



**Digital Frontiers**

Modification 02

to

Request for Proposals (RFP)

No. 2023-04

Cross-Border Privacy Rules (CBPR) Messaging Campaign Strategy

Issue Date: February 28, 2023

## 1. Purpose

Modification 01 adds Attachment I to this RFP, consisting of responses to questions and requests for clarifications received by May 4, 2023.

## 2. Attachment I: Responses to Questions and Requests for Clarification

1. Upon reviewing the RFP, our team would like to seek clarification on the budget. It appears that the proposed budget falls below our usual range. We were wondering if there is any possibility for flexibility in this regard.

*Offerors are welcome to submit proposals that incorporate two options: one that falls within the range stated in the RFP and one that is more realistic to the actual cost of these services per the offeror's judgement. Offerors that elect to include this option approach will be expected to include in their technical proposals descriptions of the additional and/or expanded activities of the higher cost option and make value propositions for both options. Cost proposals will need to similarly reflect the details of both options. As such, proposal that include options will not be held to the page limit stated in the RFP.*

*Offerors are reminded that cost is not an evaluation criterion, however, we will use cost to determine best value for money.*

All other RFP terms remain unchanged.