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Planning

ICO Children's Privacy Campaign

The Information Commissioner

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-020365

Procurement identifier (OCID): ocids-h6vhtk-047a6c

Published 3 July 2024, 7:05pm

Section I: Contracting authority

I.1) Name and addresses

The Information Commissioner

Wycliffe House, Water Lane

Wilmslow

SK9 5AF

Contact

Rob Gore

Email

robert.gore@ico.org.uk

Telephone

+44 3304146185

Country

United Kingdom

Region code

UKD - North West (England)

Internet address(es)

Main address

<https://ico.org.uk/>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

National or federal Agency/Office

I.5) Main activity

Other activity

Regulator

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

ICO Children's Privacy Campaign

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

As a national regulator, the Information Commissioner's Office (ICO) has a role to play in helping to keep children safe online, including on social media and video-sharing platforms. We want to launch a campaign to empower parents and children to make online privacy part of their day-to-day conversations, just like they would talk about road safety or speaking with strangers. That's so children can make informed, good choices about what information they share online so they navigate the digital world safely. We are looking to partner with an agency that can support with planning and strategy development of our children's privacy campaign. As a public sector organisation, we have a limited budget and would like scalable proposals for the services required. Initially, we are running a market engagement exercise to learn more about how suppliers could support us to achieve our goals. If you're interested in partnering with us in this campaign, and would like to learn more, please reply by emailing robert.gore@ico.org.uk

II.1.5) Estimated total value

Value excluding VAT: £25,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

As a national regulator, the Information Commissioner's Office (ICO) has a role to play in helping to keep children safe online, including on social media and video-sharing platforms. We want to launch a campaign to empower parents and children to make online privacy part of their day-to-day conversations, just like they would talk about road safety or speaking with strangers. That's so children can make informed, good choices about what information they share online so they navigate the digital world safely. We are looking to partner with an agency that can support with planning and strategy development of our children's privacy campaign. As a public sector organisation, we have a limited budget and would like scalable proposals for the services required. Initially, we are running a market engagement exercise to learn more about how suppliers could support us to achieve our goals. If you're interested in partnering with us in this campaign, and would like to learn more, please reply by emailing robert.gore@ico.org.uk

II.3) Estimated date of publication of contract notice

26 August 2024

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section VI. Complementary information

VI.3) Additional information

The eSourcing portal will not be active during this market engagement exercise. To learn more, please email robert.gore@ico.org.uk

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Wilmslow:-Marketing-management-consultancy-services./22757CTWTF>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/22757CTWTF>

GO Reference: GO-202473-PRO-26790259