



Republic of the Philippines
NATIONAL PRIVACY COMMISSION

BIDS AND AWARDS COMMITTEE

**REQUEST FOR QUOTATION
MEDIA MONITORING PROFESSIONAL SERVICES**

27 May 2021

NOTICE TO ALL PROVIDERS/SUPPLIERS:

The National Privacy Commission intends to procure **MEDIA MONITORING PROFESSIONAL SERVICES**.

As such, providers or suppliers of known qualifications are hereby invited to submit their quotations/price proposals signed by their authorized representative not later than **4:00 P.M., 2 June 2021**.

The service providers/suppliers must also submit the following requirements:

1. Mayor's Permit issued by the city or municipality where the principal place of business of the prospective bidder is located¹;
2. PhilGEPS Registration Number;
3. Notarized Omnibus Sworn Statement with applicable attachments²; and
4. Manifestation of compliance³ to the attached technical specification signed by your authorized representative.

As skeletal workforce is being enforced at the moment due to the pandemic, please submit your quotation together with the required documents via e-mail to bacsecretariat@privacy.gov.ph.

ATTY. ANNA BENJIELINE R. PUZON
BAC Secretariat Head

¹ If latest Mayor's Permit is expired, kindly submit as well the Official Receipt of renewal application pursuant to GPPB Resolution N0. 09-2020.

² **NOTE:** Please use the latest Omnibus Sworn Statement template attached herein and note that the "Jurat" of the sworn statement should contain the details of the valid government issued ID of the affiant. Lastly, please ensure submission of the necessary attachments:

1. **If sole proprietorship:** duly notarized Special Power of Attorney for authorized representative
2. **If partnership, corporation, cooperative, or joint venture:** duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney designating the entity's authorized representative.

NOTE: Both the Omnibus Sworn Statement and its attachment must specifically state the name of this procurement.

³ Please refer to page 2 of this Request for Quotation.



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TECHNICAL SPECIFICATION

Quantity	Unit	Description/Specifications	Approved Budget of the Contract (Php 85,000.00)		Compliance (Manifest your compliance by writing "COMPLY" in every item)
			Unit Price	Total	
1	job	<p><i>NOTE: Please refer to the attached Terms of Reference for the following:</i></p> <p>MEDIA MONITORING PROFESSIONAL SERVICES</p> <ol style="list-style-type: none"> 1. Technical Specifications 2. Qualification Requirements 3. Order Fulfillment 4. Instructions to Vendors 5. Payment Terms 	85,000.00	85,000.00	
TOTAL				85,000.00	

Instruction to bidders:

- I. All prices shall be VAT inclusive.
- II. All quotations shall be written with the company's letterhead.
- III. Compliance must be stated by writing "Comply" to each requirement mentioned above.
- IV. Present the original Mayor's Permit and other documentary requirements upon the scheduled signing of Notice of Award for inspection.
- V. Acknowledgement of the Notice of Award shall be within five (5) days from its issuance.
- VI. Delivery shall be made to NPC Office at 5F Delegation Building, PICC Complex, Pasay City.

CONFORME: _____
 (Name of Supplier/Provider/Date)

BY: _____
 (Name/Position/Signature of Representative/Date)



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Omnibus Sworn Statement (Revised)

[shall be submitted with the Bid]

REPUBLIC OF THE PHILIPPINES)

CITY/MUNICIPALITY OF _____) S.S.

AFFIDAVIT

I, [Name of Affiant], of legal age, [Civil Status], [Nationality], and residing at [Address of Affiant], after having been duly sworn in accordance with law, do hereby depose and state that:

1. *[Select one, delete the other:]*

[If a sole proprietorship:] I am the sole proprietor or authorized representative of [Name of Bidder] with office address at [address of Bidder];

[If a partnership, corporation, cooperative, or joint venture:] I am the duly authorized and designated representative of [Name of Bidder] with office address at [address of Bidder];

2. *[Select one, delete the other:]*

[If a sole proprietorship:] As the owner and sole proprietor, or authorized representative of [Name of Bidder], I have full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached duly notarized Special Power of Attorney;

[If a partnership, corporation, cooperative, or joint venture:] I am granted full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached [state title of attached document showing proof of authorization (e.g., duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney, whichever is applicable)];



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3. [Name of Bidder] is not “blacklisted” or barred from bidding by the Government of the Philippines or any of its agencies, offices, corporations, or Local Government Units, foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board, **by itself or by relation, membership, association, affiliation, or controlling interest with another blacklisted person or entity as defined and provided for in the Uniform Guidelines on Blacklisting;**
4. Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;
5. [Name of Bidder] is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;
6. *[Select one, delete the rest:]*

[If a sole proprietorship:] The owner or sole proprietor is not related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

[If a partnership or cooperative:] None of the officers and members of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

[If a corporation or joint venture:] None of the officers, directors, and controlling stockholders of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;
7. *[Name of Bidder]* complies with existing labor laws and standards; and
8. *[Name of Bidder]* is aware of and has undertaken the responsibilities as a Bidder in compliance with the Philippine Bidding Documents, which includes:
 - a. Carefully examining all of the Bidding Documents;



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- b. Acknowledging all conditions, local or otherwise, affecting the implementation of the Contract;
 - c. Making an estimate of the facilities available and needed for the contract to be bid, if any; and
 - d. Inquiring or securing Supplemental/Bid Bulletin(s) issued for the *[Name of the Project]*.
9. *[Name of Bidder]* did not give or pay directly or indirectly, any commission, amount, fee, or any form of consideration, pecuniary or otherwise, to any person or official, personnel or representative of the government in relation to any procurement project or activity.
10. **In case advance payment was made or given, failure to perform or deliver any of the obligations and undertakings in the contract shall be sufficient grounds to constitute criminal liability for Swindling (Estafa) or the commission of fraud with unfaithfulness or abuse of confidence through misappropriating or converting any payment received by a person or entity under an obligation involving the duty to deliver certain goods or services, to the prejudice of the public and the government of the Philippines pursuant to Article 315 of Act No. 3815 s. 1930, as amended, or the Revised Penal Code.**

IN WITNESS WHEREOF, I have hereunto set my hand this ___ day of ___, 20__ at _____, Philippines.

[Insert NAME OF BIDDER OR ITS AUTHORIZED REPRESENTATIVE]

[Insert signatory's legal capacity]

Affiant

[Jurat]

[Format shall be based on the latest Rules on Notarial Practice]



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**TERMS OF REFERENCE
FOR THE PROCUREMENT OF
MEDIA MONITORING PROFESSIONAL SERVICES**

I. Background

Republic Act No. 10173 or the Data Privacy Act of 2012 mandates the National Privacy Commission (NPC) to ensure compliance of personal information controllers with provisions of the Act and promote a culture protective of the data privacy rights of citizens, among others.

To help fulfill said mandates, the NPC has communicated information about its programs, policies and activities to the public through all media channels. As a result, said information has reached different segments of the population at different times via print, broadcast and online media. Establishing the extent of this reach is essential in determining the effectiveness of said communication initiatives in increasing public awareness about data privacy and the NPC. It is also useful in ascertaining whether the NPC's credibility is gaining around and its official pronouncements, getting accurate exposure and traction, and by how much.

Reaching our target audience, however, is only half the challenge. Determining the quality of the information that media is dispatching to the public is just as important, as this provides a measure on the quality of perception that the public have about the NPC and issues it espouses, as well as the contexts by which they appear in public conversations.

The NPC's overall media presence is a measure of the recall and awareness of media practitioners about the Commission, which directly shapes the perception and opinion of the public in general, key influencers and decision-makers. As such, it should be closely monitored, as it serves as an accurate bases for communications management decisions by the Commission.

To determine the extent and quality of the Commission's media presence, daily media pickups and mentions from all media outlets need to be tracked and examined.

Presently, there exists 29 national dailies; 67 periodicals; 14 national TV channels; 10 AM stations; 40 provincial publications; and thousands of websites that are potential carriers of NPC messages. Monitoring all these channels on a daily basis would require a dedicated team.

Aside from having access and/or subscriptions to all media channels, such a team should also be able to curate all pertinent media clippings in easily retrievable form, calculate their PR value, and file them into a report, preferably with a basic analysis of gathered data on a monthly basis, to serve as tool for measuring effectiveness of internal media relations effort. Building and maintaining such a dedicated team is presently beyond the capacity of the Commission and may not be cost-efficient.



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Wherefore, the services of a media monitoring service provider is proposed to help the NPC consistently weight its media presence in a timely, accurate, and comprehensive manner; in a conveniently accessible format; and at a reasonable cost—and thereby allow it to effectively pursue evidence-based public communications initiatives.

II. Objectives

Media monitoring would allow us to measure:

- the frequency of public conversations about data privacy, the NPC, its role, and adjacent issues/topics;
- the context by which such conversations are taking place in relation to adjacent issues;
- the quality of such conversations, especially as it mirrors the grasp/appreciation by media practitioners of the topic; and
- the image with which the Commission and/or its officers are being portrayed in the public mind.

III. Specifications

A. Technical

Specifically, the media monitoring service provider would be expected to:

- Scan all relevant media outlets for pickups and mentions about the NPC, its related issues, and principals;
- Process and analyze each clip for AD and PR values;
- Provide daily summaries in easily accessible formats;
- Provide convenient access to original clippings for content review purposes; and
- Prepare a summarized version of the report highlighting key metrics;

B. Qualification Requirements

The selected firm should have the following:

- At least ten years of demonstrated experience in conducting daily comprehensive media scans & monitoring;
- Demonstrated capacity for providing full access to original media clippings;
- Demonstrated reliability in providing reports with basic metrics; and
- Competent manpower for delivery for support services.

C. Order Fulfillment

Address	National Privacy Commission 5 th Floor, Delegation Building, Philippine International Convention Center, Pasay City
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5th Floor, Delegation Bldg., Philippine International Convention Center, Pasay City, Metro Manila, Phils 1309
URL: <http://privacy.gov.ph> Email Add: info@privacy.gov.ph



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Contract Period	June 7, 2021 – November 7, 2021
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IV. MODE OF PROCUREMENT

The mode of procurement shall be Small Value Procurement.

V. NATURE OF PROCUREMENT

This shall follow the procurement guidelines under “Goods and Services”.

VI. SOURCE OF FUNDS AND APPROVED BUDGET FOR THE CONTRACT (ABC)

The source of fund is the Annual Procurement Plan FY 2021 with Item No. 2021-0120. The approved budget for the contract is Eighty-five thousand pesos (Php 85,000.00) only.

VII. INSTRUCTIONS TO VENDORS/VENDORS' QUALIFICATIONS

- Supplier must previously have a similar transaction with any government agency
- Supplier must be PHILGEPs registered, BIR registered, or provide Business/Mayor's permit, Omnibus Sworn Statement, and other related documents required by BAC Secretariat
- Supplier must have a minimum of three (3) years in operation
- Must accept “send bill” payment terms

VIII. EVALUATION OF GOODS/SERVICES DELIVERED

The evaluation of the service will be done through End-User acceptance and shall follow the specified payment terms indicated in Section IX of this document.

IX. PAYMENT TERMS

Payment will be a monthly basis and shall be made upon issuance of certification that the service has been rendered or delivered in accordance with the signed contract and set instructions, which have been duly inspected and accepted by the end-user.



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Prepared by:

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VANDELFT R. IDANAN
Head Executive Assistant