

Republic of the Philippines
NATIONAL PRIVACY COMMISSION

BIDS AND AWARDS COMMITTEE
BAC Resolution No. 072-2021, Series of 2021

**RECOMMENDING THE AWARD OF CONTRACT FOR THE PROCUREMENT
OF KABATAANG DIGITAL TV AD PLACEMENT**

WHEREAS, the National Privacy Commission (NPC) is the agency mandated to enforce data privacy protection;

WHEREAS, NPC is mandated to administer and implement the provisions of the Data Privacy Act of 2012 (DPA) and to monitor and ensure compliance of the country with international standards set for data protection;

WHEREAS, in line with the Public Information and Assistance Division's (PIAD) function of raising awareness on data protection, there is a need to place an advertisement on national TV through a service provider promoting the objectives of the Kabataang Digital (KD) campaign in educating school officials, parents, and most especially children of safe data privacy practices;

WHEREAS, this procurement has a Certificate of Availability of Funds (CAF) and has been confirmed to be existing in the FY 2021 Appropriations (RA 11520), programmed under the NPC FY 2021 APP Item No. 2021-0116 and with Approved Budget for the Contract (ABC) amounting to Php700,000.00;

WHEREAS, Section 53.9 of the Implementing Rules and Regulations (IRR) of R.A. 9184 recognizes Small Value Procurement (SVP) as a mode of procurement for goods where the amount does not exceed One Million Pesos (Php1,000,000.00);

WHEREAS, a Request for Quotation was posted in the PhilGEPS website, NPC website, and the NPC bulletin board on 30 July 2021, and was likewise sent to five (5) suppliers via electronic mail, namely: Oddefy Creative Agency, Purpleclick Philippines, PurpleBug, Page One Group, and Project V Media Corp.;

WHEREAS, only Project V Media Corp. and Masaya Studio Inc. submitted their quotations but the latter failed to submit its latest Income Tax Return (ITR), thus failing to pass all the required eligibility requirements;

NOW, THEREFORE, for and in consideration of the foregoing, WE, the members of the NPC-BAC, hereby RESOLVE, as it is hereby RESOLVED, to recommend the award for the procurement of Kabataang Digital TV Ad Placement to **Project V Media Corp.** for having the single calculated and responsive quotation in the total amount of **Six Hundred Sixty-Five Thousand and 0/100 Pesos (Php665,000.00)**.

Ref No.: 072-2021

NPC_BAC_RESO-V1.0, R0.0, 05 May 2021

RESOLVED this 12th day of August 2021 via videoconference meeting.

ATTEST:


Digitally signed by
Espenilla Erwin
Dejuocos
Date: 2021.08.16
21:02:52 +08'00'

ERWIN D. ESPENILLA
Executive Assistant IV, OPC
BAC Member


Digitally signed by Narag
Aurelle Dominic Espita
Date: 2021.08.16 16:39:02
+08'00'

ATTY. AURELLE DOMINIC E. NARAG
Executive Assistant IV, OPC
BAC Member

on study leave
JONATHAN RUDOLPH Y. RAGSAG
OIC-Chief, DSTSD
BAC Member

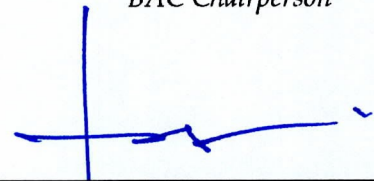
on official business
ATTY. MA. JOSEFINA E. MENDOZA
Attorney IV, Legal Division
BAC Member

on official business
ATTY. IVY GRACE T. VILLASOTO
OIC-Director, PPO
BAC Vice Chairperson

Patula Maria Theresita Elnar
Digitally signed by Patula Maria Theresita Elnar
Date: 2021.08.16 16:48:10 +08'00'

ATTY. MARIA THERESITA E. PATULA
Director IV, LEO
BAC Chairperson

Approved:



RAYMUND ENRIQUEZ LIBORO
Privacy Commissioner
Head of the Procuring Entity
Date: 19 AUG 2021



Republic of the Philippines
NATIONAL PRIVACY COMMISSION

NOTICE OF AWARD

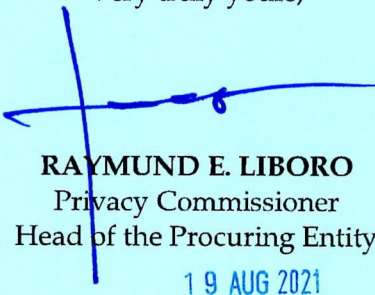
Date Issued: 19 AUG 2021

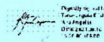
Ms. Rosanne Bernadette Chua
Authorized Representative
Project V Media Corp.
Unit 404 Don Raul Bldg., 77 Kamuning Road,
Kamuning 4, Quezon City

Dear **Ms. Chua**:

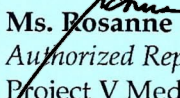
Please be advised that upon the recommendation of the NPC Bids and Awards Committee, per BAC Resolution No. 072-2021 series of 2021, the contract for the procurement of Kabataang Digital TV Ad Placement amounting to **SIX HUNDRED SIXTY-FIVE THOUSAND AND 0/100 PESOS (Php665,000.00)** VAT inclusive, is awarded to Project V Media Corp., consistent with Republic Act No. 9184 and its 2016 Revised Implementing Rules and Regulations.

Very truly yours,


RAYMUND E. LIBORO
Privacy Commissioner
Head of the Procuring Entity
19 AUG 2021



Conforme:


Ms. Rosanne Bernadette Chua
Authorized Representative
Project V Media Corp.
Date: August 24, 2021

Ref No.: 063-2021

NPC_BAC_NOA-V1.0, R0.0, 05 May 2021

**PURCHASE ORDER
NATIONAL PRIVACY COMMISSION
Entity Name**

Supplier : <u>PROJECT V MEDIA CORP.</u>	P.O. No. : <u>2021-09-0015</u>
Address : <u>Unit 404 Don Raul Bldg., 77 Kamuning Road, Quezon City</u>	Date : <u>07 September, 2021</u>
TIN : <u>[REDACTED]</u>	Mode of Procurement : <u>Small Value Procurement</u>

Gentlemen:
Please furnish this Office the following articles subject to the terms and conditions contained herein:

Place of Delivery : <u>NPC OFFICE</u>	Delivery Term : <u>Not later than February 15, 2022</u>
Date of Delivery : <u>Not later than February 15, 2022</u>	Payment Term : <u>LDDAP-ADA</u>

Stock/ Property No.	Unit	Description	Quantity	Unit Cost	Amount																				
	Job	Kabataang Digital Ad Placement Specifications: <div style="border: 1px solid black; padding: 2px;"> <p>Project Manager: should have experience in managing projects/producing materials/media buying in the advertising and broadcasting industry of not less than years</p> <p align="center">TV Ad Placement Timeline and Payment Terms</p> <table border="1"> <thead> <tr> <th>Date/Deadline</th> <th>Tasks</th> <th>Deliverables</th> <th>Payment Terms</th> </tr> </thead> <tbody> <tr> <td>2 weeks after the contract signing</td> <td>Coordination with supplier</td> <td>Placement plan (Project V)</td> <td>20% of the total payment will be made upon submission of Placement Plan</td> </tr> <tr> <td>1 month after end-user's provision of AVP</td> <td>Coordination with Ad Standards Council (ASC) Revisions as per ASC's comments</td> <td>Ad Clearance</td> <td>20% of the total payment will be made upon submission of Ad Clearance from Ad Standards Council</td> </tr> <tr> <td>1 month after release of ad clearance</td> <td>Coordination with TV networks</td> <td>Signed Ad placement agreement</td> <td>20% of the total payment will be made upon submission of signed Ad placement agreement</td> </tr> <tr> <td>Not later than February 15, 2022</td> <td>Ad placement (Full Delivery)</td> <td></td> <td>40% of the total payment upon submission of proof that ad was placed on TV networks</td> </tr> </tbody> </table> <p align="center">AD PLACEMENT REQUIREMENTS</p> <ul style="list-style-type: none"> Prepare documents required for placing an advertisement on the TV Prepare requirements for submission of Ad Standard Council and other necessary arrangements for the Ad placement Arrange the placement of the 30-sec Ad on: prime time slots/no prime time slots <p>Duration: at least 3 days Time: Morning/Afternoon/Evening Network: Major TV Network with large audience share</p> <p>Payment and Delivery: Payment shall be through send bill arrangement upon issuance of Certificate of Acceptance of Output of end-user .</p> <p>Note: Specification shall be in accordance with the attached TOR.</p> </div>	Date/Deadline	Tasks	Deliverables	Payment Terms	2 weeks after the contract signing	Coordination with supplier	Placement plan (Project V)	20% of the total payment will be made upon submission of Placement Plan	1 month after end-user's provision of AVP	Coordination with Ad Standards Council (ASC) Revisions as per ASC's comments	Ad Clearance	20% of the total payment will be made upon submission of Ad Clearance from Ad Standards Council	1 month after release of ad clearance	Coordination with TV networks	Signed Ad placement agreement	20% of the total payment will be made upon submission of signed Ad placement agreement	Not later than February 15, 2022	Ad placement (Full Delivery)		40% of the total payment upon submission of proof that ad was placed on TV networks	1	665,000.00	665,000.00
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(Total Amount in Words) SIX HUNDRED SIXTY FIVE THOUSAND PESOS ONLY

In case of failure to make the full delivery within the time specified above, a penalty of one-tenth (1/10) of one percent for every day of delay shall be imposed on the undelivered item/s.

NOTICE TO PROCEED: Notice is hereby given that by conforming to this Purchase Order, the Service Provider/Supplier shall proceed with the delivery of the items in accordance with the terms and conditions specified herein to commence from the date of conformance hereunder indicated.

Contact Mr. Joel Pagnilingan Jr. at (02)8234-2228 local 119 or email at usd@privacy.gov.ph for questions/delivery and other concerns.

Conforme:

MS. ROSANNE BERNADETTE CHUA
Signature over Printed Name of Supplier

September 29, 2021

Date

Very truly yours,

ATTY. IVIN RONALD D.M. ALZONA

Signature over Printed Name of Authorized Official

Executive Director

Designation

Digitally signed
by: Chie Rosem
Marie Allan

Fund Cluster : 01

Funds Available : ₱ 665,000.00

JENSEN JOY L. BALLICUD

Signature over Printed Name of Chief Accountant/Head of Accounting Division/Unit

ORS/BURS No. : 02-101-2021-09-0361

Date of the ORS/BURS: 20 SEP 2021

Amount : ₱ 665,000.00