

Garrett Johnson

From: [REDACTED]  
Senior Commercial Manager  
Direct line: [REDACTED]

Our ref: PROC 497-2022

9<sup>h</sup> February 2023

[www.garjoh.com](http://www.garjoh.com)

Dear Garrett,

**Award of Contract for PROC 497-2022 Provision of Experiment Expert for Privacy Sandbox**

I am writing on behalf of the Competition and Markets Authority (CMA) to thank you for your tender dated 26<sup>th</sup> January 2023 which was submitted in response to the Authority's requirement for the above contract.

Following the careful evaluation of all compliant tenders, we are pleased to award this contract to you.

You are reminded that no engagement with the Contracting Authority is permitted until a copy of the signed contract is received.

Your scores against the award criteria were as follows:

Criteria	Section Weighting	Your weighted score
Overall Quality Score Weighted	80%	80.00
Overall Price Score Weighted	200%	20.00
Total Weighted Scores	100%	100

The response provided very strong evidence of expertise in the areas set out within the ITT and required to fulfil the contract. In particular:

- Expertise designing and running field experiments in the market for digital advertising, in particular on the effectiveness of ads.
- Expertise in data protection law and its interaction with/implications for economic markets.
- Engagement with the Privacy Sandbox proposals specifically and their implication for digital advertising markets.

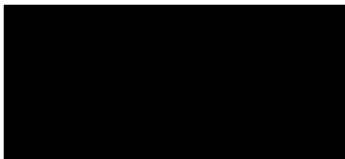
Overall, the proposal is highly credible and robust and provides confidence in the deliverability of the requirement with minimal risks identified.

A copy of the contract is provided with this Award Letter and includes those terms and conditions.

Please review the contract and confirm your acceptance by returning a signed copy electronically via the e-Sourcing Suites' messaging service by Thursday 16<sup>th</sup> February 2023.

A copy signed on behalf of the Contracting Authority will be returned for your records.

Yours sincerely

A large black rectangular redaction box covering the signature of the Senior Commercial Manager.

  
Senior Commercial Manager  
