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| Trading address for Quadrant | Registered Office for Quadrant |
| Quadrant Consultants Ltd  Golden Cross House  8 Duncannon Street  London, WC2N 4JF | 3 Wesley Gate,  Queen’s Road, Reading,  Berkshire, RG1 4AP  Company Registration Number: 2241123 |

Attn: [REDACTED: Personal data]

Date: **26.10.2015**

Our ref: Privacy Seals: 2015ICO00073

Dear Sirs,

**Award of contract for the supply of Privacy Trust Mark: Logo Design & Brand Strategy Services**

Following your Tender for the above to ICO, we are pleased to award this contract to you.

This letter (Award Letter) and its Annexes set out the terms of the contract between The Information Commissioner as the Customer and Quadrant Consultants Ltd as the Supplier 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 contract set out in Annex 1 to this Award Letter (the “**Conditions**”). In the event of any conflict between this Award Letter and the Conditions, this Award Letter shall prevail.

**Please do not attach any Supplier terms and conditions** to this Award Letter as they will not be accepted by the Customer and may delay the conclusion of the Agreement.

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

1. The Services shall be performed predominantly at the Suppliers premises.
2. The charges for the Services shall be as set out in Annex 2, being the Supplier’s quotation as supplied in its **Tender dated 2 October 2015**.
3. The specification of the Services to be supplied is as set out in Annex 3, being the Supplier’s quotation as set out in its Tender dated 2 October 215.
4. The Term shall commence on **Monday 2 November 2015** and the Expiry Date of shall be 1 November 2016 unless extended for a period of up to a further 12 months or unless subject to early termination.
5. The address for notices of the Parties are:

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| **Customer** | **Supplier** |
| **The Information Commissioner**  **ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF**  Attention: [REDACTED: Personal data]  Email: [REDACTED: Personal data] | **Quadrant Consultants Ltd Golden Cross House, 8 Duncannon Street, London, WC2N 4JF**  Attention: [REDACTED: Personal data]  Email: [REDACTED: Personal data] |

1. The following persons are Key Personnel for the purposes of the Agreement:

|  |  |
| --- | --- |
| **Name:** [REDACTED: Personal data] | **Title:** [REDACTED: Personal data] |
| [REDACTED: Personal data] | [REDACTED: Personal data] |
| [REDACTED: Personal data] | [REDACTED: Personal data] |

1. For the purposes of the Agreement the Staff Vetting Procedures will be supplied to the Supplier on request.
2. The Customer may require the Supplier to ensure that any person employed in the provision of the Services has undertaken a Disclosure and Barring Service check. The Supplier shall ensure that no person who discloses that he/she has a conviction that is relevant to the nature of the Services, relevant to the work of the Customer, or is of a type otherwise advised by the Customer (each such conviction a “**Relevant Conviction**”), or is found by the Supplier to have a Relevant Conviction (whether as a result of a police check, a Disclosure and Barring Service check or otherwise) is employed or engaged in the provision of any part of the Services.

**Payment**

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

[REDACTED: Personal data]

Information Commissioner’s Office

Wycliffe House,

Wilmslow

Cheshire

SK9 5AF

Within 10 working days of receipt of your countersigned copy 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 Finance Department either by email to [finance@ico.otg.uk](mailto:finance@ico.otg.uk) or by telephone 0303 1231113 between 09:00-17:00 Monday to Friday.

**Liaison**

For general liaison your contact will continue to be [REDACTED: Personal data]

We thank you for your co-operation to date, and look forward to forging a successful working relationship resulting in a successful delivery of the Services. Please confirm your acceptance of the award of this contract by signing and returning the enclosed copy of this letter to [REDACTED: Personal data] at the above address **within 7** days from the date of this letter.

No other form of acknowledgement will be accepted. Please remember to quote the reference number **Privacy Seals: 2015ICO00073** in any future communications relating to this contract.

Yours faithfully,

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| Signed for and on behalf of **The Information Commissioner** |
| Name:  Job title:  Signature: ……………………………………………..  Date: |

We accept the terms set out in this letter and its **Annexes**, including the Conditions.

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| Signed for and on behalf of **Quadrant Consultants Ltd** |
| Name: [REDACTED: Personal data]  Job title: [REDACTED: Personal data]  Signature: [REDACTED: Personal data]  Date: Monday 26th October 2015 |

**Annex 1**

**Terms and Conditions of Contract for Services**

1. Interpretation
   1. In these terms and conditions:

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| “Agreement” | means the contract between (i) the Customer and (ii) the Supplier constituted by the Supplier’s countersignature of the Award Letter; |
| “Award Letter” | means the letter from the Customer to the Supplier printed above these terms and conditions; |
| “Central Government Body” | means a body listed in one of the following sub-categories of the Central Government classification of the Public Sector Classification Guide, as published and amended from time to time by the Office for National Statistics:   1. Government Department; 2. Non-Departmental Public Body or Assembly Sponsored Public Body (advisory, executive, or tribunal); 3. Non-Ministerial Department; or 4. Executive Agency; |
| “Charges” | means the charges for the Services as specified in the Award Letter; |
| “Confidential Information” | means all information, whether written or oral (however recorded), provided by the disclosing Party to the receiving Party and which (i) is known by the receiving Party to be confidential; (ii) is marked as or stated to be confidential; or (iii) ought reasonably to be considered by the receiving Party to be confidential; |
| “Customer” | means the person named as Customer in the Award Letter; |
| “DPA” | means the Data Protection Act 1998; |
| “Expiry Date” | means the date for expiry of the Agreement as set out in the Award Letter; |
| “FOIA” | means the Freedom of Information Act 2000; |
| “Information” | has the meaning given under section 84 of the FOIA; |
| “Key Personnel” | means any persons specified as such in the Award Letter or otherwise notified as such by the Customer to the Supplier in writing; |
| “Party” | means the Supplier or the Customer (as appropriate) and “Parties” shall mean both of them; |
| “Personal Data” | means personal data (as defined in the DPA) which is processed by the Supplier or any Staff on behalf of the Customer pursuant to or in connection with this Agreement; |
| “Purchase Order Number or PO” | means the Customer’s unique number relating to the supply of the Services; |
| “Request for Information” | has the meaning set out in the FOIA or the Environmental Information Regulations 2004 as relevant (where the meaning set out for the term “request” shall apply); |
| “Services” | means the services to be supplied by the Supplier to the Customer under the Agreement; |
| “Specification” | means the specification for the Services (including as to quantity, description and quality) as specified in the Award Letter; |
| “Staff” | means all directors, officers, employees, agents, consultants and contractors of the Supplier and/or of any sub-contractor of the Supplier engaged in the performance of the Supplier’s obligations under the Agreement; |
| “Staff Vetting Procedures” | means vetting procedures that accord with good industry practice or, where requested by the Customer, the Customer’s procedures for the vetting of personnel as provided to the Supplier from time to time; |
| “Supplier” | means the person named as Supplier in the Award Letter; |
| “Term” | means the period from the start date of the Agreement set out in the Award Letter to the Expiry Date as such period may be extended in accordance with clause 4.2 or terminated in accordance with the terms and conditions of the Agreement; |
| “VAT” | means value added tax in accordance with the provisions of the Value Added Tax Act 1994; and |
| “Working Day” | means a day (other than a Saturday or Sunday) on which banks are open for business in the City of London. |

* 1. In these terms and conditions, unless the context otherwise requires:
     1. references to numbered clauses are references to the relevant clause in these terms and conditions;
     2. any obligation on any Party not to do or omit to do anything shall include an obligation not to allow that thing to be done or omitted to be done;
     3. the headings to the clauses of these terms and conditions are for information only and do not affect the interpretation of the Agreement;
     4. any reference to an enactment includes reference to that enactment as amended or replaced from time to time and to any subordinate legislation or byelaw made under that enactment; and
     5. the word ‘including’ shall be understood as meaning ‘including without limitation’.

1. Basis of Agreement
   1. 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.
   2. The offer comprised in the Award Letter shall be deemed to be accepted by the Supplier on receipt by the Customer of a copy of the Award Letter countersigned by the Supplier within 7 days of the date of the Award Letter.
2. Supply of Services
   1. In consideration of the Customer’s agreement to pay the Charges, the Supplier shall supply the Services to the Customer for the Term subject to and in accordance with the terms and conditions of the Agreement.
   2. In supplying the Services, the Supplier shall:
      1. co-operate with the Customer in all matters relating to the Services and comply with all the Customer’s instructions;
      2. perform the Services with all reasonable care, skill and diligence in accordance with good industry practice in the Supplier’s industry, profession or trade;
      3. use Staff who are suitably skilled and experienced to perform tasks assigned to them, and in sufficient number to ensure that the Supplier’s obligations are fulfilled in accordance with the Agreement;
      4. ensure that the Services shall conform with all descriptions and specifications set out in the Specification;
      5. comply with all applicable laws; and
      6. provide all equipment, tools and vehicles and other items as are required to provide the Services.
   3. The Customer may by written notice to the Supplier at any time request a variation to the scope of the Services. In the event that the Supplier agrees to any variation to the scope of the Services, the Charges shall be subject to fair and reasonable adjustment to be agreed in writing between the Customer and the Supplier.
3. Term
   1. The Agreement shall take effect on the date specified in Award Letter and shall expire on the Expiry Date, unless it is otherwise extended in accordance with clause 4.2 or terminated in accordance with the terms and conditions of the Agreement.
   2. The Customer may extend the Agreement for a period of up to 12 months by giving not less than 20 Working Days’ notice in writing to the Supplier prior to the Expiry Date. The terms and conditions of the Agreement shall apply throughout any such extended period.
4. Charges, Payment and Recovery of Sums Due
   1. The Charges for the Services shall be as set out in the Award Letter and shall be the full and exclusive remuneration of the Supplier in respect of the supply of the Services. Unless otherwise agreed in writing by the Customer, the Charges shall include every cost and expense of the Supplier directly or indirectly incurred in connection with the performance of the Services.
   2. The Supplier shall invoice the Customer as specified in the Agreement. Each invoice shall include such supporting information required by the Customer to verify the accuracy of the invoice, including the relevant Purchase Order Number and a breakdown of the Services supplied in the invoice period.
   3. In consideration of the supply of the Services by the Supplier, the Customer shall pay the Supplier the invoiced amounts no later than 30 days after receipt of a valid invoice which includes a valid Purchase Order Number. The Customer may, without prejudice to any other rights and remedies under the Agreement, withhold or reduce payments in the event of unsatisfactory performance.
   4. All amounts stated are exclusive of VAT which shall be charged at the prevailing rate. The Customer shall, following the receipt of a valid VAT invoice, pay to the Supplier a sum equal to the VAT chargeable in respect of the Services.
   5. If there is a dispute between the Parties as to the amount invoiced, the Customer shall pay the undisputed amount. The Supplier shall not suspend the supply of the Services unless the Supplier is entitled to terminate the Agreement for a failure to pay undisputed sums in accordance with clause 16.4. Any disputed amounts shall be resolved through the dispute resolution procedure detailed in clause 19.
   6. If a payment of an undisputed amount is not made by the Customer by the due date, then the Customer shall pay the Supplier interest at the interest rate of 2% above the Royal Bank of Scotland’s base rate.
   7. If any sum of money is recoverable from or payable by the Supplier under the Agreement (including any sum which the Supplier is liable to pay to the Customer in respect of any breach of the Agreement), that sum may be deducted unilaterally by the Customer from any sum then due, or which may come due, to the Supplier under the Agreement or under any other agreement or contract with the Customer. The Supplier shall not be entitled to assert any credit, set-off or counterclaim against the Customer in order to justify withholding payment of any such amount in whole or in part.
5. Premises and equipment
   1. If necessary, the Customer shall provide the Supplier with reasonable access at reasonable times to its premises for the purpose of supplying the Services. All equipment, tools and vehicles brought onto the Customer’s premises by the Supplier or the Staff shall be at the Supplier’s risk.
   2. If the Supplier supplies all or any of the Services at or from the Customer’s premises, on completion of the Services or termination or expiry of the Agreement (whichever is the earlier) the Supplier shall vacate the Customer’s premises, remove the Supplier’s plant, equipment and unused materials and all rubbish arising out of the provision of the Services and leave the Customer’s premises in a clean, safe and tidy condition. The Supplier shall be solely responsible for making good any damage to the Customer’s premises or any objects contained on the Customer’s premises which is caused by the Supplier or any Staff, other than fair wear and tear.
   3. If the Supplier supplies all or any of the Services at or from its premises or the premises of a third party, the Customer may, during normal business hours and on reasonable notice, inspect and examine the manner in which the relevant Services are supplied at or from the relevant premises.
   4. The Customer shall be responsible for maintaining the security of its premises in accordance with its standard security requirements. While on the Customer’s premises the Supplier shall, and shall procure that all Staff shall, comply with all the Customer’s security requirements.
   5. Where all or any of the Services are supplied from the Supplier’s premises, the Supplier shall, at its own cost, comply with all security requirements specified by the Customer in writing.
   6. Without prejudice to clause 3.2.6, any equipment provided by the Customer for the purposes of the Agreement shall remain the property of the Customer and shall be used by the Supplier and the Staff only for the purpose of carrying out the Agreement. Such equipment shall be returned promptly to the Customer on expiry or termination of the Agreement.
   7. The Supplier shall reimburse the Customer for any loss or damage to the equipment (other than deterioration resulting from normal and proper use) caused by the Supplier or any Staff. Equipment supplied by the Customer shall be deemed to be in a good condition when received by the Supplier or relevant Staff unless the Customer is notified otherwise in writing within 5 Working Days.
6. Staff and Key Personnel
   1. If the Customer reasonably believes that any of the Staff are unsuitable to undertake work in respect of the Agreement, it may, by giving written notice to the Supplier:
      1. refuse admission to the relevant person(s) to the Customer’s premises;
      2. direct the Supplier to end the involvement in the provision of the Services of the relevant person(s); and/or
      3. require that the Supplier replace any person removed under this clause with another suitably qualified person and procure that any security pass issued by the Customer to the person removed is surrendered,

and the Supplier shall comply with any such notice.

* 1. The Supplier shall:
     1. ensure that all Staff are vetted in accordance with the Staff Vetting Procedures;
     2. if requested, provide the Customer with a list of the names and addresses (and any other relevant information) of all persons who may require admission to the Customer’s premises in connection with the Agreement; and
     3. procure that all Staff comply with any rules, regulations and requirements reasonably specified by the Customer.
  2. Any Key Personnel shall not be released from supplying the Services without the agreement of the Customer, except by reason of long-term sickness, maternity leave, paternity leave, termination of employment or other extenuating circumstances.
  3. Any replacements to the Key Personnel shall be subject to the prior written agreement of the Customer (not to be unreasonably withheld). Such replacements shall be of at least equal status or of equivalent experience and skills to the Key Personnel being replaced and be suitable for the responsibilities of that person in relation to the Services.

1. Assignment and sub-contracting
   1. The Supplier shall not without the written consent of the Customer assign, sub-contract, novate or in any way dispose of the benefit and/ or the burden of the Agreement or any part of the Agreement. The Customer may, in the granting of such consent, provide for additional terms and conditions relating to such assignment, sub-contract, novation or disposal. The Supplier shall be responsible for the acts and omissions of its sub-contractors as though those acts and omissions were its own.
   2. Where the Supplier enters into a sub-contract for the purpose of performing its obligations under the Agreement, it shall ensure that a provision is included in such sub-contract which requires payment to be made of all sums due by the Supplier to the sub-contractor within a specified period not exceeding 30 days from the receipt of a valid invoice.
   3. Where the Customer has consented to the placing of sub-contracts, the Supplier shall, at the request of the Customer, send copies of each sub-contract, to the Customer as soon as is reasonably practicable.
   4. The Customer may assign, novate, or otherwise dispose of its rights and obligations under the Agreement without the consent of the Supplier provided that such assignment, novation or disposal shall not increase the burden of the Supplier’s obligations under the Agreement.
2. Intellectual Property Rights
   1. All pre-existing intellectual property rights belonging to a Party prior to the start date of the Agreement shall remain the property of that Party.
   2. All intellectual property rights in any materials provided by the Customer to the Supplier for the purposes of the Agreement shall remain the property of the Customer but the Customer hereby grants the Supplier a royalty-free, non-exclusive and non-transferable licence to use such materials as required until termination or expiry of the Agreement for the sole purpose of enabling the Supplier to perform its obligations under the Agreement.
   3. All intellectual property rights in any materials created or developed by the Supplier pursuant to the Agreement or arising as a result of the provision of the Services shall vest in the Customer. If, and to the extent, that any intellectual property rights in such materials vest in the Supplier by operation of law, the Supplier hereby assigns to the Customer by way of a present assignment of future rights that shall take place immediately on the coming into existence of any such intellectual property rights all its intellectual property rights in such materials (with full title guarantee and free from all third party rights).
   4. The Supplier shall indemnify, and keep indemnified, the Customer in full against all costs, expenses, damages and losses (whether direct or indirect), including any interest, penalties, and reasonable legal and other professional fees awarded against or incurred or paid by the Customer as a result of or in connection with any claim made against the Customer for actual or alleged infringement of a third party’s intellectual property arising out of, or in connection with, the supply or use of the Services, to the extent that the claim is attributable to the acts or omission of the Supplier or any Staff.
3. Governance and Records
   1. The Supplier shall:
      1. attend progress meetings with the Customer at the frequency and times specified by the Customer and shall ensure that its representatives are suitably qualified to attend such meetings; and
      2. submit progress reports to the Customer at the times and in the format specified by the Customer.
   2. The Supplier shall keep and maintain until 6 years after the end of the Agreement, or as long a period as may be agreed between the Parties, full and accurate records of the Agreement including the Services supplied under it and all payments made by the Customer. The Supplier shall on request afford the Customer or the Customer’s representatives such access to those records as may be reasonably requested by the Customer in connection with the Agreement.
4. Confidentiality, Transparency and Publicity
   1. Subject to clause 11.2, each Party shall:
      1. treat all Confidential Information it receives as confidential, safeguard it accordingly and not disclose it to any other person without the prior written permission of the disclosing Party; and
      2. not use or exploit the disclosing Party’s Confidential Information in any way except for the purposes anticipated under the Agreement.
   2. Notwithstanding clause 11.1, a Party may disclose Confidential Information which it receives from the other Party:
      1. where disclosure is required by applicable law or by a court of competent jurisdiction;
      2. to its auditors or for the purposes of regulatory requirements;
      3. on a confidential basis, to its professional advisers;
      4. to the Serious Fraud Office where the Party has reasonable grounds to believe that the other Party is involved in activity that may constitute a criminal offence under the Bribery Act 2010;
      5. where the receiving Party is the Supplier, to the Staff on a need to know basis to enable performance of the Supplier’s obligations under the Agreement provided that the Supplier shall procure that any Staff to whom it discloses Confidential Information pursuant to this clause 11.2.5 shall observe the Supplier’s confidentiality obligations under the Agreement; and
      6. where the receiving Party is the Customer:
         * 1. on a confidential basis to the employees, agents, consultants and contractors of the Customer;
           2. on a confidential basis to any Central Government Body, any successor body to a Central Government Body or any company to which the Customer transfers or proposes to transfer all or any part of its business;
           3. to the extent that the Customer (acting reasonably) deems disclosure necessary or appropriate in the course of carrying out its public functions; or
           4. in accordance with clause 12.

and for the purposes of the foregoing, references to disclosure on a confidential basis shall mean disclosure subject to a confidentiality agreement or arrangement containing terms no less stringent than those placed on the Customer under this clause 11.

* 1. The Parties acknowledge that, except for any information which is exempt from disclosure in accordance with the provisions of the FOIA, the content of the Agreement is not Confidential Information and the Supplier hereby gives its consent for the Customer to publish this Agreement in its entirety to the general public (but with any information that is exempt from disclosure in accordance with the FOIA redacted) including any changes to the Agreement agreed from time to time. The Customer may consult with the Supplier to inform its decision regarding any redactions but shall have the final decision in its absolute discretion whether any of the content of the Agreement is exempt from disclosure in accordance with the provisions of the FOIA.
  2. The Supplier shall not, and shall take reasonable steps to ensure that the Staff shall not, make any press announcement or publicise the Agreement or any part of the Agreement in any way, except with the prior written consent of the Customer.

1. Freedom of Information
   1. The Supplier acknowledges that the Customer is subject to the requirements of the FOIA and the Environmental Information Regulations 2004 and shall:
      1. provide all necessary assistance and cooperation as reasonably requested by the Customer to enable the Customer to comply with its obligations under the FOIA and the Environmental Information Regulations 2004;
      2. transfer to the Customer all Requests for Information relating to this Agreement that it receives as soon as practicable and in any event within 2 Working Days of receipt;
      3. provide the Customer with a copy of all Information belonging to the Customer requested in the Request for Information which is in its possession or control in the form that the Customer requires within 5 Working Days (or such other period as the Customer may reasonably specify) of the Customer's request for such Information; and
      4. not respond directly to a Request for Information unless authorised in writing to do so by the Customer.
   2. The Supplier acknowledges that the Customer may be required under the FOIA and the Environmental Information Regulations 2004 to disclose Information concerning the Supplier or the Services (including commercially sensitive information) without consulting or obtaining consent from the Supplier. In these circumstances the Customer shall, in accordance with any relevant guidance issued under the FOIA, take reasonable steps, where appropriate, to give the Supplier advance notice, or failing that, to draw the disclosure to the Supplier’s attention after any such disclosure.
   3. Notwithstanding any other provision in the Agreement, the Customer shall be responsible for determining in its absolute discretion whether any Information relating to the Supplier or the Services is exempt from disclosure in accordance with the FOIA and/or the Environmental Information Regulations 2004.
2. Protection of Personal Data and Security of Data
   1. The Supplier shall, and shall procure that all Staff shall, comply with any notification requirements under the DPA and both Parties shall duly observe all their obligations under the DPA which arise in connection with the Agreement.
   2. Notwithstanding the general obligation in clause 13.1, where the Supplier is processing Personal Data for the Customer as a data processor (as defined by the DPA) the Supplier shall:
      1. ensure that it has in place appropriate technical and organisational measures to ensure the security of the Personal Data (and to guard against unauthorised or unlawful processing of the Personal Data and against accidental loss or destruction of, or damage to, the Personal Data), as required under the Seventh Data Protection Principle in Schedule 1 to the DPA;
      2. provide the Customer with such information as the Customer may reasonably request to satisfy itself that the Supplier is complying with its obligations under the DPA;
      3. promptly notify the Customer of:
         * 1. any breach of the security requirements of the Customer as referred to in clause 13.3; and
           2. any request for personal data; and
      4. ensure that it does not knowingly or negligently do or omit to do anything which places the Customer in breach of the Customer’s obligations under the DPA.
   3. When handling Customer data (whether or not Personal Data), the Supplier shall ensure the security of the data is maintained in line with the security requirements of the Customer as notified to the Supplier from time to time.
3. Liability
   1. The Supplier shall not be responsible for any injury, loss, damage, cost or expense suffered by the Customer if and to the extent that it is caused by the negligence or wilful misconduct of the Customer or by breach by the Customer of its obligations under the Agreement.
   2. Subject always to clauses 14.3 and 14.4:
      1. the aggregate liability of the Supplier in respect of all defaults, claims, losses or damages howsoever caused, whether arising from breach of the Agreement, the supply or failure to supply of the Services, misrepresentation (whether tortuous or statutory), tort (including negligence), breach of statutory duty or otherwise shall in no event exceed a sum equal to 125% of the Charges paid or payable to the Supplier; and
      2. except in the case of claims arising under clauses 9.4 and 18.3, in no event shall the Supplier be liable to the Customer for any:
         * 1. loss of profits;
           2. loss of business;
           3. loss of revenue;
           4. loss of or damage to goodwill;
           5. loss of savings (whether anticipated or otherwise); and/or
           6. any indirect, special or consequential loss or damage.
   3. Nothing in the Agreement shall be construed to limit or exclude either Party's liability for:
      1. death or personal injury caused by its negligence or that of its Staff;
      2. fraud or fraudulent misrepresentation by it or that of its Staff; or
      3. any other matter which, by law, may not be excluded or limited.
   4. The Supplier’s liability under the indemnity in clause 9.4 and 18.3 shall be unlimited.
4. Force Majeure

Neither Party shall have any liability under or be deemed to be in breach of the Agreement for any delays or failures in performance of the Agreement which result from circumstances beyond the reasonable control of the Party affected. Each Party shall promptly notify the other Party in writing when such circumstances cause a delay or failure in performance and when they cease to do so. If such circumstances continue for a continuous period of more than two months, either Party may terminate the Agreement by written notice to the other Party.

1. Termination
   1. The Customer may terminate the Agreement at any time by notice in writing to the Supplier to take effect on any date falling at least 1 month (or, if the Agreement is less than 3 months in duration, at least 10 Working Days) later than the date of service of the relevant notice.
   2. Without prejudice to any other right or remedy it might have, the Customer may terminate the Agreement by written notice to the Supplier with immediate effect if the Supplier:
      1. (without prejudice to clause 16.2.5), is in material breach of any obligation under the Agreement which is not capable of remedy;
      2. repeatedly breaches any of the terms and conditions of the Agreement in such a manner as to reasonably justify the opinion that its conduct is inconsistent with it having the intention or ability to give effect to the terms and conditions of the Agreement;
      3. is in material breach of any obligation which is capable of remedy, and that breach is not remedied within 30 days of the Supplier receiving notice specifying the breach and requiring it to be remedied;
      4. undergoes a change of control within the meaning of section 416 of the Income and Corporation Taxes Act 1988;
      5. breaches any of the provisions of clauses 7.2, 11, 12, 13 and 17; or
      6. becomes insolvent, or if an order is made or a resolution is passed for the winding up of the Supplier (other than voluntarily for the purpose of solvent amalgamation or reconstruction), or if an administrator or administrative receiver is appointed in respect of the whole or any part of the Supplier’s assets or business, or if the Supplier makes any composition with its creditors or takes or suffers any similar or analogous action (to any of the actions detailed in this clause 16.2.6) in consequence of debt in any jurisdiction.
   3. The Supplier shall notify the Customer as soon as practicable of any change of control as referred to in clause 16.2.4 or any potential such change of control.
   4. The Supplier may terminate the Agreement by written notice to the Customer if the Customer has not paid any undisputed amounts within 90 days of them falling due.
   5. Termination or expiry of the Agreement shall be without prejudice to the rights of either Party accrued prior to termination or expiry and shall not affect the continuing rights of the Parties under this clause and clauses 2, 3.2, 6.1, 6.2, 6.6, 6.7, 7, 9, 10.2, 11, 12, 13, 14, 16.6, 17.4, 18.3, 19 and 20.7 or any other provision of the Agreement that either expressly or by implication has effect after termination.
   6. Upon termination or expiry of the Agreement, the Supplier shall:
      1. give all reasonable assistance to the Customer and any incoming supplier of the Services; and
      2. return all requested documents, information and data to the Customer as soon as reasonably practicable.
2. Compliance
   1. The Supplier shall promptly notify the Customer of any health and safety hazards which may arise in connection with the performance of its obligations under the Agreement. The Customer shall promptly notify the Supplier of any health and safety hazards which may exist or arise at the Customer’s premises and which may affect the Supplier in the performance of its obligations under the Agreement.
   2. The Supplier shall:
      1. comply with all the Customer’s health and safety measures while on the Customer’s premises; and
      2. notify the Customer immediately in the event of any incident occurring in the performance of its obligations under the Agreement on the Customer’s premises where that incident causes any personal injury or damage to property which could give rise to personal injury.
   3. The Supplier shall:
      1. perform its obligations under the Agreement in accordance with all applicable equality Law and the Customer’s equality and diversity policy as provided to the Supplier from time to time; and
      2. take all reasonable steps to secure the observance of clause 17.3.1 by all Staff.
   4. The Supplier shall supply the Services in accordance with the Customer’s environmental policy as provided to the Supplier from time to time.
   5. The Supplier shall comply with, and shall ensure that its Staff shall comply with, the provisions of:
      1. the Official Secrets Acts 1911 to 1989; and
      2. section 182 of the Finance Act 1989.
3. Prevention of Fraud and Corruption
   1. The Supplier shall not offer, give, or agree to give anything, to any person an inducement or reward for doing, refraining from doing, or for having done or refrained from doing, any act in relation to the obtaining or execution of the Agreement or for showing or refraining from showing favour or disfavour to any person in relation to the Agreement.
   2. The Supplier shall take all reasonable steps, in accordance with good industry practice, to prevent fraud by the Staff and the Supplier (including its shareholders, members and directors) in connection with the Agreement and shall notify the Customer immediately if it has reason to suspect that any fraud has occurred or is occurring or is likely to occur.
   3. If the Supplier or the Staff engages in conduct prohibited by clause 18.1 or commits fraud in relation to the Agreement or any other contract with the Crown (including the Customer) the Customer may:
      1. terminate the Agreement and recover from the Supplier the amount of any loss suffered by the Customer resulting from the termination, including the cost reasonably incurred by the Customer of making other arrangements for the supply of the Services and any additional expenditure incurred by the Customer throughout the remainder of the Agreement; or
      2. recover in full from the Supplier any other loss sustained by the Customer in consequence of any breach of this clause.
4. Dispute Resolution
   1. The Parties shall attempt in good faith to negotiate a settlement to any dispute between them arising out of or in connection with the Agreement and such efforts shall involve the escalation of the dispute to an appropriately senior representative of each Party.
   2. If the dispute cannot be resolved by the Parties within one month of being escalated as referred to in clause 19.1, the dispute may by agreement between the Parties be referred to a neutral adviser or mediator (the “Mediator”) chosen by agreement between the Parties. All negotiations connected with the dispute shall be conducted in confidence and without prejudice to the rights of the Parties in any further proceedings.
   3. If the Parties fail to appoint a Mediator within one month, or fail to enter into a written agreement resolving the dispute within one month of the Mediator being appointed, either Party may exercise any remedy it has under applicable law.
5. General
   1. Each of the Parties represents and warrants to the other that it has full capacity and authority, and all necessary consents, licences and permissions to enter into and perform its obligations under the Agreement, and that the Agreement is executed by its duly authorised representative.
   2. A person who is not a party to the Agreement shall have no right to enforce any of its provisions which, expressly or by implication, confer a benefit on him, without the prior written agreement of the Parties.
   3. The Agreement cannot be varied except in writing signed by a duly authorised representative of both the Parties.
   4. The Agreement contains the whole agreement between the Parties and supersedes and replaces any prior written or oral agreements, representations or understandings between them. The Parties confirm that they have not entered into the Agreement on the basis of any representation that is not expressly incorporated into the Agreement. Nothing in this clause shall exclude liability for fraud or fraudulent misrepresentation.
   5. Any waiver or relaxation either partly, or wholly of any of the terms and conditions of the Agreement shall be valid only if it is communicated to the other Party in writing and expressly stated to be a waiver. A waiver of any right or remedy arising from a breach of contract shall not constitute a waiver of any right or remedy arising from any other breach of the Agreement.
   6. The Agreement shall not constitute or imply any partnership, joint venture, agency, fiduciary relationship or other relationship between the Parties other than the contractual relationship expressly provided for in the Agreement. Neither Party shall have, nor represent that it has, any authority to make any commitments on the other Party’s behalf.
   7. Except as otherwise expressly provided by the Agreement, all remedies available to either Party for breach of the Agreement (whether under the Agreement, statute or common law) are cumulative and may be exercised concurrently or separately, and the exercise of one remedy shall not be deemed an election of such remedy to the exclusion of other remedies.
   8. If any provision of the Agreement is prohibited by law or judged by a court to be unlawful, void or unenforceable, the provision shall, to the extent required, be severed from the Agreement and rendered ineffective as far as possible without modifying the remaining provisions of the Agreement, and shall not in any way affect any other circumstances of or the validity or enforcement of the Agreement.
6. Notices
   1. Any notice to be given under the Agreement shall be in writing and may be served by personal delivery, first class recorded or, subject to clause 21.3, e-mail to the address of the relevant Party set out in the Award Letter, or such other address as that Party may from time to time notify to the other Party in accordance with this clause:
   2. Notices served as above shall be deemed served on the Working Day of delivery provided delivery is before 5.00pm on a Working Day. Otherwise delivery shall be deemed to occur on the next Working Day. An email shall be deemed delivered when sent unless an error message is received.
   3. Notices under clauses 15 (Force Majeure) and 16 (Termination) may be served by email only if the original notice is then sent to the recipient by personal delivery or recorded delivery in the manner set out in clause 21.1.
7. Governing Law and Jurisdiction

The validity, construction and performance of the Agreement, and all contractual and non- contractual matters arising out of it, shall be governed by English law and shall be subject to the exclusive jurisdiction of the English courts to which the Parties submit.

**Annex 2**

**Charges**

**FIXED COSTS: (excluding VAT)**

|  |  |
| --- | --- |
| **Service / Cost Element:** | **Tender Response:** |
| **Development & delivery of the final version of the marketing strategy for the new trust mark** | [REDACTED: Commercially sensitive information.] |
| **Creation of the logo for the new trust mark, including the brand guidelines, consumer research & testing and delivery of final artwork** | [REDACTED: Commercially sensitive information.] |
| **TOTAL FIXED COSTS £ 38,400** | |

**DAY RATES FOR ADDITIONAL/OPTIONAL SERVICES:**

Roles and rates which may provide relevant additional / optional Services.

Rates are fully inclusive but **excluding VAT**:

|  |  |
| --- | --- |
| **Table of Day Rates** | |
| **Job / Role Title** | **Cost:** |
| Project Director | [REDACTED: Commercially sensitive information.] |
| Senior Creative Director | [REDACTED: Commercially sensitive information.] |
| Project Manager | [REDACTED: Commercially sensitive information.] |
| Designers | [REDACTED: Commercially sensitive information.] |
| Digital Artworker | [REDACTED: Commercially sensitive information.] |
| Marketing Strategy Lead | [REDACTED: Commercially sensitive information.] |
| Project Team Support | [REDACTED: Commercially sensitive information.] |

**Further Information Regarding the Costs Quoted above:**

|  |
| --- |
| [REDACTED: Commercially sensitive information.]  **N.B:-**  The Supplier has suggested two courtesy Additional Services options that it considers would add 10% or 2.5 workdays to the Marketing Strategy development activity.  Delivery of these options will be discussed and agreed with the Customer should the Customer wish to proceed with either or both of them:-    Additional Services Option 1: Prepare and facilitate Customer invited round table, possibly from one sector interest group to join in a ‘Trust Mark Marketing Strategy Masterclass’.  Additional Services Option 2: With long experience of marketing budgeting across the public sector and for market launches, the Supplier can provide the Customer with an estimate of the likely prime ‘scheme operator level’ activities and budget expenditure range, so that bidding operators’ own programmes can be evaluated and compared. |

**Annex 3**

**Specification**

Marketing Strategy Design and Delivery:

Overview

Assuming a start date of 2 November 2015, the Supplier will provide a full draft, engaging with the Customer, develop options and incorporate preferences, by December 18th. We will then finalise the market introduction strategy, with Customer input, consumer insights and stakeholder feedback. This final drafting will be completed by 29 January 2016 ahead of the brand finalisation work in mid-February.

For this two part service the Supplier will work with a long term design partner, Ellipsis with the Supplier as prime contractor responsible for project management including consumer and stakeholder research.

The Approach

The process will cover all of the required tasks to deliver a marketing strategy for Customer use, and for future Customer updating as shown below:-

1. Situation analysis – reviewing the landscape and context for a UK mark, and economics review, on the potential return on marketing investment for an operator, to underpin scheme value.
2. Marketplace review – for examples of adjacent marks, or marks in any vertical sector (for instance, web shopping, charities).
3. SWOT Analysis, emphasising strengths & opportunities.
4. Statement of Customer Objectives for a privacy trust mark – to be aligned with specific marketing objectives.
5. Marketing Objectives for the privacy trust mark; desired awareness, saliency, penetration, uptake, satisfaction.
6. Options for Customer review before strategy development.
7. Strategy Development along the ‘7 Ps’ for service marketing plan, for the launch and for supporting public awareness throughout the endorsement.
   1. Product Definition; what the mark is, and is not.
   2. Presentation; branding and usage guidelines
   3. Pricing; and how value is raised or risk is mitigated by proper use of the mark to a Customer data standard.
   4. Promotion, with examples of high impact activities.
   5. Placement, with encouragement on display.
   6. People; how roles align for Customer/scheme Operators.
   7. Process, and a clear infographic.
8. Resource Implications; guiding the Customer on best use of a lean budget, to fulfil launch commitments
9. Activity Plan; subject to Customer input and preference on how and when a trust mark might be launched.

The Supplier will endeavour to complete the above schedule of works in six weeks, with well-planned and efficient collaboration with the Customer team. Onsite working and workshops will expedite and enrich the outcomes.

Consumer insight, and reaction to a short list of brand designs, will be derived in parallel, with the research method approved during the last week of November 2015 and findings presented by mid-December 2015.

This will enable a robust strategy and process by using consumer reactions to hypotheses and privacy mark propositions, which in turn will inform and motivate stakeholders and (potential) scheme operators.

Additional Value Option 1: Once the Supplier completes the marketing strategy and plan for a new privacy trust mark, it will be able to assist the Customer with the engagement process for potential scheme operators. A value-add option would be a courtesy workshop with a Customer invited round table, possibly from one sector interest group.

Additional Value Option 2: The Supplier could provide the Customer with an estimate of the likely prime ‘scheme operator level’ activities and budget range, so that bidding operators’ own programmes can be evaluated and compared

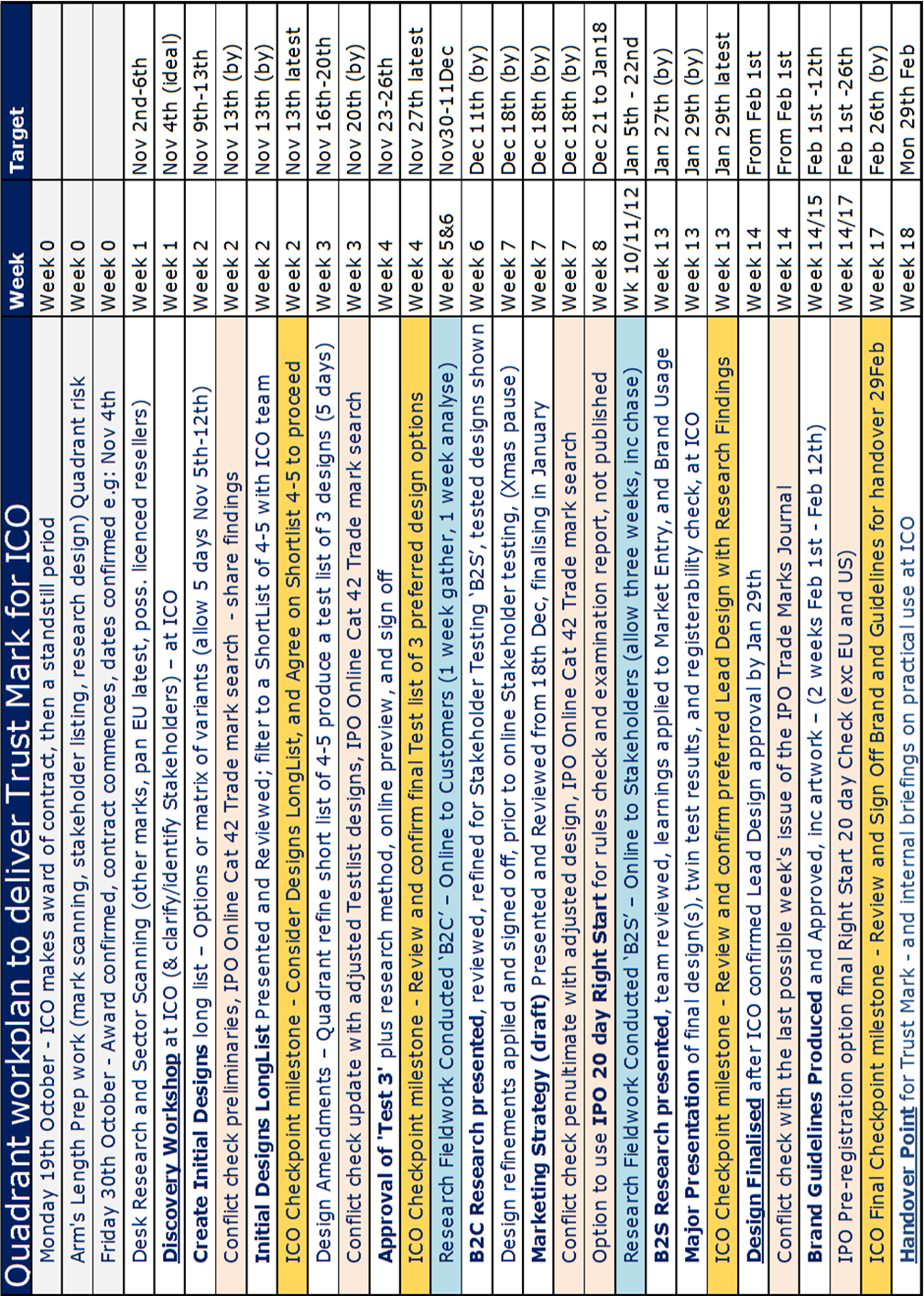
Marketing Strategy Considerations

The Supplier will advise the Customer on what to include in its framework or licencing agreements with scheme operators in order to enable the sustainability of the scheme as a whole.

Proposed Timescales:

The Supplier’s proposed timescales for delivery of the marketing strategy is illustrated below as part of the overall integrated timing plan for the combined programme.

The Supplier’s approach is based on an ISO 9001 quality certificated process, with client checkpoints and sign off. This provides an audit trail to achieve an outcome which shows evidence of support for a UK privacy trust mark.



**New Brand Design, Guidelines, Research and Testing:**

**Overview**

The Supplier’s overall design approach is driven by the Customer stated ambitions for the new privacy trust mark, which the Supplier agrees to create and deliver.

**Distinction:** A strong visual identity with an instantly recognisable, unique and contemporary logo.

**Authority:** The privacy trust mark will derive much of its authority from the fact that the Customer is the regulator but will not contain or extend the ‘ICO’ logo.

**Protected:** A logo that the Customer can register as a trade mark in the UK and in the EU.

**Inspiring:** A logo to convey messages such as trust, credibility, transparency, data protection, personal information, security, reliability, confidence, lawfulness and respect.

**Compelling:** Designs that are robustly tested with consumers and stakeholders’, with clear evidence of support from both groups.

The Supplier will test its creative and design work continuously against the above criteria.

**Approach and Design Process**

**Discovery:** The Supplier will undertake a period of research and discovery to establish what other logos are being used, especially in similar areas.

The Supplier will explore the ‘use cases’ intended, by scheme operators and by media, including if the Customer anticipates ‘app’ usage, as a common portal for all.

**Review:** The Supplier will undertake a thorough review of the aims and aspirations for the privacy trust mark to establish a set of design parameters that will shape the design of the new mark, ensuring it can appeal to licensed scheme operators and that it does not conflict with existing marks.

**Long-List:** The Supplier will create a range of initial designs as a long list for delivery by November 13th.

**Short-List:** From the long list, a final set of 4-5 marks will be developed, and reviewed for ‘pre-test’ sign off, and fully tested using the Supplier’s online consumer survey, to produce a final preference.

**Consumer and Stakeholder Testing**: provide high quality reference material for insertion to online testing, and participate in research reporting to gain Customer sign off for a final design, due by January 29th.

**Brand Guidelines:** When the final design is selected the Supplier will provide a full set of brand guidelines for correct usage by scheme operators and applicants plus finished artwork to allow easy application across a number of different media, such as digital devices, ‘app’ modes, and print.

Beyond launch: The Supplier’s design team will be available to support any potential design queries and issues for the following 6 months after its release. The Customer can access this support when scheme operators emerge and seek transition support and best use guidance on Trust Mark usage.

**Method for consumer research and testing:**

The Supplier expects the Customer to review consumer research by week 6 of the project. It can start after discovery, preparatory work, and the initial design options long list, an online trade mark conflict checking.

The likely fieldwork duration is 2 weeks from November 30th to December 11th, including analysis. The Supplier recommends an online consumer ‘qual and quant’ survey, closed scoring answers, and invited comments.

The Customer will supply some customer journey mapping to provide direction for the design process. This will be a vital consideration for the research design that will seek to align with customer types or audiences.

The Customer will more precisely identify specific audiences once it has selected the schemes in early 2016’. The Customer anticipates that the privacy trust mark will be most frequently displayed online and accessed through a range of devices, seen by online shoppers, mobile app users and public service users.

The Supplier will gather profiling data through its large scale consumer survey for the express intention of mapping findings onto these ‘use cases’, (online shoppers, mobile app users and public service users) and any others clarified at an early stage in our proposed discovery meeting.

The Supplier recommends an ‘online survey with images’ format:

* Agree research scope and topic list with Customer
* Topic list developed into approx. 8-10 questions
* Questions provide an 80:20 mix of quant:qual
* Incentive prize to ensure timely recruitment
* Seek a robust scale of 500 minimum responses
* Target for 1,000 possible consumer respondents
* Gather insight on respondents ‘online fluency\*/risk’.
* Supplier survey enables test logos insertion.
* Analysis and reporting ready for ICO by Dec 11th

\*this data will provide supporting evidence that reactions to logos has included a wide range of customer aptitudes for transacting online, which is where privacy mark works. This can reach the 86% of adults considered in the Go-On UK tracking as between ‘Reluctantly Online’ to ‘Expert’, which represents those most likely to benefit from an online privacy mark facility.

If there is a need to reach the ‘Actively (offline) Disengaged’, the Supplier has options to discuss with the Customer at a pitch presentation or discovery day.

The consumer survey will be limited to design preferences, leaving non-design attitudes and usages to other later Customer studies, so that a full Supplier research summary can be shared.

The sample for the consumer research is envisaged as a broad demographic, representative of a spread of consumer types who regularly provide their personal data to commercial, public sector and not for profit organisations, particularly online.

**Method for stakeholder research and testing:**

The Supplier will:

* Explore and anticipate the range and interests of stakeholders, prior to research design (and agree the priority stakeholders with the Customer at the outset)
* Run a draft survey with a nominated stakeholder, to identify any ‘must haves’ and ensure comfort with the method and the topics
* Anticipate supplementing the intended online survey with selected calls to nominated stakeholders, to ratify the stakeholder topic list, and to identify any further ‘must have’ assurances.
* Include in the stakeholder survey a clear set of statements showing that, in design terms, the Customer has fulfilled a robust method and established a consumer preferred brand identity that has a high chance of delivering the launch and roll out objectives

Once consumer research findings are with the Customer the method for ‘robust test’ and ‘stakeholder support’ can be refined. Planning assumptions for the optimal design for the stakeholder research element are:

* Stakeholders are influential and may become future scheme operators, so careful handling is needed.
* At the discovery meeting the Customer might wish to review the consultation respondents, either for ease of access or as a courtesy for their support
* Stakeholder research must be robust, and stand up to EU scrutiny. The Supplier recommends engaging a mix of ‘for and against’ respondents.

Stakeholders prefer to select their own time to respond, so a tailored online survey works well.

The Supplier’s method for stakeholder research with the Customer will include:

* Review findings from B2C consumer level research
* Agree stakeholder scope and topic list with the Customer
* Topic list developed into approximately 10-12 questions
* Questions provide an 80:20 mix of quant:qual
* Incentive becomes a ‘summary copy of the findings’
* Seek a robust scale of 30-50 stakeholder responses
* Fieldwork after Christmas, and from Jan 5th to 22nd
* Supplier survey enables test logos insertion
* Logos shown will not be for stakeholder ranking
* Lead Logo(s) used to show consumer preferences
* Supportive consumer verbatim comments shown
* Analysis and reporting ready for the Customer by Jan 27th

Timings for design research and guidelines:

The Supplier recommends a sequential method for testing designs first with consumers and only then gaining support (for evident consumer preferences) from stakeholders.

For timings see the table above entitled “Quadrant workplan to deliver Trust Mark for ICO”.

The Supplier will continue to support any design queries and issues for the following 6 months after release.

Supplier team capabilities for working with the Customer:

The Supplier will work with a long term design partner, Ellipsis, as sub-contractor to provide a combined capability for marketing strategy, trust marks and brand logo design creativity, digital media and brand governance.

The Supplier team for the Customer will include:

|  |  |
| --- | --- |
| Roles | Supplier Team member |
| Project Director | [REDACTED: Personal data] |
| Marketing Strategy Lead | [REDACTED: Personal data] |
| Senior Creative Director | [REDACTED: Personal data] |
| Project Manager | [REDACTED: Personal data] |
| Designers (two) | [REDACTED: Personal data] |
|  | [REDACTED: Personal data] |
| Digital Artworker | [REDACTED: Personal data] |
| Research Programme Lead | [REDACTED: Personal data] |
| Project Team Support | [REDACTED: Personal data] |

=====================ENDS=========================