fails to include a PIA will be rejected.

DELIVERABLES

Include descriptions and samples which illustrate the applications and tools which will be delivered should the proposal be accepted. This will allow Privacy International to better visualise the deliverables and will assist us in choosing a suitable vendor(s).

PROJECT MANAGEMENT APPROACH

Include the method and approach used to manage the overall project and client correspondence. Briefly describe how the engagement proceeds from beginning to end.

DETAILED AND ITEMIZED PRICING

There is a fixed budget for this area of the project of 40 000 Euros with very specific and rigid requirements. This budget is to be used to develop four applications/tools and Vendors should aim for even distribution of this budget across all four applications/tools.

It is important to understand that whereas we encourage Vendors to submit proposals for all four applications/tools it is acceptable to submit proposals for 1-4 applications/tools and the final contracts may be awarded to multiple Vendors, determined by which tools/applications Privacy International believes will best meet the project goals. As such it is critical to provide a detailed summary of pricing.



APPENDIX: REFERENCES

Provide three current corporate references for which you have performed similar work.

APPENDIX: PROJECT TEAM STAFFING

Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the types of staff that would be assigned to this project by providing biographies for those staff members.

APPENDIX: COMPANY OVERVIEW

Provide the following for your company:

- Official company name, address, main telephone number and facsimile numbers.
- Key contact name, title, address (if different from above address), email, direct telephone and fax numbers.
- Person authorized to contractually bind the organization for any proposal against this RFP.
- Brief history, including year established and number of years your company has been offering Software Development.

EVALUATION FACTORS FOR AWARD

CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

1. Completion of all required responses in the correct format.
2. The extent to which Vendor's proposed solution fulfills Privacy International's stated requirements as set out in this RFP.
3. An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor's stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Vendor's proposal.

Privacy International may, at their discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.