



Department for  
International Trade

# **Contract for the provision of Online Media Monitoring and Channel Platform Management**

**Project\_** [REDACTED]





Department for  
International Trade

Hootsuite Inc.  
5 East 8<sup>th</sup> Avenue,  
Vancouver BC,  
Canada  
V5T 1RC

Our ref: Project [REDACTED]  
Date: 4 October 2021

[REDACTED]

**Award of Agreement: Online Media Monitoring and Channel Platform**

This letter (award letter) and Agreement set out the terms of the Agreement between The Department for International Trade as the Customer and Hootsuite Inc. as the Contractor for the provision of the Services. Unless the context otherwise requires, capitalised expressions used in this award letter have the same meanings as in the terms and conditions of the Agreement. In the event of any conflict between this award letter and the Agreement, the Agreement shall prevail.

For the purposes of the Agreement, the Customer and Hootsuite Inc agree as follows:

- 1) The charges for the Services shall be as set out in Appendix 2 of the Agreement
- 2) The Specification of the Services to be supplied as set out in Appendix 1 of the Agreement.
- 3) The Term shall have deemed to commence on 16 September 2021 and the Expiry Date shall be 15 September 2022.
- 4) Notices to the Parties shall be sent in accordance with 10.7 and 10.8 of the Suppliers terms and conditions which can be found at para 2.1 of the Agreement:

**Customer**

Department for International Trade  
Old Admiralty Building  
Westminster  
London  
SW1A 2BL

**Contractor**

Hootsuite Inc.  
5 East 8<sup>th</sup> Avenue,  
Vancouver BC,  
Canada  
V5T 1RC

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]





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5) The following persons are Key Personnel for the purposes of the Agreement:

[REDACTED]

Hootsuite Inc.

## Payment

All invoices should be sent, quoting a valid purchase order number (PO Number), to:

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Within ten (10) Working Days of receipt of your acceptance of this letter, we will send you a unique PO Number. You must be in receipt of a valid PO Number before submitting an invoice.

To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, PO Number item number (if applicable) and the details (name and telephone number) of your Customer contact (i.e. Contract Manager). Non-compliant invoices will be sent back to you, which may lead to a delay in payment. If you have a query regarding an outstanding payment please contact our Accounts Payable section either by email to [REDACTED] or by telephone 0333 207 9122 between 08:30-17:00 Monday to Friday.

## Liaison

For general liaison your contact will continue to be CUSTOMER

[REDACTED]

We thank you for your co-operation to date, and look forward to forging a successful working relationship resulting in a smooth and successful delivery of the Services. Please confirm your acceptance of the award of this Agreement by signing and returning the enclosed copy

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of this letter to [REDACTED] at the address shown below within seven (7) days from the date of this letter. No other form of acknowledgement will be accepted. Please remember to quote the reference number above in any future communications relating to this Agreement.

Yours sincerely

[REDACTED]

[REDACTED]

Commercial Team  
Commercial, Finance and Corporate Services  
Department for International Trade  
Old Admiralty Building  
Westminster  
London SW1A 2BL

[REDACTED]

We accept the terms set out in this letter and Agreement

**Signed for and on behalf of** Hootsuite Inc.

[REDACTED]

**Signed for and on behalf of the Department for International Trade**

[REDACTED]







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# **Contract**

**Contract for the delivery of Online Media  
Monitoring and Channel platform  
management Services by Hootsuite Inc.  
to Department for International Trade**

**Ref: Project\_** [REDACTED]

**4 October 2021**





## **1. Basis of Agreement**

- 1.1 The Suppliers terms and conditions will form the basis of the contract and in the event of any conflict between the award letter or any other documentation the Supplier's terms and conditions shall prevail.
- 1.2 The award letter constitutes an offer by the Customer to purchase the Services subject to and in accordance with the terms and conditions of the Agreement.
- 1.3 The offer comprised in the award letter shall be deemed to be accepted by Hootsuite on receipt by the Customer of a copy of the award letter countersigned by the Contractor within seven (7) days of the date of the award letter.
- 1.4 Billing will be done on a quarterly basis from Hootsuite Inc. to the Department for International Trade. There will be no automatic renewal of the service as the Customer will provide notice of renewal or cancellation before the 60 days notice period required by the suppliers terms.





## **Appendix 1: Specification of Requirement**

### **1. About the Department for International Trade**

- 1.1 The Department for International Trade (DIT) was created in July 2016 and is responsible for promoting British trade across the world and ensuring the UK takes advantage of the huge opportunities open to the UK.
- 1.2 DIT's responsibilities include those of the former UK Trade & Investment in helping UK based companies succeed in the global economy. The Department also helps overseas companies bring their high quality investment to the UK's dynamic economy which is acknowledged as Europe's best place from which to succeed in global business.
- 1.3 The Department offers expertise and contacts through its extensive network in the UK and diplomatic offices around the world. The organisation provides companies with the tools they require to be competitive on the world stage.
- 1.4 The Department has a regionally-based delivery network providing support for exporters and foreign investors. The delivery of export support is through nine (9) regionally-structured contracts within England. DIT funds these contractors on an annual basis and around three hundred (300) private sector International Trade Advisers are employed by the contractors to assist a specified minimum number of new exporters (including companies who have not exported in the previous twelve (12) months) to achieve export success.

### **2. Background to the Requirement**

- 2.1 DIT require an online monitoring and channel management platform. This tool should enable DIT staff around the world to monitor online content, plan/manage/engage and measure the impact of their activity on a variety of social media channels on one platform.

### **3. The Requirement**

- 3.1 We require a supplier that can provide the platform through internet-based access, without installations of software, and support during setup and on an ongoing basis throughout the contract.

The monitoring system is to enable us to analyse the full scale and breadth of online conversations and publications and take prompt action to rebut or defend the UK's or department's reputation.





It will allow us to assess, both over time and in real time, the performance and impact of our output across all social media channels and work with other software to follow the user journey.

In addition, we need to have access to tools that will enable us to more effectively target communications to key groups and to allow us to constantly refine social media strategy to gain more reach and traction with key audiences and influencers.

It also needs to help DIT staff to produce comprehensive dashboards and reports that will be used as evidence for recommendations to senior leaders and ministers in the department.

We expect the platform to be flexible and would like to see evidence of how it can adapt to the constantly changing social media environment, in the shorter and longer terms.

Item	Quantity
Hootsuite Enterprise Social Relationship Platform – sold by number of seats	
Third Party Service: Brandwatch Access to BCR Premium with 20 query amount specified. Brandwatch Consumer Research: Premium 20 Query Package includes: Brandwatch Consumer Research (BCR) – Premium (20 queries) <ul style="list-style-type: none"><li>• Access to BCR Premium with query amount specified</li><li>• 2 year Query save history</li><li>• Data per Query saved for rolling 5 year period</li><li>• Up to 50 Twitter Channel Queries</li><li>• Up to 50 Intragam and Facebook Channel Queries (total of 100)</li><li>• 50 Users</li><li>• Configurable Dashboards</li><li>• Dashboard Exports</li></ul>	



<ul style="list-style-type: none"><li>• Signals and Alerts</li><li>• SearchWithin</li><li>• Basic Smart Reporting</li><li>• Rules</li><li>• Categories</li><li>• Brightview machine learning</li><li>• Basic API (Metrics and Analysis)</li><li>• Mentions exports (CSV) up to 10,000 mentions per day</li></ul>	
Hootsuite Professional Services: 1 live, web-based product training session (60 minutes)	
<b>Third Party Service: Brandwatch Expert Hours</b> Custom Expert Hours includes 20 hours with the Brandwatch team which can be used for training, technical services, strategic consulting or reporting. Requests to use hours will be scoped on an ad hoc basis. Following discussion of our needs Brandwatch will prepare a written Statement of Work for each project that we will approve in writing prior to Brandwatch starting the work. Unused hours expire at the end of each six month period.	
Hootsuite Professional Services: Single Sign On (SSO) implementation (SSO is an authentication process that permits an end user to log into an external system (eg. a corporate portal) using one set of login credentials) (One-Time)	

## 4. Key Performance Framework

- 4.1 The paragraph below sets out the Service Availability obligations under the contract.

The Hootsuite Platform will have a Service Availability of at least 99.9% of the time in any calendar month (the "Service Availability SLA"). Where reasonably possible, Hootsuite will provide at least 24 hours' advance notice to Customer of scheduled maintenance in excess of 30 minutes. If Hootsuite does not meet the Service Availability SLA, Customer will be eligible to receive the Service Credits described below. This Service Availability SLA states Customer's sole and exclusive remedy for any failure by Hootsuite to meet the Service Availability SLA. The SLA is linked below: <https://www.hootsuite.com/legal/enterprise-service-level-agreement>

## 0. Governance and Contract Management

- 5.1 Quarterly contract review meetings between representatives of the Department and the Hootsuite Inc. will take place within 10 working days following the provision of the activity reports. For clarity these meetings will be held December 2021,



March 2022, June 2022 and a final end of Contract meeting August 2022. If the Department extends the Contract for up to a further six (6) months, these



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meetings will continue in the same format with the end of Contract meeting held March 2023.

5.2 The contract review meetings will be held remotely via teleconference.

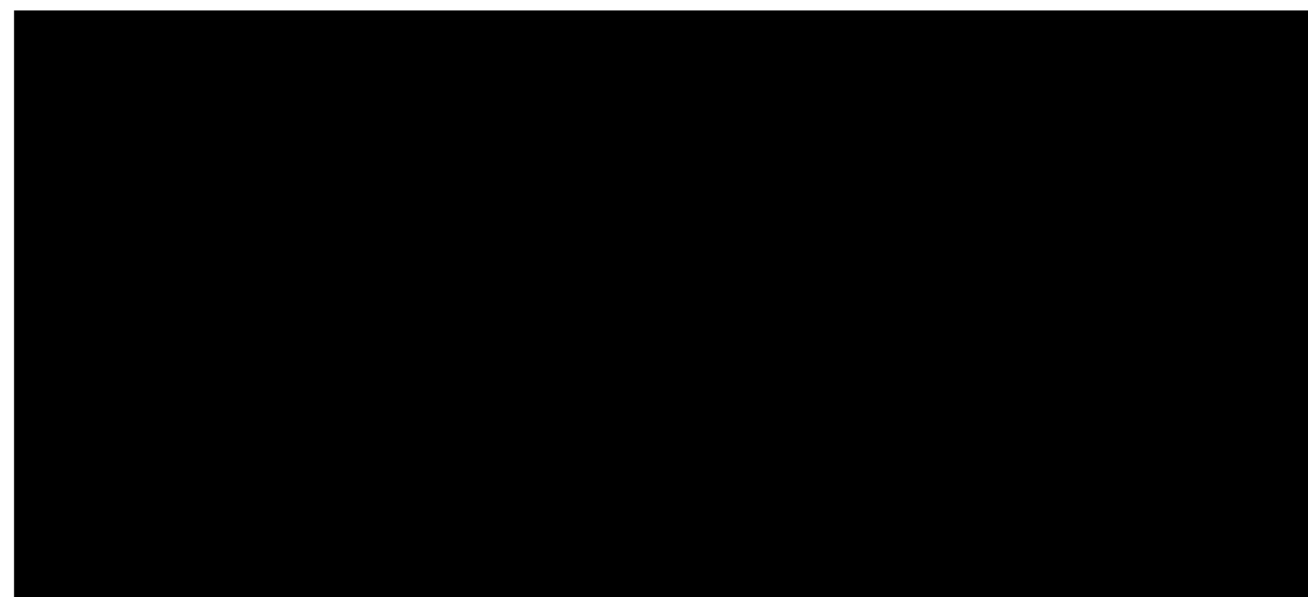




## Appendix 2 – Payment

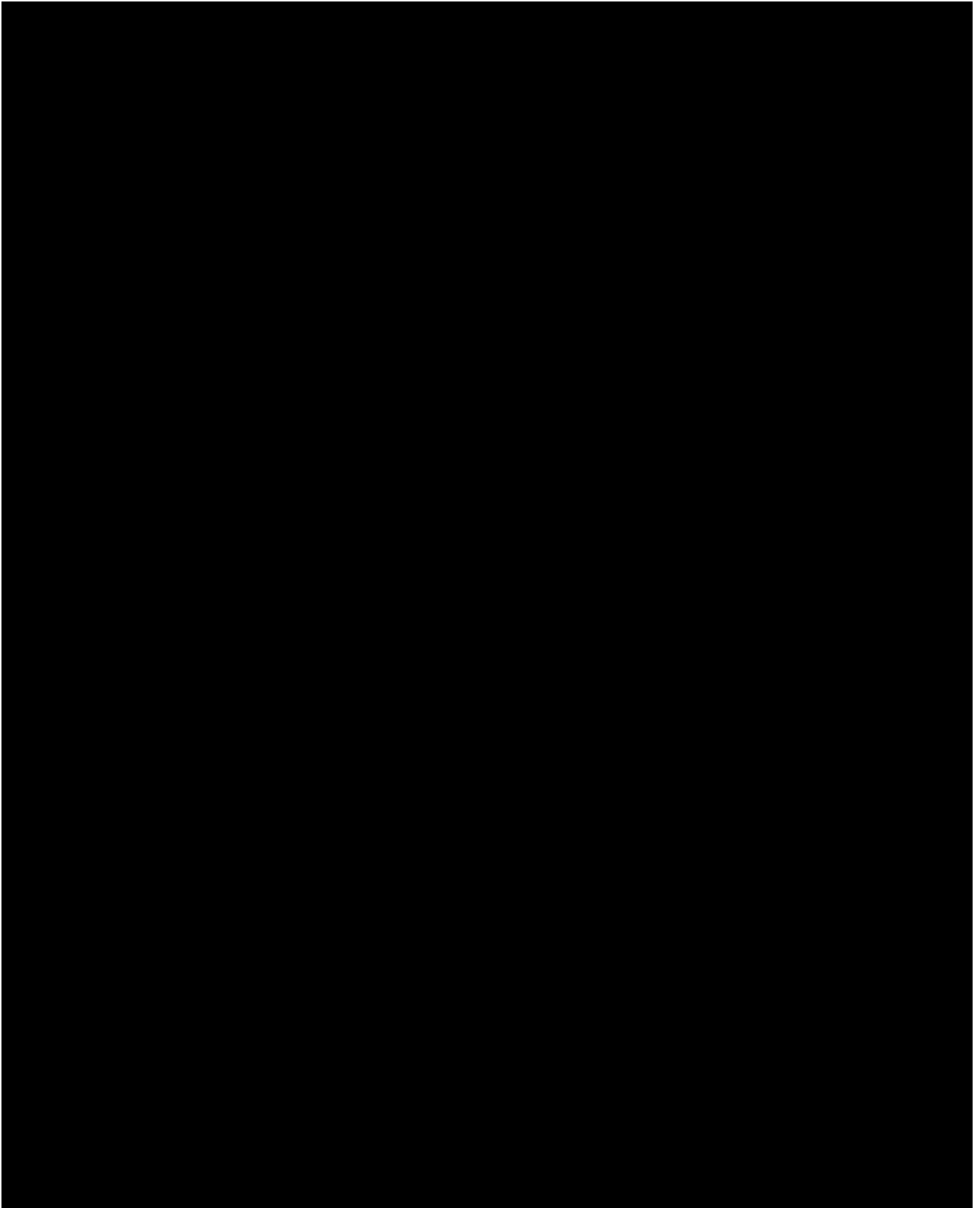
Quarterly staged payments will be made following the production of the quarterly activity reports, upon continued satisfactory performance of the service and the holding of each Quarterly Review meeting or by agreement of the DIT Contract Manager.

Requirement	
September 2021	
December 2021	
March 2022	
June 2022	
Total:	





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## **Schedule 1– Schedule of Processing, Personal Data and Data Subjects**

Hootsuite's personal data information is included in Hootsuite's privacy policy (published at [www.hootsuite.com/legal/privacy](https://www.hootsuite.com/legal/privacy)).

1. The contact details of the Customer's Data Protection Officer are: [REDACTED]  
[REDACTED]

