

This notice in TED website: <http://ted.europa.eu/udl?uri=TED:NOTICE:154875-2011:TEXT:EN:HTML>

GR-Heraklion: study on monetising privacy: an economic model for pricing personal information

2011/S 95-154875

CONTRACT AWARD NOTICE

Services

SECTION I: CONTRACTING AUTHORITY

I.1) NAME, ADDRESSES AND CONTACT POINT(S)

European Network and Information Security Agency
PO Box 1309
Attn: Procurement Officer
710 01 Heraklion
GREECE
Tel. +30 2810391280
E-mail: procurement@enisa.europa.eu
Fax +30 2810391410

Internet address(es)

General address of the contracting authority <http://www.enisa.europa.eu>

I.2) TYPE OF THE CONTRACTING AUTHORITY AND MAIN ACTIVITY OR ACTIVITIES

European institution/agency or international organisation
The contracting authority is purchasing on behalf of other contracting authorities No

SECTION II: OBJECT OF THE CONTRACT

II.1) DESCRIPTION

II.1.1) Title attributed to the contract

Study on monetising privacy: an economic model for pricing personal information.

II.1.2) Type of contract and location of works, place of delivery or of performance

Services
Service category: No 8
Main place of performance Mainly at contractor's own premises.
NUTS code GR431

II.1.3) The notice involves

II.1.4) Short description of the contract or purchase(s)

ENISA requires the provision of specialised services for the production of a report based on the need for an economic model of privacy, which formalises the relative value of personal information (considering also the bargaining power of individuals or of individuals being part of a group) and also the possibility of establishing a fee for certain online services. Data protection and information of the consumer about how information is shared by service providers are also considered important.

II.1.5) Common procurement vocabulary (CPV)

73000000

II.1.6) Contract covered by the Government Procurement Agreement (GPA)

No

II.2) **TOTAL FINAL VALUE OF CONTRACT(S)**

II.2.1) **Total final value of contract(s)**

Value 58 790,20 EUR

Excluding VAT

SECTION IV: PROCEDURE

IV.1) **TYPE OF PROCEDURE**

IV.1.1) **Type of procedure**

Open

IV.2) **AWARD CRITERIA**

IV.2.1) **Award criteria**

The most economically advantageous tender in terms of

1. Qualitative score. Weighting 70

2. Financial offer. Weighting 30

IV.2.2) **An electronic auction has been used**

No

IV.3) **ADMINISTRATIVE INFORMATION**

IV.3.1) **File reference number attributed by the contracting authority**

ENISA P/34/10/TCD.

IV.3.2) **Previous publication(s) concerning the same contract**

Contract notice

Notice number in the OJEU: [2010/S 246-375062](#) of 18.12.2010

SECTION V: AWARD OF CONTRACT

CONTRACT NO: 1

TITLE Study on monetising privacy: an economic model for pricing personal information

V.1) **Date of contract award decision:**

16.2.2011

V.2) **NUMBER OF OFFERS RECEIVED:**

2

V.3) **NAME AND ADDRESS OF ECONOMIC OPERATOR IN FAVOUR OF WHOM A CONTRACT AWARD DECISION HAS BEEN TAKEN**

DIW Berlin

Mohrenstraße 58

12161 Berlin

GERMANY

V.4) **INFORMATION ON VALUE OF CONTRACT**

Initial estimated total value of the contract

Value 70 000 EUR

Excluding VAT

Total final value of the contract

Value 58 790,20 EUR

Excluding VAT

V.5) **THE CONTRACT IS LIKELY TO BE SUB-CONTRACTED**
No

SECTION VI: COMPLEMENTARY INFORMATION

VI.1) **CONTRACT RELATED TO A PROJECT AND/OR PROGRAMME FINANCED BY COMMUNITY FUNDS**
No

VI.2) **ADDITIONAL INFORMATION**

VI.3) **PROCEDURES FOR APPEAL**

VI.3.1) **Body responsible for appeal procedures**

General Court of the European Union
rue du Fort Niedergrünwald
2925 Luxembourg
LUXEMBOURG
E-mail: cfi.registry@curia.europa.eu
Tel. +352 4303-1

Body responsible for mediation procedures

The European Ombudsman
1 avenue du Président Robert Schuman, PO Box 403
67001 Strasbourg
FRANCE
E-mail: euro-ombudsman@europarl.europa.eu
Tel. +33 388172313

VI.3.2) **Lodging of appeals**

VI.3.3) **Service from which information about the lodging of appeals may be obtained**

VI.4) **DATE OF DISPATCH OF THIS NOTICE:**
6.5.2011