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Award

GDPR Preference System (Cassie)

THE OPEN UNIVERSITY

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-072221

Procurement identifier (OCID): ocds-h6vhtk-05dd30 ([view related notices](#))

Published 7 November 2025, 5:56pm

Scope

Reference

OUPA10540

Description

Direct award for the renewal of licenses for the GDPR Preference software 'Cassie'

Contract 1. GDPR Preference System (Cassie)

Supplier

- [SYRENIS LIMITED](#)

Contract value

- £481,739 excluding VAT
- £578,087 including VAT

Above the relevant threshold

Earliest date the contract will be signed

4 December 2025

Contract dates (estimated)

- 6 December 2025 to 5 December 2028
- Possible extension to 5 December 2030
- 5 years

Description of possible extension:

Option to extend software licenses for up to maximum of an additional 2 years. The estimated value of the additional extension option is anticipated to be circa £387,490 ex VAT / £464,991 inc VAT

Main procurement category

Goods

CPV classifications

- 48000000 - Software package and information systems

Contract locations

- UKJ12 - Milton Keynes

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

- Single supplier - intellectual property or exclusive rights
- Single supplier - technical reasons

The Cassie consent and preferencing management platform is heavily embedded in the Open University's complex website estate.

The intention is to re-assess the market for this requirement. This direct award

ensures continuity of service with the existing provider and provides sufficient time for market research, a potential tender process, and the time it would take to transition to a new provider, with the option to extend to cover any delays in this process.

Supplier

SYRENIS LIMITED

- Public Procurement Organisation Number: PWGZ-6338-LVBR

Daresbury

Warrington

WA4 4AB

United Kingdom

Telephone: +442045519501

Email: daniel.mount@trustcassie.com

Region: UKD71 - East Merseyside

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. GDPR Preference System (Cassie)

Contracting authority

THE OPEN UNIVERSITY

- Charity Commission (England and Wales): RC000391

Walton Hall

Milton Keynes

MK7 6AA

United Kingdom

Email: finance-tenders@open.ac.uk

Region: UKJ12 - Milton Keynes

Organisation type: Public authority - sub-central government