



PRE-QUALIFICATION QUESTIONNAIRE (PQQ)

TENDER REFERENCE: 0041-

Qualification System for the Provision of Search & Generative Engine Optimisation (SEO/GEO) Services CFT 8207924
--

Name of Applicant:	
--------------------	--

The Qualification System will operate until 2nd December 2036.

Due to upcoming requirements, the initial deadline for responses is 24th June 2026 @ 12pm (noon). The initial clarification date for queries for the qualification panel set-up is 12pm (noon) on 2nd June 2026.



Table of Contents

IMPORTANT NOTICE.....	5
1. Tender Definitions.....	6
2. Description of the Contract being procured.....	8
2.1 Name of Contract and Summary of Services/Goods Required/Summary of Requirements.....	8
2.1.1 Background.....	8
2.1.2 Summary of Requirements.....	9
2.2 Technical Skills and Processes.....	10
2.3 Numbers admitted to the Qualification System.....	10
2.4 Duration of the Qualification System.....	10
2.5 Operation of the Qualification System.....	10
2.6 Form of Contract under the Qualification System.....	10
2.7 General.....	10
2.8 IT Cyber Security.....	10
2.9 Security.....	12
3. The Applicant.....	13
3.1 Who is the Applicant.....	13
3.2 Sub-contracting.....	13
3.3 Reliance on Resources.....	13
4. The Procurement Process.....	15
4.1 Two-Stage Process.....	15
4.2 Change of Pre-Qualification Status.....	15
4.3 Shortlisting Process.....	15
4.4 Tender Process.....	15
4.5 Insurance.....	16
4.6 Tax Clearance.....	16
5. Procedural Requirements.....	17
5.1 Pre-Conditions for Qualification and Shortlisting.....	17
5.2 Format of PQQ Submissions and Return of PQQ.....	18
5.3 Deadline for PQQ Submissions.....	19
6. Selection Criteria.....	20
6.1 Minimum Qualification Criteria.....	20
6.2 Technical/Professional Ability.....	22
7. Scoring Methodology.....	24
7.1 Part 3 - Relevant Experience of Applicant.....	24
7.2 PART 4 - Technical Capability: Technical Resources.....	24



8.	General Conditions	26
8.1	Interviews/Presentation Meetings	26
8.2	Further Information/Queries and Clarifications	26
8.3	Confidentiality and Confidential or Potentially Confidential Queries/Announcements 26	
8.4	Conflicts of Interest.....	27
8.5	Anti-Collusion/Inducements/Interference.....	28
8.6	GDPR.....	28
8.7	No Prior Knowledge.....	29
8.8	Publicity.....	29
8.9	Environmental, Social and Labour Law	29
8.10	Sustainability	29
8.11	Changes to Requirements.....	30
8.12	Third Party Support.....	30
8.13	Use of AI during Tender Process.....	30
	APPENDIX 1 - APPLICANT QUESTIONNAIRE RESPONSE	32
1.	PART 1 APPLICANT DETAILS/INFORMATION (INCLUDING INFORMATION RE - GROUPING/CONSORTIUM BIDS/PRIME CONTRACTOR/SUB-CONTRACTORS).....	33
1.1	Applicant.....	33
1.2	Applicant Structure	34
1.3	Details of Sub-Contracting Arrangements.....	35
1.4	Reliance on Resources (to be completed separately by the Applicant or a Member).....	36
2.	PART 2 INFORMATION/DECLARATION RE MINIMUM QUALIFICATION CRITERIA.....	37
2.1	Turnover (PASS/FAIL).....	37
2.2	Insurance (PASS/FAIL).....	38
2.3	Tax Clearance (PASS/FAIL).....	39
2.4	Declaration of going concern (PASS/FAIL).....	39
3.	PART 3 TECHNICAL CAPABILITY: RELEVANT EXPERIENCE OF APPLICANT	41
3.1	Reference 1.....	42
3.2	Reference 2	44
3.3	Reference 3	46
4.	PART 4 TECHNICAL CAPABILITY: COMPANY / TECHNICAL RESOURCES.....	48
4.1	Organisational Structure.....	48
4.2	Technical Resources.....	48
5.	PART 5 DATA PROTECTION.....	50
6.	PART 6 QUALITY MANAGEMENT SYSTEMS.....	51
7.	PART 7 INFORMATION SECURITY	52
8.	PART 8 SUSTAINABILITY	54



9. PART 9 TECHNICAL SKILLS AND PROCESSES..... 55

10. PART 10 SUBCONTRACTING..... 56

11. PART 11 BUSINESS CONDUCT 57

12. PART 12 HEALTH AND SAFETY 58

13. PART 13 SECURITY..... 59

14. PART 14 DECLARATION OF ELIGIBILITY..... 60

15. PART 15 DECLARATION OF ARTICLE 5K..... 63

APPENDIX 2 - CONSORTIUM SUBMISSION REQUIREMENTS..... 65

APPENDIX 3 - REQUIREMENTS CONCERNING SUB-CONTRACTORS..... 68

APPENDIX 4 - APPLICANTS STATEMENT OF CONFIRMATION ENCLOSING COMPLETED PQQ..... 69

APPENDIX 5 - DECLARATION OF GOING CONCERN..... 70



IMPORTANT NOTICE

1. AN POST having its registered office at General Post Office, O'Connell Street, Dublin 1, Ireland is the Contracting Authority in respect of the competition the subject of this Procurement Process and this Pre-Qualification Questionnaire. AN POST operates in the postal sector and is a utility and its procurement procedures are governed by the Utilities Directive (2014/25/EU) of the European Parliament and Council dated 26 February 2014.

AN POST is the Irish Post Office and was established as a commercial company in 1984. It operates the national postal service as well as various money transmission, savings and retail services such as foreign exchange, bill payment and insurance throughout Ireland and also provides agency services for Government departments and other bodies.

AN POST has a network of 889 post offices and c. 107 Delivery Service Units nationwide. The Group produced revenues of €1.021 billion in during 2024, servicing some 2.47 million delivery points each working day and total value of €2.7 billion of cash transactions from everyday banking. The Group operates a number of subsidiary and associated businesses, such as Post Insurance, Air Business and the Prize Bond Company, in Ireland and the United Kingdom. It also runs the GPO Witness History centre.

2. The entire of this document, including all of this Sections, clauses, and paragraphs and the questionnaire set out herein and any attachments or exhibits attached hereto (whether in electronic form or otherwise) is referred to as the "Pre-Qualification Questionnaire" or "PQQ". The questionnaire to be completed by Applicants attached to this PQQ is referred to as the "Questionnaire". An "Applicant" is a person/group of persons/economic operators who have expressed an interest in this competition and who is/are defined as such in Section 3 of this PQQ.
3. Neither AN POST nor any of its directors, officers, managers, employees, advisers, servants or agents, warrant or represent that this document, or any other information given to Applicants, is accurate or complete, and they do not accept liability for any error, misstatement, or omission (negligent or otherwise) in this document, or in any other information given to Applicants. Neither AN POST nor any of its directors, managers, officers, employees, advisers, servants or agents owes any duty of care to any recipient of this PQQ either in relation to this PQQ or any other information that an Applicant may receive at any time.
4. The Pre-Qualification stage of this Procurement Process may be cancelled at any time by notice in writing issued by AN POST to the Applicants without any liability attaching to AN POST in respect thereof and no compensation or payment of any kind shall be payable to any Applicant or any other person in the event of cancellation or termination of this Procurement Process. AN POST is not liable for Applicants' costs or expenses arising in connection with this pre-qualification stage or any other stage of this process, irrespective of the outcome of this competition, or if the competition is cancelled or postponed.



1. TENDER DEFINITIONS

For the purposes of this Tender the following definitions shall apply:

"Affiliate" means any subsidiary or holding company (as defined in section 7 and section 8 respectively of the Companies Act 2014) of the Tenderer and any subsidiary of any such holding company from time to time.

"An Post" means An Post, a company incorporated in Ireland (with registration number 98788), having its registered office at General Post Office, O'Connell Street, Dublin 1, Ireland.

"Conflict of Interest" means any actual, potential or perceived situation where a Tenderer or its Affiliates, including their directors, employees, officers and agents, or any sub-contractors of the Tenderer or their Affiliates has, directly or indirectly, a financial, economic or other interest which actually, potentially or might be perceived to compromise the Tenderers bid in the context of the Tender.

"Contract" means the formal written agreement executed between An Post and the Contractor for the provision of the Services requested in this PQQ.

"Contractor" means such person(s) firm(s) company(ies) partnership(s) corporation (s) with whom a Contract is entered into by An Post to provide the Services (as defined below). The Contractor will be the prime Contractor and shall be responsible in total for any/all the work of its sub-contractor(s) and for their acts and omissions as if they were the Contractor's own acts and omissions.

"Generative Engine Optimisation (GEO)" Optimisation activities intended to improve visibility of content within AI-driven or generative search interfaces, including but not limited to large language model-based responses.

"Procurement Process" means two distinct stages: a pre-qualification stage and a tender stage (or award stage)

"PQQ" means this Pre-Qualification Questionnaire all Sections and Appendices thereto.

"Qualification Panel/System" is the means used to identify and qualify vendors who may be considered for inclusion on tender lists for future contracts or framework agreements, as relevant requirements arise.

"Search Engine Optimisation" Optimisation activities intended to improve the visibility and ranking of content within search engine results pages, including but not limited to keyword targeting, link building, and technical site improvements.

"Services" means the provision of all Services as outlined in the Specification in Section 2.

"Specification" means the Specification for the Services as set out in Section 2.

"Sub-contractor" means the sub-contractors, to which the Contractor has delegated the performance of certain of the supply of Software, Hardware and/or Services, as set out in a SOW and reference to "Sub-contract" shall be construed accordingly.

"Successful Tenderer" means the winning Tenderer of this tender process.

"Tender" means all documentation and materials submitted by a Tenderer in response to this PQQ, including for the avoidance of doubt the documentation and materials submitted by the Contractor.

"Tender Response" means the Tenderer's response to this Pre-Qualification Questionnaire.



"Tenderer" means any person(s) firm(s) company(ies) partnership(s) corporation (s) or other commercial entity submitting a Tender in response to this PQQ.

Where reference is made to any brand name or proprietary product or service this is for reference purposes only and should be interpreted to be accompanied by the words, "or equivalent".



2. DESCRIPTION OF THE CONTRACT BEING PROCURED

2.1 Name of Contract and Summary of Services/Goods Required/Summary of Requirements

This is a call to competition by AN POST to establish a Qualification Panel for the Provision of Search & Generative Engine Optimisation (SEO & GEO) Services (the "Contract").

Through this PQQ, An Post is seeking to establish a Qualification Panel of suppliers capable of delivering the services as follows in this Pre-Qualification Questionnaire (PQQ).

The qualification system is a means of qualifying and identifying firms suitable for consideration for tender lists, relating to the scope outlined in this questionnaire, for contracts, contracts with options, as and when requirements arise. It is emphasised that membership of the Qualification System constitutes no guarantee to be invited to tender or to purchase a specific quantity of supplies or services from a particular economic operator. Indeed, An Post reserves the right to operate outside of the Qualification System at its discretion, particularly should it become apparent that doing so would offer greater value for money.

The Qualification Panel may remain open for a period of up to 10 years. Successfully appointed service providers may work with in-house and/or multi-vendor teams, on a range of programmes and applications in a secure and data sensitive environment.

The purpose of this PQQ is to short-list vendors who can demonstrate:

- Experience and excellence in the delivery of the required services using the suite of technologies deployed by An Post;
- An ability to support and advise An Post with the delivery of An Post's digital strategy;
- An ability to meet the tight deadlines that are associated with these services;
- An ability to work effectively and collaboratively in a multi-vendor environment;
- Knowledge of relevant technology trends;
- The required level of financial and resource capability;
- A track record in supporting clients in their development and continuous improvement of business and technology strategies, relevant to these services
- An ability to adjust to emerging or changing needs in the technologies deployed by An Post

2.1.1 Background

As of 2026, An Post has an established digital presence across a range of products and services, with AnPost.com acting as its primary customer-facing digital platform. As well as being a key acquisition channel, organic search plays a critical role in enabling customers to discover, access and engage with An Post services.

SEO activity has been developed over recent years through a combination of technical improvements and on-page and content optimisations primarily. The search landscape is constantly evolving and, as part of its broader digital and optimisation strategy, An Post continues to evolve its approach to search in response to changing customer behaviour, increasing competition and advances in technology.

Aligned with An Post's wider Digital strategy and the rapidly fragmenting search landscape, An Post is seeking to establish a panel of suppliers capable of supporting both traditional SEO and emerging AI Search / Generative Engine Optimisation (GEO), ensuring sustained visibility across current and future search environments.



2.1.2 Summary of Requirements

This panel will cover strategic advisory, optimisation execution, technical deployment, and performance measurement and reporting activities related to enhancing An Post's visibility in traditional and emerging search engines.

The services required under this Qualification System may include, but are not limited to:

- Strategic advisory and optimisation planning, including development of SEO and GEO strategies aligned to organisational objectives and customer needs
- Technical SEO services, including site audits, diagnostics and implementation support in areas such as crawlability, indexation, site architecture, performance optimisation, structured data and schema
- On page optimisation and content strategy services, including keyword/prompt research, search intent analysis, and optimisation of content to support discoverability, accessibility and user experience
- Off page optimisation services, including authority building, digital PR and link acquisition strategies
- Optimisation for AI-driven and emerging search environments, including adaptation of content structures and strategies to support visibility within generative search and AI-powered responses
- Performance measurement, analytics and reporting services, including tracking, analysis and communication of SEO and GEO performance across relevant products, services or channels
- Stakeholder engagement, training and collaboration, including working with internal teams and third-party providers, and providing guidance, training and knowledge transfer where required
- Innovation, testing and continuous improvement activities, including piloting new approaches, tools or methodologies in response to evolving technologies and user behaviours

The above scope reflects the anticipated range of services required; however, it is not exhaustive. Full and detailed specifications for individual requirements will be provided at Invitation to Tender (ITT) stage for specific call-off competitions under the Qualification System.

At PQQ stage, Applicants are required to demonstrate capability and experience only. Detailed methodologies, tools and delivery approaches specific to each individual call off requested by An Post will not be evaluated until ITT stage

The scope outlined above is indicative only and may evolve in line with An Post's business and technology requirements, as well as industry changes.

Note:

Applicants will be expected to demonstrate to AN POST's complete satisfaction that they have the capacity and capability to provide all of the services required.

The requirements contained in this notice are based on AN POST'S current requirements which are indicative only, are not exhaustive and are subject to change in line with the business needs and ongoing operational requirements of AN POST.

Full Specifications of the requirements will only be provided for each Tender issued.



2.2 Technical Skills and Processes

An Post has outlined questions in Part 9 which are designed to support An Post in carrying out a proportionate assessment of supplier's technical capacity and strategic capability at selection state. This will focus on how optimisation services are governed, delivered, and sustained rather than on specific tools or solution. It will provide a structure and auditable basis for evaluating whether suppliers have the appropriate operating models, controls and delivery maturity to meet requirements and manage risk.

2.3 Numbers admitted to the Qualification System

All those who complete the questionnaire contained in Appendix 1 and meet the minimum criteria and rules outlined, will be invited onto the Qualification System. There will be no limit on the numbers admitted. The names and details of those admitted will be confidential and will not be released to any members of the Qualification System.

2.4 Duration of the Qualification System

The Qualification System will operate until 2nd December 2036. An Post reserves the right to extend or close the panel early in line with Operational Requirements.

2.5 Operation of the Qualification System

An Post will use this Qualification System as and when requirements within its scope arise. It is An Post's intention to issue its requirements in the form of Invitation to Tender competitions as applicable. An Post may, where it deems it advantageous to do so, issue a requirement to all members of the Qualification System. Full Specifications of the services required will only be provided at individual tender stage.

For the avoidance of doubt, admission to the Qualification System constitutes no guarantee that any particular quantity of services will be procured from any member. As a condition for the establishment of the Qualification System, An Post, at its sole discretion, reserves the right to engage in separate procurement procedures outside of the Qualification System for any contract arising within the lifetime of the System.

2.6 Form of Contract under the Qualification System

An Post intends that any such call-off contract shall be in the form of a An Post standard Service Level Contract. An Post however, reserves the right to use another form of contract should An Post deem it more suitable.

Note: While Physical Security / Sustainability / Artificial Intelligence is not included in the PQQ stage, this may be relevant at the next stage of the process and potentially be included within the ITT stage award criteria questions.

2.7 General

At this PQQ stage, applicants will be expected to demonstrate to AN POST's complete satisfaction that they have the capacity and capability to provide all the services required, by responding to this tender.

These requirements are not exhaustive and full Specifications of the requirements will be provided at Tender Stage.

2.8 IT Cyber Security

Information Security and protecting the confidentiality of all our information is paramount to An Post. This includes information, and data, whose unauthorised disclosure could cause significant



harm to the interests of An Post, its customers and stakeholders and/or damage or impede the effectiveness of Information Security within An Post, information that is personally identifiable, sensitive, customer, commercially confidential, technical configurations or any information of a highly sensitive nature relating to An Post's business or operations.

An Post requires that the successful tenderer has the highest level of information security in place to protect our information.

It is expected that the successful tenderer will have implemented an Information Security Policy, aligned with or certified to ISO27001 standard (or equivalent), along with maintaining and supporting policies and standards in the areas of:

- Access Control
- Remote Access
- Vulnerability Management
- Patch Management
- User Access Management
- Data Loss Prevention
- Logging & Auditing
- Incident Response and Management
- Encryption and Key Management

An Post reserves the right to seek evidence of annual review and approval by management of any of the above policies. Any request for evidence must be provided for within 10 business days.

The successful tenderer is expected to have controls in place to protect the confidentiality, integrity and availability of An Post information. The controls include but are not limited to:

- Encryption- all sensitive data at rest and in transit should be encrypted using industry standard protocols or equivalent.
- User access management - unique user accounts, role-based access and regular access reviews (at least bi-annually)
- Multi-factor authentication - enforced for all remote and privileged access.
- Firewalls and other border controls - network perimeter should be protected by firewalls with documented rules and regular reviews.
- Network segmentation - segregation of sensitive systems / networks from general IT infrastructure.
- Malware prevention and detection - use of anti-malware solutions with automatic updates and regular scanning.
- System hardening - application of baseline security configurations to systems.
- Vulnerability & Patch management and remediation - identify, assess and remediate vulnerabilities within a period in line with their internal policy from point of discovery with critical patches applied in a timely manner.
- Penetration testing, application security testing and remediation - penetration tests and application security assessments to include summary reports and actions in line with internal policies and procedures.
- Data loss prevention controls - implement tools and policies to monitor and prevent unauthorised data transfers.
- Monitoring and logging - logging all access to sensitive data and systems, retaining records for at least 12 months and review logs regularly.
- Secure Software Development Lifecycle processes - Integrate security into all phases of software development



- Third party security risk assessment and due diligence processes, including subcontractors – security due diligence and risk assessments for all sub-contractors and 3rd parties.
- Security awareness and training – provide at a minimum annual security awareness training to staff and maintain records.

Supplier must notify An Post of any material changes to its security posture or certifications within 10 business days.

Please note: Upon execution of the contract, the An Post Information Security team will require the successful supplier to complete a cybersecurity questionnaire, which will require updating on a regular/periodic basis. This questionnaire is administered via a secure third-party online portal.

2.9 Security

The Supplier must have the highest level of security in place to ensure the protection of An Post intellectual Property.

Suppliers will be required to follow An Post's access control guidelines when on site. These will include but not be limited to:

- Sign in upon arrival
- Sign out upon exit
- Always supervised
- Wear visitor / contractor lanyard while on the premises



3. THE APPLICANT

3.1 Who is the Applicant

Applicants may be submitted by a single entity, a consortium or group of members or persons (however constituted). For the purposes of this PQQ, an Applicant is an economic operator who has expressed an interest in participating in this competition, and may include without limitation any of the following (each referred to as the “Applicant”):

- (a) A single entity who is; a natural person or a sole trader, a single legal entity or a corporate entity, including a prime contractor with sub-contractor(s);
- (b) a joint venture, or a partnership;
- (c) a consortium or group of members whether incorporated or unincorporated, including without limitation:
 - (i) a special purpose vehicle (SPV);
 - (ii) one or more members of the consortium or group of members acting as lead member;
 - (iii) a consortium or group of members where one or more members are also acting as sub-contractors;
 - (iv) a group of two or more natural persons or sole traders, single legal entities or corporate entities.

If a submission is being made by a Consortium, please refer to Appendix 2 for additional requirements.

3.2 Sub-contracting

Applicants should make it clear from their submissions, (refer to Part 1.3 of Appendix 1) which entities they are proposing to act as sub-contractor(s) and if sub-contractors are also proposed as members of a consortium.

The Contract does not allow for the entire obligations of the contractor to be sub-contracted and sub-contracting under the Contract is at the sole discretion of AN POST who may withhold its consent.

Where there is any change or proposed change in the details concerning any sub-contractor or sub-contracting arrangements that has been notified to AN POST by the Applicant, such a change must be notified in writing to AN POST.

3.3 Reliance on Resources

If any Applicant, including an Applicant consisting of a consortium or group of members however constituted, or a grouping, wishes to rely on the resources of any person or other entity or entities, or in the case of a consortium, of the members of the consortium, or of sub-contractor(s), or of any third party, in order to meet the qualitative selection criteria set out in this PQQ and prove its economic and financial capacity and/or technical and/or professional expertise, including any minimum qualification criteria, it may do so whatever the nature of the legal link between itself the those persons/entities PROVIDED the Applicant can prove to the satisfaction of AN POST (in its absolute discretion) that it will have these necessary resources at its disposal when required. AN POST may require, in this regard, a letter of undertaking from such other entity confirming that



it will provide the necessary support at Pre-Qualification submission stage and any Applicant who seeks to rely on the resources of another party in order to fulfil selection criteria must comply with the requirements of Article 79 of Directive 2014/25/EU of the European Parliament and of the Council dated 26 February 2014 on procurement by entities operating in the water, energy, transport and postal services sectors (the "Utilities Directive").

An Applicant must set out in its detailed responses to the Questionnaire in respect of each of the selection criteria what are the precise arrangements by which it proposes to rely on the capacity and resources of other persons or entities, in the case of each of the selection criteria where it proposes to do so and the relevant Parts of the Questionnaire must be completed in relation to reliance on resources where this is relied upon by the Applicant.



4. THE PROCUREMENT PROCESS

4.1 Two-Stage Process

The “Procurement Process” for the award of this Contract consists of two distinct stages: a pre-qualification stage and a tender stage (or award stage). The pre-qualification process, conditions and selection criteria are detailed in this document. All Applicants will be treated equally and have an opportunity to pre-qualify.

4.2 Change of Pre-Qualification Status

If there is any change to the information submitted in the Pre-Qualification Document following its submission (for example a change to the consortium presented at PQQ stage or a change to the financial or technical standing), then the relevant Applicant must immediately inform AN POST via the eTenders messaging facility. AN POST may revise any assessment it has made of the Pre-Qualification Submission including whether the Applicant has met the selection criteria at prequalification stage) based on the new information. Failure to notify such changes may result in elimination from the Competition. Note that Applicants are advised to raise any issue with AN POST as early as possible.

If it comes to AN POST's attention (whether under this section or otherwise) that:

- a) information submitted by an Applicant was (when submitted) or has become untrue, incorrect, incomplete or misleading

AN POST may revise any assessment it has made of the Applicants Pre-Qualification Document Submission (including whether the Applicant has met the selection criteria at prequalification stage) based on the new information. If the revision results in a change of qualification status, the Applicant may be eliminated from the tender competition.

4.3 Shortlisting Process

AN POST anticipates that it will, following the PQQ stage of this Procurement Process, have established a shortlist of pre-qualified Applicants. Subject to a sufficient number of Applicants satisfying the Minimum Requirements. The number of Applicants to be shortlisted is on the basis of those Applicants meeting the Minimum Requirements and achieving the scores for pre-qualification using the Selection Criteria.

4.4 Tender Process

This tender will be run under a Negotiated Procedure process with prior publication. The tender stage, or award stage of this Procurement Process will commence when AN POST issues an ITT to each shortlisted Applicant that has qualified for the Qualification System under this PQQ and its procedures.

A summary of the process is set out below:

- PQQ advertised;
- PQQ evaluation (Applicants will be shortlisted);
- Notifications issued to successful and unsuccessful Applicants;
- Tender stage (or award stage) for individual requirements during the term of the qualification system.



The pre-qualification process, conditions and selection criteria are detailed in this document. All Applicants will be treated equally and have an opportunity to pre-qualify.

4.5 Insurance

The Successful Tenderer(s) shall be required to hold for the term of the Contract the following insurances:

Type of Insurance	Indemnity Limit
Employer's Liability	Thirteen million euro (€13,000,000)
Public and Products Liability	Six million five hundred thousand euro (€6,500,000)
Professional Indemnity	Two million six hundred thousand euro (€2,600,000)
Cyber Insurance	One million euro (€1,000,000)

Cyber Liability / Cyber Security Insurance is not mandatory for inclusion on this Qualification Panel.

Please confirm in response to Part 1 whether your organisation currently holds Cyber Liability / Cyber Security Insurance.

Tenderers should note that, depending on the nature, risk profile and scope of individual call off contracts under this Qualification Panel, successful suppliers may be required to hold or put in place Cyber Liability Insurance at an appropriate level prior to contract award for that call-off

By signing the Applicant's Statement at Part 2, Section 2.2 (Insurance), Applicant's confirm that, if awarded a Contract under this Competition, (i) they will, from the Commencement Date of the Contract (as defined in the Contract), obtain and hold the types and levels of insurance as specified above, (ii) the territorial limits and jurisdiction of its insurance policies include the Republic of Ireland and (iii) they are not aware of any exclusions, restrictions, conditions or warranties or, in the case of policies with an aggregate limit of indemnity, any outstanding claims, which could have a material adverse impact on the level of coverage specified above. A formal confirmation from the Applicant's insurance company or broker to this effect will be requested from the Successful Tenderer(s) prior to the award of (and shall be a condition of) any Contract.

The Successful Tenderer(s) will, during the term of the Contract, be required to:

- (a) immediately advise AN POST any material change to its insured status;
- (b) produce proof of current premiums paid upon request; and
- (c) produce valid certificates of insurance upon request.

4.6 Tax Clearance

It will be a condition of any Contract pursuant to this Competition that the Successful Tenderer(s) shall, for the term of such contract(s), comply with all applicable EU and domestic tax laws. Applicants are referred to www.revenue.ie for further information. Prior to the award of any Contract arising out of this Competition, the Successful Tenderer(s) shall be required to supply its Tax Clearance Access Number and Tax Reference Number to facilitate online verification of their tax status by AN POST. By supplying these numbers, the Successful Tenderer(s) acknowledges and agrees that AN POST has the permission of the Successful Tenderer(s) to verify its tax cleared position online.

5. PROCEDURAL REQUIREMENTS

The Questionnaire must be completed in the prescribed form. Failure to provide the requested information, omission of supporting documentation and the provision of incomplete or misleading information may result in exclusion from the Procurement Process. A summary of the procedure for pre-qualification of Applicants under this Procurement Process is as follows:

- (a) Each Questionnaire returned will be checked to ensure that the Applicant has complied with any applicable procedural requirements and that the Questionnaire has been submitted on time within the deadline for submissions set by this PQQ and is complete. Applicants who do not comply may be eliminated at this point;
- (b) Each Questionnaire will be checked to ensure that the Applicant complies with the pre-conditions for pre-qualification set out in Section 4.1 of this PQQ. Applicants who do not comply may be eliminated at this point;
- (c) Each Questionnaire will be checked to ensure that the Applicant meets the minimum qualification criteria which are set out in Section 5.1 of this PQQ. Applicants who do not meet the minimum qualification criteria will be eliminated at this point;
- (d) All Applicants who have passed the previous stages set out above, will then proceed to be evaluated under the further selection criteria set out in this PQQ and a further evaluation or shortlisting exercise will be carried out at this stage;
- (e) AN POST will then inform Applicants in writing of the outcome of the pre-qualification procedures and will inform Applicants whether or not they have been shortlisted; and
- (f) Shortlisted Applicants will be invited to tender and issued with the ITT documentation, if AN POST decides (in its sole discretion) to proceed to the tender stage.

5.1 Pre-Conditions for Qualification and Shortlisting

1) Completion of Appendix 1 (Pre-Qualification Questionnaire)

Applicants must complete all Parts of Appendix 1 (the Pre-Qualification Questionnaire). This is without prejudice to the completion of an ESPD ("European Single Procurement Document") by any Applicant (which is referred to in Article 59 of Directive 2014/24/EU (the "Public Sector Directive") which is referenced in Article 80(3) of the Utilities Directive (2014/25/EU);

- 2) Declaration in Part 2 (Appendix 1) relating to meeting the minimum qualification criteria, is required to be completed by Applicants and any other entity on whom reliance on resources is sought to be relied upon;
- 3) Declaration in Part 14 (Appendix 1) relating to mandatory exclusionary criteria and discretionary exclusionary criteria, referred to in the Utilities Directive, to be completed by the Applicant and any other entity on whom reliance on resources is sought to be relied upon (without prejudice to any declarations made in any ESPD document submitted by an Applicant and any other entity);
- 4) Compliance with Appendix 2 (Consortium Submission requirements) to be completed by the Applicant where applicable;
- 5) Statement of Confirmation (Appendix 4) to be completed by the Applicant/supporting entity and furnished to AN POST with the completed PQQ, confirming acceptance of terms and conditions of this PQQ and confirming all declarations and information has been submitted;



- 6) Conflicts of Interest in Part 14 (Appendix 1): The Applicant including all its members where it is a grouping or consortium, must be able to comply with AN POST's policy on conflicts of interest (as set out in this PQQ), as a pre-condition for qualification;
- 7) Verification: AN POST reserves the right to seek verification from any Applicant, at any stage during the competition, (including the pre-qualification stage, invitation to tender stage and contract award stage) in relation to any item, data or information supplied or in relation to any item referred to in any of the Declarations to be completed and referred to in the Appendices to this PQQ, and to seek verification of evidence of any remedial measures taken by the Applicant to demonstrate its reliability despite the existence of a relevant exclusionary ground, as such reliability measures as are referred to in Article 57(6) of the Public Sector Directive (2014/25/EU) which is referenced in Article 80(1) of the Utilities Directive, and/or to verify its compliance with the selection criteria set out herein and seek supporting documents/references/clarifications.

If an Applicant, at any stage during the competition, refuses to provide evidence which is considered by AN POST to be sufficient to demonstrate

(a) compliance with the selection criteria or

(b) the Applicant's reliability despite the existence of a relevant exclusionary ground,

it shall be excluded from the competition, and this shall include evidence required in relation to any member of a consortium or in relation to any entity on whom the Applicant relies in order to fulfil any of the selection criteria.

AN POST reserves the right to require the Applicant to replace any entity who does not fulfil the selection criteria, or in respect of which a ground for exclusion exists, and remedial measures produced are not satisfactory in the opinion of AN POST (in its absolute discretion). Where an Applicant is required to replace an entity in respect of which there are grounds for exclusion (on whom it is seeking to rely), and the replacement entity does not fulfil the selection criteria, or is also entity in respect of which there are grounds for exclusion, it may be excluded from the competition.

- 8) National Databases: The provisions of this Section are without prejudice to the availability of any supporting documents/certifications etc. as may become available on any national database or online repository of certificates, that is made available by Ireland as a Member State of the EU on its implementation of the Utilities Directive 2014/25/EU.

Shortlisting of Applicants who meet the pre-conditions for qualification and minimum qualification criteria, will be carried out in a non-discriminatory manner and on the basis of equality of treatment of such Applicants, based on the objective rules and criteria set out in this PQQ, and in accordance with all applicable law including the Utilities Directive 2014/25/EU.

5.2 Format of PQQ Submissions and Return of PQQ

The fully completed typed Questionnaire and all submissions relating to it must be uploaded in response to this notice on <http://www.etenders.gov.ie>. The fully completed Questionnaire and accompanying documentations should be marked with the tender reference and title and with the Applicant's Name. Applicants should upload 1 zip folder containing all documents as part of your submission.

Applicants should present their completed Questionnaire as set out below:



PART NO (PQQ)	SUBJECT MATTER OF PART
Part 1	Applicant Details and General Information
Part 2	Information/Declaration re Minimum Qualification Criteria
Part 3	Technical Capability: Relevant Experience of Applicant
Part 4	Technical Capability: Company / Technical Resources
Part 5	Data Protection
Part 7	Information Security
Part 9	Technical Skills and Processes
Part 14	Declaration of Eligibility
Part 15	Declaration Article 5k of EU Regulation 2022/576.
Appendix 2	Consortium Submission Requirements (where applicable)
Appendix 3	Requirements Concerning Sub-Contractors
Appendix 4	Applicant's Statement of Confirmation enclosing completed PQQ
Appendix 5	Declaration of Going Concern

5.3 Deadline for PQQ Submissions

The fully completed Questionnaire and all submissions relating to it must be uploaded in response to this notice on <http://www.etenders.gov.ie> no later than the date and time specified in the eTenders contract notice.

AN POST, at its absolute discretion, may extend the PQQ submission Deadline. Any extension will be notified via eTenders before the original PQQ submission deadline.

The onus is on Applicants to ensure that their completed Questionnaire and all submissions relating to it are submitted via the eTenders portal on time. It is not advisable to wait until the last moment to upload documents and applicants should allow enough time to complete the uploading process to eTenders. Applicants should also note that after the deadline for PQQ submissions has passed the uploading facility may be removed from eTenders.

AN POST is not responsible for corruption in documents. Applicants must ensure that the documents are not corrupted and are in a readable format. AN POST accepts no liability regarding the eTenders Website.



6. SELECTION CRITERIA

6.1 Minimum Qualification Criteria

The minimum qualification criteria that each Applicant must satisfy in order to proceed to the next stage of the qualification evaluation are as follows:

(1) Financials

(PASS/FAIL)

The Applicant must have the following Turnover:

TURNOVER (exclusive of VAT): A minimum annual turnover of five hundred thousand euro (€500,000.00) per annum for any two of the last three financial year ends. Applicants must provide evidence of turnover that is satisfactory to AN POST, by way of a copy of the audited accounts for the last three most recent financial years. If audited accounts are not completed for the most recent year, signed auditor's statement should be provided. A signed Declaration in the Minimum Qualification Criteria in the form set out in Part 2 of the Questionnaire must be submitted.

Reliance on resources to meet Turnover Requirement: Where the Applicant seeks to rely on the resources of another person to meet the minimum financial qualification criteria of Turnover, it must provide evidence of the turnover for such other person/entity for each of the financial years listed above and prove to AN POST that the necessary resources will be available to it when required, whether by way of a signed auditor's statement or similar.

Reliance on a Consortium Member: where an Applicant who is a consortium, seeks to rely on the resources of a consortium member to satisfy the minimum qualification financial criteria, this must be stated in the Declaration set out in Part 2 of the Questionnaire and a letter confirming this reliance on resources must be furnished by each other member of the Applicant.

Parent company: Where the Applicant is a subsidiary and relying on its parent company to meet the minimum turnover requirements, the details required by this section must also be provided by the parent company.

AN POST reserves the right to conduct any due diligence checks to assess financial capacity to undertake the services.

(2) Insurance

(PASS/FAIL)

The Applicant must provide completed and signed Self Declaration in accordance with Part 2.

(3) Tax Clearance

(PASS/FAIL)

The Applicant must provide completed and signed Self Declaration in accordance with Part 2.

(4) Applicant Declaration of Eligibility

(PASS/FAIL)

The Applicant must provide completed and signed Applicant Declaration of Eligibility in accordance with Part 14.

(5) Declaration Article 5k of EU Regulation 2022/576 (PASS/FAIL)

The Applicant must provide completed and signed Applicant Declaration Article 5k of EU Regulation 2022/576 in accordance with Part 15.

**(6) Declaration of going concern****(PASS/FAIL)**

Please enclose a statement from a Director of the Applicant, of each Applicant Member, and of each Entity Being Relied Upon, based on the current financial evidence available, certifying that the entity in question: (a) is a going concern (b) that its average turnover as specified in this document is based on available forecasts, remains valid into the future and (c) that it has the financial and operational capacity to: (i) trade successfully for the next 12 months, and (ii) deliver such of the Contract requirements as are proposed to be delivered by such entity from the date of Response to this PQQ, (a "Going Concern Statement")

Notwithstanding the above, the Contracting Entity reserves the right to raise further queries in relation to this Going Concern Statement with the Applicant, and to seek explanation(s) where the Applicant's past financial results, in any of the financial statements submitted, show financial issues which could give rise to uncertainty regarding the validity of the Going Concern Statement, such as, for example, post-tax losses, or an adverse capital and reserves position, or other material issues. In this case, the onus shall be on the Applicant to demonstrate and explain to the reasonable satisfaction of the Contracting Entity that any concerns or financial issues will not have an adverse bearing on the ability of the Applicant to perform the Contract, before the Applicant can achieve a Pass.



6.2 Technical/Professional Ability

The following table sets out the further shortlisting criteria in respect of technical capacity and company resource of Applicants (it also includes the Minimum qualification score where this relates to each criterion). The scoring methodology allocated to these criteria is set out in Section 6 of this PQQ. AN POST reserves the right to seek feedback from the client references provided.

WEIGHTED TABLE

Technical and Professional Ability Criteria	Weighting	Cross reference in Appendix 1 Questionnaire	Minimum Rule/Minimum Score
Relevant Experience of Applicant	35% 35 points available	Part 3	Applicant must score a minimum of 60% of the allocated score under this criterion.
Company/Technical Resources	15% 15 points available	Part 4	Applicants must score a minimum of 60% of the allocated score under this criterion.
Information Security	15 % 15 points available	Part 7	Applicants must score a minimum of 60% of the allocated score under this criterion.
Technical Skills and Processes	35 % 35 points available	Part 9	Applicants must score a minimum of 60% of the allocated score under this criterion.
TOTAL	100% 100 points		

The response to each of the weighted questions in Appendix 1 will be assessed and awarded a score from the maximum marks available for that criterion, using the scoring methodology detailed for each criterion. Please note An Post reserves the right to seek feedback from the client references provided.

Failure to meet the minimum score threshold (where applicable) under ANY of the above qualitative selection criteria shall result in elimination from the competition.

Reliance on resources - If the Applicant is relying on the resources of any third party/Sub-Contractor/Consortium member to fulfil the Technical and Professional Ability Selection Criteria, full details are required as per section 1.3 of the Questionnaire. In particular, if experience of any Sub-Contractor or third party/Consortium member is being relied upon to fulfil the Selection Criteria, relevant examples of experience of the Sub-Contractor/Consortium member/ third party



should be provided in Part 3 of the Questionnaire and in relation to resources, the details should be provided in Part 4 of the Questionnaire.

Further details on the evaluation assessment are set out in section 7 below.



7. SCORING METHODOLOGY

7.1 Part 3 – Relevant Experience of Applicant

Applicants must provide up to 3 examples of relevant contracts to demonstrate their experience in delivering the required service. To be deemed 'relevant', the contract examples must be similar in nature, scale and scope, innovation and complexity to the requirements outlined in section 2.1 of this PQQ.

The contract examples submitted must relate to contracts delivered within the last five (5) years from the date of submission of this PQQ. Any contract outside of this timeframe, will be excluded from evaluation process, will not be scored and will result in elimination from the tender process.

Where a consortium or subcontracting arrangement is proposed, the parties must demonstrate prior experience working together. Failure to do so will result in elimination from the tender process.

Each contract example must include detailed information as specified in the respective tables and rules outlined in Part 3 of Appendix 1.

Evaluation and scoring of Relevant Experience of Applicant

All contract examples submitted will be assessed collectively, with a maximum of 35 marks available for this criterion.

To pass this criterion, the score of contract examples submitted by the applicant must equal or exceed 60% of the total marks available under this criterion i.e. 21 (representing 60% of 35);

7.2 PART 4 – Technical Capability: Technical Resources

In order to satisfy this selection criteria, Applicants should provide a detailed breakdown of the resources available as evidence of their technical capacity and resources in delivering contracts of a similar scope as required for An Post.

As a minimum, information should be provided for the following areas, with clear indication as to whether the resources are fulltime or other:

- SEO Strategy Lead / Director
- Technical SEO Specialist
- Content / On-page SEO Specialist
- SEO Content Writer
- Digital PR / Off-page SEO Specialist

Supplier can outline other relevant resources they believe may add value to the programme in the table in response to Part 4 i.e.:

- SEO Analyst
- Accessibility Specialist
- UX Specialist
- Front end developer
- Project and Programme Management



Applicants should also confirm that they have the resources available to manage the requirements of this contract and provide evidence of how this relates to the reference contracts under Part 3.

Applicants are required to attach all relevant documents (policies, audit reports, documented evidence etc) claimed within the responses to the above.

Note: All documents supplied must be clearly referenced to the relevant question in the attachment title. Any documents not clearly referenced may not be assessed by An Post. Please note that Applicants must upload a single zip folder containing all documents as part of your submission.

Evaluation and scoring of Technical Resources

In evaluating the responses to Part 3 to Part 9, AN POST will apply the following scoring matrix:

<u>Score</u>	<u>% of total mark available</u>	<u>Comment</u>
5	100%	Overall, the response is excellent and relevant. The response is comprehensive and demonstrates a thorough understanding of the criterion and provides details of how the criterion will be satisfied to a very high standard.
4	80%	Overall, the response is very good and relevant. The response demonstrates a very good understanding of the criterion and provides details on how the criterion will be satisfied to a high standard.
3	60%	Overall, the response is good and relevant. The response demonstrates a good understanding of the criterion and provides details on how the criterion will be satisfied to a good standard.
2	40%	Overall, the response is fair. The response demonstrates a limited understanding of the criterion and provides details on how the criterion will be satisfied to an adequate standard.
1	20%	Overall, the response is poor and only partially relevant. The response addresses the criterion in part but contains insufficient /limited detail or explanation to demonstrate how the criterion will be satisfied.
0	0%	The response fails to satisfy the criterion in very significant respects.



8. GENERAL CONDITIONS

8.1 Interviews/Presentation Meetings

Applicants may be requested to attend interviews or on-line meetings in order to provide clarifications in relation to any information submitted pursuant to the requirements of this PQQ, at their own cost and AN POST shall not be liable for the costs or expenses of any Applicant attending for such interviews.

8.2 Further Information/Queries and Clarifications

Applicants may not address queries to, or communicate with, AN POST in relation to this competition, other than in the manner provided for in this section 8.2.

Where the Applicant has any queries or observations regarding the meaning of any requirement or any other aspect of this qualification process, the Applicant must submit such queries via the eTenders Portal.

The deadline for submitting initial clarification queries for the qualification panel set-up is 12:00 PM (Irish time) on 2nd June 2026. AN POST may, at its sole discretion, respond to queries received after this deadline.

Queries can only be submitted via the messaging functionality in eTenders. Responses to queries will be issued by AN POST via the messaging facility on eTenders. Where appropriate, queries may be amalgamated.

For the avoidance of doubt, Applicants may not contact AN POST regarding any aspect of this Competition by any other means.

AN POST may seek clarification, confirmation or validation from any applicant on any aspect of a response to a pre-qualification questionnaire.

8.3 Confidentiality and Confidential or Potentially Confidential Queries/Announcements

If an Applicant believes a query relates to a confidential or commercially sensitive matter it must clearly state, the reason why the Applicant considers its query "confidential" or "commercially sensitive" and must mark its query as "Confidential" and/or "Commercially Sensitive".

Where AN POST is satisfied, in its sole discretion, that the query/request and/or its response should properly be regarded as confidential or commercially sensitive, the nature of the query/request and its response shall be kept confidential (subject to the requirements of any law or applicable requirements).

Where AN POST is of the opinion that it would be inappropriate to answer the query/request on a confidential basis, it will notify the Applicant and require the Applicant to either withdraw the query or to raise any objection within three (3) Working Days of such notification and state grounds for its objection.

Where the Applicant does not withdraw the query/request or raise any objection within the specified period, or AN POST is of the opinion that, notwithstanding the objection of the Applicant the query/request is not confidential or commercially sensitive, AN POST may include the query/request and its response to all Applicants in the relevant circular/notice. As noted in



Section 8.2, the identity of Applicants raising individual queries will not be disclosed in such circular/notices.

Subject to the above, it is a requirement of AN POST that all exchanges shall be kept confidential by the Applicants and not disclosed to any person, save as may be required by law. Applicants will also be asked to enter into Confidentiality Undertakings/Agreements should it become appropriate to release confidential information to them. AN POST requires that all information provided by Applicants or by AN POST pursuant to this PQQ be treated in strictest confidence by Applicants, and by submitting an application, Applicants shall be deemed to so acknowledge and agree.

AN POST has the right to disclose to any party information concerning the Contract, the identity of the Applicants, this Procurement Process and the qualification and tender documentation at any time that is allowed under applicable law.

8.4 Conflicts of Interest

For the purpose of this Tender **“Conflict of Interest”** means any actual, potential or perceived situation where an Applicant or its Affiliates, including their directors, employees, officers and agents from time to time, or any sub-contractors of the Applicant has, directly or indirectly, a financial, economic or other interest which actually, potentially or might be perceived to compromise the Applicants bid in the context of the Tender. And **“Affiliate”** means any subsidiary or holding company (as defined in section 7 and section 8 respectively of the Companies Act 2014) of the Applicant and any subsidiary of any such holding company from time to time.

It is a pre-condition for each Applicant to pre-qualify that it complies with AN POST's position on Conflict of Interest set out in this PQQ. No person may be a member of more than one Applicant other than as a sub-contractor or where the entity is the supplier of proprietary goods/services. Applicants are expressly and strictly prohibited from discussing any aspect of their Questionnaire or pre-qualification submission with any other Applicant or members of any other Applicant or otherwise exchanging information or colluding in respect of the goods/services required. Any Applicant who fails to comply with this requirement may be disqualified.

Any Conflicts of Interest that an Applicant (or any member of an Applicant) has with AN POST or any member of the AN POST Group of companies, or with any other Applicant must be fully disclosed to AN POST, as soon as they become apparent. No Applicant, nor any member of an Applicant, nor any of an Applicant's advisers, consultants, servants or agents may currently be or have been in the past, an adviser, contractor, consultant, servant or agent to AN POST in relation to the subject of this Procurement Process where such involvement could or would lead to a Conflict of Interest. In such circumstances all relevant information must be disclosed to AN POST in advance (on or prior to the deadline for PQQ submissions) and AN POST will advise, in its absolute discretion, on the appropriate course of action.

In the event of any Conflict of Interest, AN POST may invite Applicant(s) to propose the means or mechanisms by which the Conflict of Interest may be resolved or dealt with and clarify any mitigation systems in place to deal with any Conflict of Interest and to provide supporting documentation in relation to such mechanisms or mitigation systems. AN POST will, in its absolute discretion, decide on the appropriate course of action which may, in appropriate circumstances, include elimination of an Applicant(s) from this competition and/or terminating any contract entered into with an Applicant or AN POST may permit the situation to continue provided and conditional upon certain safeguards being put in place and being observed.



Applicant or AN POST may permit the situation to continue provided and conditional upon certain safeguards being put in place and being observed.

Any “registrable interest” as defined in the Ethics in Public Office Acts, involving the Applicant and/or AN POST, AN POST or any member of the AN POST Group, or any member of the Government or Oireachtas or their relatives, must be fully disclosed when responding to this PQQ, or should be communicated to AN POST immediately where such information becomes known to the Applicant only after submission of a response and duly completed PQQ, and prior to the award of any contract, and AN POST will, in its sole discretion, decide on the appropriate course of action, which may in appropriate circumstances, result in the Applicant being eliminated from this competition or in any contract with the Applicant being terminated. “Registrable interest” and “relative” are as defined in the Ethics in Public Office Acts.

8.5 Anti-Collusion/Inducements/Interference

Applicants are strictly prohibited from discussing any aspect of their application with any other Applicants or otherwise exchanging information or colluding in respect of any matter relating to this Procurement Process and this competition. Any Applicant (or any member of any Applicant) who fails to comply with this requirement may be disqualified.

8.6 GDPR

An Post has an obligation to ensure we only use suppliers that are fully GDPR compliant. It is a requirement of any contract awarded that all personal data associated with the provision of the services required under the Contract must be processed in the EU only unless the processing is deemed strictly necessary and importantly the supplier can guarantee that they will protect the data to a standard equivalent to that afforded to citizens under EU Law, namely by applying additional technical safeguards.

As per Article 4 of Regulation (EU) 2016/679 (the “General Data Protection Regulation” or the “GDPR”), “Processing” is defined as:

‘processing’ means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

Where applicable, Tenderers will be required as part of their tender submission to provide full details regarding the processing of any personal data associated with the provision of the services required by An Post including full details of where such data will be held and processed and provide assurances that should they be successful they will fully comply with An Post Standard Contractual Clauses in relation to GDPR where required and implement any additional measures to protect such data during the term of the Contract as requested by An Post.

Where applicable, if any tenderer intends to process any data associated with the services required under a Contract that is subject to an EU Commission Adequacy Decision they must provide full details in their tender submission of how they intend to meet An Post requirements and should they be successful, how they intend to continue with the service provision should the Adequacy decision be revoked or not renewed during the term of any Contract awarded by An Post.



8.7 No Prior Knowledge

Applicants must not make assumptions that AN POST or any of its advisers has prior knowledge of their organisation or their service provision. Applicants will only be evaluated on the information provided in their PQQ Response (as may be clarified in accordance with the provisions of this PQQ).

8.8 Publicity

No publicity in relation to the proposed Contract or the Procurement in general is permitted unless and until AN POST has given express prior written consent to the relevant communication. In particular, no statement should be made to the press or other similar organisations regarding the nature of any Response without the express written consent of AN POST. AN POST retains the right to publicise or otherwise disclose to any third party information in relation to the proposed Contract, the identity of Applicants or Applicant Members or the Procurement Process in general.

8.9 Environmental, Social and Labour Law

In the performance of the Services the Successful Tenderer(s) including their sub-contractors (if any), shall be required to comply with all applicable obligations in the field of environmental, social and labour law that apply at the place where the Services are provided, that have been established by EU law, national law, collective agreements or by international, environmental, social and labour law.

Tenderers may obtain information regarding their obligations concerning:

- Taxation from the Irish Revenue Commissioners (www.revenue.ie).
- Environmental protection from the Environmental Protection Agency (www.epa.ie).
- Employment protection and working conditions from the Department of Jobs, Enterprise and Innovation (www.djei.ie).

The Successful Tenderer(s) shall be solely responsible in law for the employment, remuneration, taxes, immigration and work permits of all personnel retained for the purposes of providing the Services sought under this Competition.

The Successful tenderer(s) shall comply with all relevant legislation relating to dignity at work. AN POST is committed to a policy of equality of opportunity for all personnel.

In line with the Disability Act 2005, accessibility requirements will be clearly stated in request for tenders / quotations where applicable. Under Section 27 of the Act, AN POST is required to ensure that both the goods supplied, and services provided to it are accessible to persons with disabilities.

8.10 Sustainability

AN POST is fully committed to respecting and protecting the environment and supporting sustainable development, while pursuing best value for money for its contracts.

To fulfil this commitment, AN POST will comply with, and require our suppliers to comply with, all relevant Social and Environmental legislation.

Having achieved ISO 14001 in 2020, An Post has begun to integrate sustainable procurement into the business and is committed to ensuring that we are making a significant contribution in reaching the UN Sustainable Development Goals of *Decent Work and Economic Growth*, *Responsible Consumption and Production* and *Climate Action*.

Where practical and economically feasible, AN POST will seek to increase its procurement of goods and services that are more sustainable and responsible to the environment through:



- Promoting inclusive and sustainable economic growth as well as employment and decent work for all;
- Encouraging all suppliers to introduce environmentally friendly products and processes;
- Specifying the use of “full life cycle” environmentally friendly products and processes to include areas such as disposal, recycling, removal and energy performance;
- Utilising sustainability and environmental criteria in contract award decisions;
- Giving due consideration to environmentally friendly alternatives as proposed by our suppliers;
- Encouraging and promoting any current and new initiatives suppliers have in place which aim to improve efficiency, lessen environmental impacts and assist in the development of green initiatives within AN POST;

AN POST is committed to decarbonising our operation and supporting Ireland’s transition to a low carbon future.

AN POST will establish and implement criteria for evaluating carbon footprint / energy performance over the planned or expected operating lifetime, when procuring energy products, equipment and services which are expected to have a significant impact on AN POST’s energy performance. When procuring energy using products, equipment and services that have, or can have, an impact on its energy performance AN POST shall inform suppliers that energy performance is one of the evaluation criteria for procurement.

Where applicable, AN POST will define and communicate specifications for ensuring the energy performance of procured products, equipment and services.

In this regard, An Post may ask suppliers as part of the Procurement Process to provide information on their carbon footprint / energy performance and on the sustainable practices and steps they plan to minimise and reduce the environmental and social impacts of their products and services and assist in the development of sustainability and green initiatives within AN POST.

An Post may, over the term of any contract awarded, seek to engage with its suppliers through assessment and audits including the use of third party auditors and assessors acting on behalf of An Post. This will assist An Post in evaluating the sustainability of its supply chain including the calculation of emissions associated with the works, goods and/or services which we procure.

8.11 Changes to Requirements

Any requirements contained in this notice are indicative only and An Post reserves the right to change, add to or remove requirements at any stage during the Tender Process at its sole discretion and shall have no liability arising from any such action.

An Post reserves the right to discontinue, suspend, terminate or not award all or any business as a result of this PQQ and shall have no liability arising from any such action.

8.12 Third Party Support

Not applicable

8.13 Use of AI during Tender Process

In accordance with the principles of the Treaty on the Functioning of the European Union (TFEU) and the EU Utilities Directive, An Post is committed to conducting a transparent and fair tender



process. As part of our ongoing efforts to enhance the efficiency and quality of our procurement operations, we hereby inform all potential Applicants that we reserve the right to employ Artificial Intelligence (AI) tools for analysis and quality assurance purposes during the preparation of our tender documents and evaluation of submitted applications.

The use of AI tools is intended to help ensure the highest standards of accuracy, compliance, and fairness in the assessment of applications. These tools will assist in various stages of the tender process, such as, compliance checks, and comparative analysis of submissions.

Outputs produced by AI tools will be reviewed and assessed by human subject matter experts, who will confirm the accuracy and fairness of the outputs produced, in accordance with applicable legislation. The AI tool will not be used to make any decisions or evaluations.

The deployment of AI tools will be conducted in compliance with confidentiality obligations provided for at Section 8.3 and in accordance with applicable data protection legislation, including the General Data Protection Regulation (GDPR), and will not be used for any purpose other than the administration of this competition.

By submitting an application, Applicants acknowledge and accept the use of AI tools as described in this section.



APPENDIX 1 - APPLICANT QUESTIONNAIRE RESPONSE

GUIDANCE NOTE

Appendix 1: The Applicant's Pre-Qualification Submission should include this QUESTIONNAIRE duly completed by the Applicant and submitted with its response. This QUESTIONNAIRE is divided into a number of parts, all of which must be completed unless otherwise stated. All declarations in this document must be completed where applicable.

This QUESTIONNAIRE is available in soft copy in Word format.

Appendix 2: Where the Applicant is a Consortium, Applicants should note the requirements of Appendix 2 of the PQQ document.

Appendix 3 – Where the Applicant is engaging in the use of sub-contractors, Applicants should note the requirements of Appendix 3 of the PQQ document.

Appendix 4: Applicants must complete the Statement of Confirmation set out in Appendix 4 and submit this with their fully completed PQQ.

ENGLISH LANGUAGE: All parts of the PQQ must be completed in English or Irish and where copies of original documents are provided in languages other than English or Irish, a complete and accurate English translation must be provided, or the documents will not be considered during the evaluation process.

The use of URLs, Hyperlinks or any other links to data which are intended to form part of a submission are not permitted and will not be evaluated.

Please note that all financial information should be denominated in euro (€), except where financial information is being provided in a certified supporting document such as a set of financial statements where it is sufficient for the information to remain in its original currency.

Where information is required by more than one Part in this QUESTIONNAIRE, it need only be provided once BUT its location within this QUESTIONNAIRE MUST be clearly referenced in all other Parts to which it relates. This does not apply to reliance on resources where the specific details of how the Applicant proposes to rely on the resources of others to meet any of the selection criteria (including the minimum qualification criteria, or further selection criteria relating to economic and financial capacity or technical or professional ability) set out in this PQQ.

If any of the Parts in this QUESTIONNAIRE are not relevant to an Applicant, please insert "N/A" or "Not Applicable". Do not leave blanks.



1. PART 1 APPLICANT DETAILS/INFORMATION (INCLUDING INFORMATION RE - GROUPING/CONSORTIUM BIDS/PRIME CONTRACTOR/SUB-CONTRACTORS)

The answers to the questions in Part 1 must be provided by the Applicant, or if the Applicant is a Consortium, refer to Appendix 2, JOINTLY on BEHALF OF ALL Members. HOWEVER, where the Applicant is a Consortium, EACH Member must complete and sign the confirmation of authorisation of the representative required in Part 1.2.

1.1 Applicant

1.1	Full Company Name (full legal name)	
1.2	Business Name/Trading as:	
1.3	Incorporated under the laws of [please state or identify country of incorporation]	
1.4	Registered Address/Registered Office	
1.5	Company registration number:	
1.6	Primary Contact name for this process, (as all correspondence should be via the eTenders system, please ensure your primary contact is aligned with a correct contact on the eTenders system.)	
1.7	VAT Number	
1.8	Directors names and titles	
1.9	Name of Company Secretary	
1.10	Parent Company (where relevant) Details of country of incorporation, shareholding in Applicant, registered office, registered number	
1.11	Names and addresses (full legal names, and registered offices, business addresses) of parties on whose resources the Applicant is relying (if applicable)	
1.12	Is your company an SME (Yes or No)	



1.2 Applicant Structure

Is the Applicant a single entity or is it a Consortium? ("Consortium" includes a grouping of any kind, as described in Section 2 of the PQQ, and includes a grouping consisting of a Prime Contractor and sub-contractor(s))

Tick as appropriate

Single Entity ☐ Consortium ☐ Prime Contractor/Sub-Contractor ☐

I/we confirm that the Primary Contact named in Section 1.1 (Applicant) above is authorised to act as agent on behalf of the Applicant and the principal contact for the Applicant in dealings with AN POST.

(PLEASE NOTE: Power of Attorney not required at this stage).

Signed (to be completed by the Applicant or if the Applicant is a Consortium, SEPARATELY by EACH Member)

Signature and DATE	Name	Title	For and on behalf of (Member's name to be stated in full)
Signed: Dated:			
Signed: Dated:			
Signed: Dated:			

- IF THE APPLICANT IS A CONSORTIUM/GROUPING/JOINT VENTURE/PRIME CONTRACTOR WITH SUB-CONTRACTOR(S) OR OTHER GROUPING, APPENDIX 2 MUST BE COMPLETED.



1.3 Details of Sub-Contracting Arrangements

Details of any proposed sub-contracting arrangements, whether by a consortium or an individual Applicant, and whether the Applicant is a Prime Contractor or a consortium grouping (however constituted), must be fully disclosed. Sub-contracting is subject to the prior written consent of AN POST under the terms of the Contract, in its absolute discretion and AN POST may withhold such consent in its absolute discretion.

Name of Proposed Sub-Contractor (full legal name, registered office, registered number, country of incorporation, trading or business name)	Role of Proposed Sub-Contractor

If the sub -contractors are members of a consortium, please state if any of the sub-contractors listed above are also to be members of the consortium, in which case they will be jointly and severally liable to AN POST for the performance of the Contract, on any contract award. Sub-contractors acting as such, i.e. not also members of a consortium, will not be evaluated as members of the consortium. Irrevocable letters of authority from each sub-contractor confirming their proposed role in the Applicant, whether as sub-contractor only, or as a sub-contractor and also members of the consortium, (in which case the sub-contractor must also complete this Questionnaire), must also be enclosed.

Where reliance on resources of any sub-contractor is also sought by any Applicant to meet any of the qualitative selection criteria, a separate letter of authority must be included with the PQQ submission when returning the completed Questionnaire, identifying the specific nature of the reliance on resources in each case, to meet the specific qualitative selection criteria.



1.4 Reliance on Resources (to be completed separately by the Applicant or a Member)

Applicants refer to Section 3.3 of the PQQ in relation to the requirements on reliance on resources to meet any of the selection criteria.

<i>Tick if appropriate written evidence of such support/reliance on resources of others for financial and economic capacity (whether in respect of the minimum qualification financial criteria on turnover or any other selection criteria relating to economic and financial capacity set out in the PQQ</i>	☐	Reference to where enclosed:
<i>Tick if appropriate written evidence of such support/reliance on resources of others to meet selection criteria relating to technical and/or professional ability is enclosed.</i>	☐	Reference to where enclosed:

NOTE: It is essential that where reliance on resources is sought from any other person or entity in respect of any of the qualitative selection criteria, whether of economic and financial capacity or of technical and/or professional ability, or both, full supporting evidence and accompanying documentation is provided in each relevant section/criteria where reliance on resources is sought, and the requirements of that section on reliance on resources under each criteria, are met.



2. PART 2 INFORMATION/DECLARATION RE MINIMUM QUALIFICATION CRITERIA

Minimum Qualification Criteria

In the case of reliance upon the financial resources of another entity (see Section 5.1), Part 2 must ALSO be completed by that other entity(s).

2.1 Turnover (PASS/FAIL)

Please provide details of the annual turnover which must equal or five hundred thousand euro (€500,000.00) per annum for any two of the last three audited financial year ends.

Audited accounts (last 3 years)		2024	2023	2022
A	Accounting year			
B	Annual turnover €			

In the case of a consortium, the turnover threshold must be met by the combined annual turnover of all members of the consortium for any two of the last 3 audited financial year end.

Audited accounts (last 3 years)		2024	2023	2022
Applicant/Member Annual turnover €				
Applicant/Member Annual turnover € (add new lines if necessary)				
Total Annual turnover €				

☐ Tick to confirm that this meets the minimum qualification criteria in respect of turnover as outlined in this Part 2.

☐ Tick to confirm that supporting documentation (audited financial statements and / or certified statements of turnover from an independent accountant) has been provided with reference to this Part 2. Supporting documentation MUST be provided. If an Applicant is relying on resources of another entity/entities, the same information must be provided in relation to that entity/those entities.

☐ Tick to confirm if Applicant is relying on combined turnover of consortium members or those of other any other persons/entities, in order to meet the minimum financial qualification criteria relating to turnover. In the case of an Applicant that is a consortium or grouping, the turnover requirement set out above may be met by the combined annual turnover of all members of the consortium over the last three audited financial years.

DECLARATION SIGNED: BY (Name)

On behalf of: DATED:



2.2 Insurance

(PASS/FAIL)

For the purpose of responding to this PQQ, it shall suffice for the Applicant to declare, by way of the Self Declaration in, that it can meet the insurance requirements as set out in section 4.5 of the PQQ.

In order to pass this criterion at this stage, Applicants must either confirm that it has in place or will put in place the levels required in accordance with section 4.5 above. Applicants that have the required levels of insurance in place must only complete sections (A) and (C) in order to pass this criterion. Applicants that do not have the required levels of insurance in place must complete sections (A), (B) and (C) in order to pass this criterion. Section A to include the current level in place at time of submission.

Pass requirement: To be completed by the Applicant			
(A) confirm that we have the following insurances in place			
Insurance Type	Level in Place	Details of Any Excess	Expiry Date
Employers Liability			
Public and Products Liability			
Professional Indemnity			
Cyber Insurance*			
*In relation to your Cyber Insurance please confirm that your Cyber policy includes Ransomware Event cover and if there is a Sublimit for Ransomware event Cover. Please advise and confirm the limit in the box below:			
Please confirm that the Professional Indemnity and Cyber insurance in place covers the scope of services outlined in this PQQ			YES/NO:
Applicants who do not have the required level of insurance in place in accordance with section 3.4 above must also complete section B below:			
(B) I confirm that if successful, where the levels required under the contract are higher than those currently in our possession, I will be in a position to put the required forms and levels of insurances required in place.			YES/NO:
(C) All Applicants must complete this section:			
I confirm that I will provide the following promptly on request at any time: - evidence of insurances in place or - letter from Insurance Broker confirming that the required levels could be put in place if successful			YES/NO:
Declaration:			



It will be a condition for the award of any Contract arising out of this Competition, that the Successful Tenderer shall provide to AN POST evidence that these insurances are in place (e.g. broker's letter or policy extract), together with any additional information that AN POST may request for the purposes of assessing whether the Tenderer meets the stated minimum requirement prior to award of the Contract. Tenderers shall produce this evidence within seven calendar days (or such other period as may be specified by AN POST) of AN POST's request for same.

2.3 Tax Clearance (PASS/FAIL)

For the purpose of responding to this PQQ, by way of the Self Declaration, Applicants are required to provide the following information:

In order to pass this criterion at this stage, Applicants must complete section (A) or (B) OR A and B if registered outside Ireland.

Tax Clearance	
(A) I confirm and declare having a current and valid Tax Clearance Certificate in place and our tax affairs are in order.	
Do you grant the Contracting Authority permission to verify your tax cleared position online?	
Registration / Tax Reference Number (as shown in your Tax Clearance Certificate)	
Certificate / Access (T-Can) Number (as shown in your Tax Clearance Certificate)	
Expiry Date (where applicable)	
OR	
(B) I confirm that if successful in this tender competition, I will apply for a Tax Clearance Certificate which will be made available on request, prior to award of contract.	

2.4 Declaration of going concern (PASS/FAIL)

The Applicant must provide a statement from a Director of the Applicant, of each Applicant Member, and of each Entity Being Relied Upon, based on the current financial evidence available, certifying that the entity in question: (a) is a going concern (b) that its average turnover as specified in this document is based on available forecasts, remains valid into the future and (c) that it has the financial and operational capacity to: (i) trade successfully for the next 12 months, and (ii) deliver such of the Contract requirements as are proposed to be delivered by such entity from the date of Response to this PPQ, (a "Going Concern Statement"). In order to pass this criterion at this stage, Applicant must complete the declaration below:

In order to pass this criterion at this stage, the Applicant must complete the attached declaration in Appendix 5 on company letter headed paper.

☐

I declare by ticking this box, that the Applicant has attached **Appendix 5** as the required declaration under this criterion.



3. PART 3 TECHNICAL CAPABILITY: RELEVANT EXPERIENCE OF APPLICANT

Applicants are required to provide up to three (3) relevant contract examples that closely relate to the requirements, and must be similar in nature, scope, scale, demonstrated innovation and complexity to the services sought by AN POST. These contracts must have been delivered within the last five years from the date of submission of this PQQ. Any contract outside this timeframe will not be considered, will not receive a score, and will result in elimination from the tender process.

Responses must fully address all relevant requirements listed in Section 2.1.2.

Where a consortium or subcontracting arrangement is proposed, applicants must demonstrate prior collaboration between the parties. Failure to do so will result in elimination from the tender process.

Each contract example should include the detailed information specified below. Expertise in the service areas listed must be demonstrated in at least one example. Failure to provide at least one example for each service area will result in disqualification.

3.1 Reference 1

Name of Client	
Date or duration that the services were provided (must be within the last five years)	
Contract Value to Applicant excluding Vat (€) and broken down for each year of the contract.	
Applicant's role in the contract - e.g. sole contractor, sub-contractor, consortium member	
Title & Description of the Contract.	
Referee Contact Details (please note that the referee can be contacted at any time to confirm the information provided. Please ensure that the referee is aware that they might be contacted and that their details are up to date and correct).	Contact Name: Position within client organisation: Email: Telephone number:
Please provide a relevant contract example for the services set out at section 2.1.2 above. Demonstrate/provide a detailed description how the contract example is similar in nature to the services set out at section 2.1.2 above, specifically in delivering SEO services for large and / or complex organisations across multiple products, services or digital platforms. Response must include the following but not limited to: • Client Context. Business Objectives and /or innovation or future readiness challenge. • The strategic visibility challenge and opportunity faced by the organisation and / or strategic rationale for adopting emerging methodologies and approaches. • The consultative approach to SEO strategy development and measurement. • How SEO strategy was aligned to business goals. • How the organisation's advisory approach visibility, technical, or industry change.	



• Clear evidence of innovation and thought leadership beyond standard SEO Delivery (where applicable) • Key outcomes achieved, measurable business impact resulting from the strategic approach and long-term strategic value created for the organisation. • Lessons learned. Applicants will be marked in accordance with section 7 above. As Applicants will see from the scoring mechanism at section 7 the degree of similarity of the contract example submitted to the characteristics of the project as listed at section 2.1.2 forms the basis of assessment under this criterion.	
Please indicate the relevancy of this reference to An Post’s requirements, including but not limited to details of how the contract is similar in nature, scale and scope to the requirements outlined in section 2.1 of this PQQ.	



3.2 Reference 2

Name of Client	
Date or duration that the services were provided (must be within the last five years)	
Contract Value to Applicant excluding Vat (€) and broken down for each year of the contract.	
Applicant's role in the contract - e.g. sole contractor, sub-contractor, consortium member	
Title & Description of the Contract.	
Referee Contact Details (please note that the referee can be contacted at any time to confirm the information provided. Please ensure that the referee is aware that they might be contacted and that their details are up to date and correct).	Contact Name: Position within client organisation: Email: Telephone number:
Please provide a relevant contract example for the services set out at section 2.1.2 above. Demonstrate/provide a detailed description how the contract example is similar in nature to the services set out at section 2.1.2 above, specifically where your organisation has delivered an innovative approach to traditional search strategies in evolving search environments. Response should include the following but not limited to: • Client Context. Business Objectives and /or innovation or future readiness challenge. • The strategic visibility challenge and opportunity faced by the organisation and / or strategic rationale for adopting emerging methodologies and approaches. • The consultative approach to SEO strategy development and measurement. • How SEO strategy was aligned to business goals. • How the organisation's advisory approach visibility, technical, or industry change.	



• Clear evidence of innovation and thought leadership beyond standard SEO Delivery (where applicable) • Key outcomes achieved, measurable business impact resulting from the strategic approach and long-term strategic value created for the organisation. • Lessons learned. Applicants will be marked in accordance with section 7 above. As Applicants will see from the scoring mechanism at section 7 the degree of similarity of the contract example submitted to the characteristics of the project as listed at section 2.1.2 forms the basis of assessment under this criterion.	
Please indicate the relevancy of this reference to An Post's requirements, including but not limited to details of how the contract is similar in nature, scale and scope to the requirements outlined in section 2.1 of this PQQ.	

3.3 Reference 3

Name of Client	
Date or duration that the services were provided (must be within the last five years)	
Contract Value to Applicant excluding Vat (€) and broken down for each year of the contract.	
Applicant's role in the contract - e.g. sole contractor, sub-contractor, consortium member	
Title & Description of the Contract.	
Referee Contact Details (please note that the referee can be contacted at any time to confirm the information provided. Please ensure that the referee is aware that they might be contacted and that their details are up to date and correct).	Contact Name: Position within client organisation: Email: Telephone number:
Please provide a relevant contract example for the services set out at section 2.1.2 above. Demonstrate/provide a detailed description how the contract example is similar in nature to the services set out at section 2.1.2 above, specifically in delivering SEO services for large and / or complex organisations across multiple products, services or digital platforms. Response must include the following but not limited to: • Client Context. Business Objectives and /or innovation or future readiness challenge. • The strategic visibility challenge and opportunity faced by the organisation and / or strategic rationale for adopting emerging methodologies and approaches. • The consultative approach to SEO strategy development and measurement. • How SEO strategy was aligned to business goals. • How the organisation's advisory approach visibility, technical, or industry change.	



• Clear evidence of innovation and thought leadership beyond standard SEO Delivery (where applicable) • Key outcomes achieved, measurable business impact resulting from the strategic approach and long-term strategic value created for the organisation. • Lessons learned. Applicants will be marked in accordance with section 7 above. As Applicants will see from the scoring mechanism at section 7 the degree of similarity of the contract example submitted to the characteristics of the project as listed at section 2.1.2 forms the basis of assessment under this criterion.	
Please indicate the relevancy of this reference to An Post’s requirements, including but not limited to details of how the contract is similar in nature, scale and scope to the requirements outlined in section 2.1 of this PQQ.	



4. PART 4 TECHNICAL CAPABILITY: COMPANY / TECHNICAL RESOURCES

This section must be completed by the Applicant SEPARATELY on behalf of EACH Member of the Consortium.

Applicants must clearly demonstrate access to appropriate level of resources to fulfil AN POST’S requirements. The purpose of this section is to identify whether the applicant firm has the organisational structure and required technical capability/resources at its disposal to carry out the contract.

4.1 Organisational Structure

Applicants must enclose with their Pre-Qualification Questionnaire Submission an organisational chart setting out your Applicant structure, clearly indicating the role of each entity.

☐

I declare by ticking this box, that the Applicant has attached an organisational chart setting out the relevant parts of the Applicant’s company structure

4.2 Technical Resources

In order to satisfy this selection criteria, Applicants should provide a detailed breakdown of the resources / skillsets available to the firm as evidence of their technical capacity and resources in delivering contracts of a similar scope as required for An Post.

As a minimum, information must be provided for the following areas, with clear indication as to whether the resources are full time / part time

- SEO Strategy Lead / Director
- Technical SEO Specialist
- Content / On-page SEO Specialist
- SEO Content Writer
- Digital PR / Off-page SEO Specialist
-

These resources may also be of benefit to the programme, please detail if you have these within your organisation or other resources you feel would add value to the service in the table below:

- SEO Analyst
- Search Analyst (PPC)
- Accessibility Specialist
- UX Specialist
- Front end developer
- Project and Programme Management

Applicants must provide details on the number of available and relevant resources to fulfill AN POST’s in the table below.

Note: It is emphasised that, at this stage, Applicants are not being asked to propose the specific personnel for the delivery of the service.



Area	Types of roles	No. of Staff	Access to Resources via Third Party (sub-contractor, partner)	Location of Staff



5. PART 5 DATA PROTECTION

AN POST, as Contracting Authority for this competition, will be a "Data Controller" within the meaning of the "Data Protection Legislation" (as defined herein), in respect of any "Personal Data" as defined under the Data Protection Legislation, required to be provided by Applicants in the PQQ Questionnaire (and any supporting documentation).

The Applicant, who is itself a "Data Controller" in respect of any "Personal Data" relating to any person provided by it in its completed Questionnaire (and in any supporting documentation), is required to confirm, in the Applicant's Statement of Confirmation (Appendix 4 of this PQQ), that all "Data Subjects" (as defined in the Data Protection Legislation) whose Personal Data has been provided by the Applicant to AN POST as part of its application at this stage of the competition, have consented to the processing of such Personal Data by the Applicant, by Consortium members where the Applicant is a Consortium, by the Applicant where the Applicant is a Prime Contractor with a Sub-Contractor and not a Consortium, and by AN POST as Contracting Authority and AN POST's Evaluation Team, for the purposes of participation by the Applicant in this competition OR that the Applicant has otherwise a legal basis (as identified under the Data Protection Legislation) for providing such Personal data to AN POST as Contracting Authority for the purposes of participating in this competition.

"Data Protection Legislation" means all applicable national and EU data protection laws, regulations and guidelines including but not limited to the Data Protection Acts 1988 to 2018 of Ireland, Regulation (EU) 2016/679 (the "General Data Protection Regulation" or the "GDPR"), and any guidelines and codes of practice issued by the Data Protection Commissioner of Ireland or any other supervisory authority for data protection in Ireland from time to time.

As per Article 4 of Regulation (EU) 2016/679 (the "General Data Protection Regulation" or the "GDPR"), "Processing" is defined as:

'processing' means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Note: Under the Data Protection Acts, Data Processors are responsible for ensuring that all data provided by a Data Controller (AN POST) is stored securely at all times. During the life time of any contract awarded under this Tender, AN POST requires the right to audit of the service, without notice, to ensure it is data protection compliant. During the life time of any contract awarded under this Tender, AN POST may require the supplier's assistance about possible data breaches or customer complaints relating to the supplier's service.

I declare by completing the below table, that I have read and understood the above text in relation to Part 5 - Data Protection.

Signature	
Full Name (Block Capitals)	
Title	
Date	



6. PART 6 QUALITY MANAGEMENT SYSTEMS

Not applicable.



7. PART 7 INFORMATION SECURITY

7.1 Please provide details of any Cyber Security certifications e.g., ISO 27001. Please provide the following with your submission: a. Copy of certification b. Scope of certification c. Statement of Applicability, or summary of the framework controls not included in your scope of certification
7.2 Does your hosted environment have a recent SOC2 Type II report or is it on the STAR register? Please provide evidence of report, including scope and findings, cloud providers reports or completed CAIQ.
7.3 Do you have an Information Security Policy in place that has been approved by Senior Management? Please provide a copy of the policy or evidence of same, including the date of last approval.
7.4 Has your organisation established cryptography and encryption policies and procedures? Please provide documented evidence.
7.5 Does your organisation provide Information or Cyber Security awareness training to all staff who have access to your IT environment? Please detail the training content, training cadence, training platform used and date of last completion.
7.6 Are services/resources used within your environment built and hardened to known best practice security standards and/or accreditations? Please describe the standard or process in place. e.g CIS, Baseline Imaging, security configuration scanning
7.7 Does all of your organisations physical devices that connect to and exchange information with your network have monitored detection and response software installed? E.g Anti Malware, Anti-Virus, EDR Please describe the controls in place.



7.8 Do all of your organisations physical devices that connect to and exchange information with your network have website content filtering to restrict access to malicious websites? Please describe the control in place.
7.9 Does your organisation use a Virtual Private Network (VPN) to access company resources remotely? Please detail the Secure Remote Access controls in place.
7.10 Does your organisation have Network Access Controls in place to protect your IT environments? Please outline the border controls (e.g. Web Application Firewall/Intrusion Prevention controls) that are currently in place to protect your IT environment.
7.11 Does your organisation have a documented Incident Response Plan and is it regularly tested? Please provide advise how frequently it is tested, a copy of the plan and evidence of tests conducted.
7.12 Does your organisation perform regular penetration testing on your environment? Please provide detail on the testing scope and schedule in your organisation.



8. PART 8 SUSTAINABILITY

Not applicable.



9. PART 9 TECHNICAL SKILLS AND PROCESSES

9.1. Core Services & Delivery Capability Describe your organisation's approach to developing and delivering SEO/GEO strategies that align with business objectives and customer needs. Your response should: • Outline your end-to-end service delivery process, from discovery and strategy development through to implementation, optimisation and ongoing management. • Demonstrate your application of current SEO/GEO best practice, including how your approach has evolved in response to changes in search algorithms, AI-driven experiences, and shifting user behaviour.
9.2. Performance Measurement, SEO Maturity & ROI Management Describe your organisation's approach to measuring SEO performance, assessing maturity, and demonstrating return on investment in the context of evolving search landscapes. • Your response should include details on how you: Define and track SEO success across the business, including core KPIs, methodologies, and tools used to measure performance and business impact. • Assess and benchmark SEO maturity (e.g., technical, content, authority, automation, AI readiness), including any frameworks used to identify gaps and positive improvements. • Forecast, attribute, and demonstrate ROI from SEO activity, including both commercial return and return on effort, and how you prioritise initiatives to maximise overall value. • Adapt performance measurement and reporting in response to changes in search behaviour (e.g. AI overviews, zero-click journeys) and ensure continued visibility of value beyond traditional traffic metrics.
9.3. Stakeholder Engagement & Channel Integration Describe your organisations approach to stakeholder engagement and integrating SEO/GEO across wider digital channels and business functions. Your response should include: • Collaborate with cross-functional teams (e.g. UX, content, development, marketing) to balance SEO recommendations with user experience, accessibility standards, and broader business requirements. • Manage multiple stakeholders and competing priorities within constrained timelines, including how you triage, prioritise, and gain alignment on SEO initiatives. • Integrate SEO with other channels (e.g. paid media, CRM, content, product) to ensure a cohesive customer journey and maximise overall performance • Enable organisational adoption of SEO/GEO practices, including training, knowledge sharing, and supporting teams to adapt to evolving search trends (e.g. AI-driven search experiences).



10. PART 10 SUBCONTRACTING

Not applicable.



11. PART 11 BUSINESS CONDUCT

Not applicable.



12. PART 12 HEALTH AND SAFETY

Not applicable.



13. PART 13 SECURITY

Not applicable.



14. PART 14 DECLARATION OF ELIGIBILITY

This section must be completed for entities who are part of the application i.e. single entity, all members of a consortium, sub-contractors and all members of any other grouping.

DECLARATION (AS PER REGULATION 89(1) OF THE EUROPEAN UNION (AWARD OF CONTRACTS BY UTILITY UNDERTAKINGS) REGULATIONS 2016

APPLICANTS PLEASE NOTE No 1: Where the Applicant is a Consortium or Grouping, EACH Member of the Consortium/Grouping (as identified at Part 1.2) MUST COMPLETE A DECLARATION OF ELIGIBILITY SEPARATELY). Where the Applicant proposes to use a Sub-Contractor, whether they are part of a Consortium or whether they are not, and acting in the latter case for sub-contracting purposes only, each SUB-CONTRACTOR MUST COMPLETE A DECLARATION OF ELIGIBILITY.

APPLICANTS PLEASE ALSO TAKE ACCOUNT OF NOTE No 2 set out at the end of this Declaration, when completing this Declaration.

APPLICANTS PLEASE REFER TO NOTE No 3 set out at the end of the Declaration, before executing this Declaration.

RE: CONTRACT NOTICE FOR THE ESTABLISHMENT OF A QUALIFICATION PANEL FOR THE PROVISION OF SEARCH & GENERATIVE ENGING (SEO/GEO) SERVICES AS REQUIRED BY AN POST

NAME: (of Applicant) (each Consortium Member of any entity on whom the Applicant relies, must complete a separate Declaration in this form):	
ADDRESS:	
COUNTRY:	

On behalf of the Applicant, and having been duly authorised by the Applicant, I sincerely declare that:

1. The Applicant itself or any person who is a member of the administrative, management or supervisory body of the Applicant or has powers of representation, decision or control in the Applicant has not been the subject of a conviction for one or more of the following reasons:
 - (a) participation in a criminal organisation, as defined in Article 2 of Council Framework Decision 2008/841/JHA;
 - (b) corruption, as defined in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union and Article 2(1) of Council Framework Decision 2003/568/JHA as well as corruption as defined in the law of Ireland or the law of the Member State of the European Union, other than Ireland, in which the Tenderer is established;
 - (c) fraud within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests;
 - (d) terrorist offences or offences linked to terrorist activities, as defined in Articles 1 and 3 of Council Framework Decision 2002/475/JHA respectively, or for inciting or aiding or abetting or attempting to commit an offence, as referred to in Article 4 of that Framework Decision;
 - (e) money laundering or terrorist financing, as defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council; or



(f) child labour and other forms of trafficking in human beings as defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council.

2. The Applicant:

(a) is not in breach of its obligations relating to the payment of taxes or social security contributions;

(b) in the performance of a public contract, has not failed to comply with applicable obligations in the fields of environmental, social and labour law that apply at the place where the works are carried out or the services provided, that have been established by EU law, national law, collective agreements or by international, environmental, social and labour law listed in Annex X of Directive 2014/24/EU;

(c) is not bankrupt or the subject of insolvency or winding-up proceedings, its assets are not being administered by a liquidator or by the court, it is not in an arrangement with creditors, its business activities are not suspended nor is it in any analogous situation arising from a similar procedure under the law of Ireland;

(d) is not guilty of grave professional misconduct;

(e) has not entered into agreements with other economic operators aimed at distorting competition;

(f) is not aware of any conflict of interest within the meaning of Article 42 of Directive 2014/24/EU;

(g) has not had any prior involvement in the preparation of the Procurement Process;

(h) has not shown significant or persistent deficiencies in the performance of a substantive requirement under a prior public contract, a prior contract with a contracting entity, or a prior concession contract, which led to early termination of that prior contract, damages or other comparable sanctions;

(i) has not been guilty of serious misrepresentation in supplying the information required for the verification of the absence of grounds for exclusion or the fulfilment of the selection criteria, has not withheld such information and is able to submit the supporting documents required pursuant to Article 59 of Directive 2014/24/EU;

(j) has not undertaken to unduly influence the decision-making process AN POST, to obtain confidential information that may confer upon it undue advantages in the Procurement Process or to negligently provide misleading information that may have a material influence on decisions concerning exclusion, selection or award.

I understand and acknowledge that the provision of inaccurate or misleading information in this Declaration may lead to the Applicant being excluded from participation in this Procurement Process and/or in future procurement processes.

Signature	
Name (BLOCK CAPITALS)	
Occupation	
Dated	



NOTE NO 2: MEASURES TAKEN BY APPLICANT: Where any one of more of the Exclusion Grounds set out above in the Declaration applies, the Applicant must include details of such Exclusion Ground with its PQQ submission and, where the Applicant is not precluded from doing so under Article 57(6) of Directive 2014/24/EU, the Applicant may provide evidence to the effect that measures taken by the Applicant are sufficient to demonstrate the Applicant's reliability despite the existence of a relevant Exclusion Ground as is referred to in Article 57(12) of Directive 2014/24/EU. The evidence provided by the Applicant will be taken into account by AN POST in considering whether or not to exclude the Applicant from further participation in the Procurement Process. Nothing in this Declaration or in this PQQ document shall preclude the submission by the Tenderer of a European Single Procurement Document (ESPD) referred to in Article 59(1) of Directive 2014/24/EU.

NOTE NO 3: EXECUTION: This Declaration must be signed by a duly authorised person in the Applicant's organisation. In the case of a company, a Director of the company or the Company Secretary must sign this declaration.

EVIDENCE FOR SELECTION

The signatory to this Declaration declares that the economic operator is able to provide the necessary supporting documents required which are not available electronically upon request and without delay.

I understand and acknowledge that the provision of inaccurate, or misleading, or false information in this Declaration may lead to the economic operator/my firm/company/business/partnership being rejected and excluded from participation in this procedure.

THIS DECLARATION has been made to the best of my knowledge and belief for and on behalf of [Name of economic operator/entity/];

Signature: (Signature must be that of a Director/Principal)	
Date	
Print Full Name in Block Capitals	
Occupation	
Witness Signature	
Date	
Print Full Name in Block Capitals	
Occupation	

Please note, confirmation/re-execution/notarisation of the Declaration may be sought prior to any contract being awarded.



15. PART 15 DECLARATION OF ARTICLE 5K

This section must be completed for entities who are part of the application i.e. single entity, all members of a consortium, sub-contractors and all members of any other grouping.

I confirm that I am the authorised representative of a supplier that is currently engaged in the application for the Qualification Panel for the Provision of Search & Generative Engine Optimisation (SEO/GEO) Services for An Post. (the Supplier).

I confirm that where the Supplier is part of a consortium that the term the Supplier includes all companies and any other legal entities forming part of the consortium.

I confirm that I have read and understood the provisions of Article 5k Regulation 2022/576 (Article 5 k) which are set out below;

'Article 5k

1. It shall be prohibited to award or continue the execution of any public or concession contract falling within the scope of the public procurement Directives, as well as Article 10, paragraphs 1, 3, 6(a) to 6(e), 8, 9 and 10, Articles 11, 12, 13 and 14 of Directive 2014/23/EU, Article 7 and 8, Article 10 (b) to (f) and (h) to (j) of Directive 2014/24/EU, Article 18, Article 21 (b) to (e) and (g) to (i), Articles 29 and 30 of Directive 2014/25/EU and Article 13 (a) to (d), (f) to (h) and (j) of Directive 2009/81/EC, to or with:

- (a) a Russian national, or a natural or legal person, entity or body established in Russia;
 - (b) a legal person, entity or body whose proprietary rights are directly or indirectly owned for more than 50 % by an entity referred to in point (a) of this paragraph; or
 - (c) a natural or legal person, entity or body acting on behalf or at the direction of an entity referred to in point (a) or (b) of this paragraph,
- including, where they account for more than 10 % of the contract value, subcontractors, suppliers or entities whose capacities are being relied on within the meaning of the public procurement Directives.

2. By way of derogation from paragraph 1, the competent authorities may authorise the award and continued execution of contracts intended for:

- (a) the operation, maintenance, decommissioning and radioactive waste management, fuel supply and retreatment and safety of civil nuclear capabilities, and the continuation of design, construction and commissioning required for the completion of civil nuclear facilities, as well as the supply of precursor material for the production of medical radioisotopes and similar medical applications, critical technology for environmental radiation monitoring, as well as civil nuclear cooperation, in particular in the field of research and development;
- (b) intergovernmental cooperation in space programmes;
- (c) the provision of strictly necessary goods or services which can only be provided, or which can only be provided in sufficient quantities, by the persons referred to in paragraph 1;
- (d) the functioning of diplomatic and consular representations of the Union and of the Member States in Russia, including delegations, embassies and missions, or international organisations in Russia enjoying immunities in accordance with international law;
- (e) the purchase, import or transport of natural gas and oil, including refined petroleum products, as well as titanium, aluminium, copper, nickel, palladium and iron ore from or through Russia into the Union; or
- (f) the purchase, import or transport into the Union of coal and other solid fossil fuels, as listed in Annex XXII until 10 August 2022.

3. The Member State concerned shall inform the other Member States and the Commission of any authorisations granted under this Article within two weeks of the authorisation.

4. The prohibitions in paragraph 1 shall not apply to the execution until 10 October 2022 of contracts concluded before 9 April 2022.

I Confirm and Declare on behalf of the Supplier that in relation to any contract that may be concluded between An Post and the Supplier resulting from the tender process referenced above that (a) the performance of such contracts will comply in all respects with the provisions of Article 5 k and (b) in the event that there is any change in the status of any such contract such that the performance of the contract no longer complies with the provisions of article 5k the Supplier Undertakes to immediately inform An Post of the change in such status and undertakes to comply with all directions of an Post in relation to Article 5 k up and including termination of the contract.



Signed: (Authorised Representative/Authorised Signatory) _____	
Print Name in Block Capitals:	
Position:	
Company:	
Registered Office Address:	
Date:	

In the event that you are not in a position to confirm or to make the declaration required please raise this through the clarification process on eTenders.



APPENDIX 2 – CONSORTIUM SUBMISSION REQUIREMENTS

CONSORTIUM ARRANGEMENTS

- (a) Application made on behalf of a consortium: Part 1.1 of the Questionnaire is completed in all cases, but where an Applicant is a consortium, Part 1.1 of the Questionnaire must be completed by the Applicant on behalf of all members of the consortium.
- (b) Choice of legal structure: An Applicant's choice of legal structure (e.g. joint venture, partnership, incorporated/unincorporated) will not be relevant in assessing eligibility at this time.
- (c) Each member's role must be stated: Parts 1.2 - 1.4 of the Questionnaire must be completed in full and each member's role in the consortium and/or any sub-contracting arrangements identified. In addition, the details requested in the forms contained at the end of this appendix must also be supplied. Details of the actual or proposed percentage shareholding of the constituent members of the consortium must be disclosed.
- (d) Letter of authorisation and undertaking: An Applicant consisting of a consortium must include in its PQQ submissions, with the duly completed Questionnaire, an irrevocable and unconditional letter of authorisation and undertaking from each member of the consortium authorising the Applicant to make the application and to confirm that they are aware of their requirements and undertake to make available all necessary resources where required to fulfil their role in the proposed consortium.
- (e) Specific Legal Form not required for a consortium: A consortium howsoever constituted, will not be required to convert into a specific legal form in order to submit a tender. If the consortium is not proposing to form a single legal entity, full details of alternative arrangements must be provided.
- (f) If a legal form is proposed by Applicant: If a consortium intends to convert into a special legal form for the purpose of providing the required good/services, full details of the proposed legal structure and/or principal contractual relationships must be outlined in response to this PQQ. Where a grouping/consortium proposes to contract via a single legal entity whether through the incorporation of an SPV or otherwise, Applicants should note that details of the actual or proposed percentage shareholding of the consortium members in the SPV must be disclosed. Applicants should also note that an SPV's obligations may be required to be guaranteed by each group member/member of the grouping/consortium in the event of that Applicant being invited to tender and that tender being accepted.
- (g) Prime Contractors and Sub-Contractors: The Applicant may also, as stated above, consist of a consortium or group consisting of a prime contractor and a sub-contractor or group of sub-contractors. If the Applicant consists of a prime contractor and a sub-contractor or group of sub-contractors, this PQQ and the submissions required in the Appendices to this PQQ must be completed by the "prime contractor" with full details of the proposed sub-contractor(s) and the prime contractor must identify the sub-contractor(s) and their proposed role in the process. If a consortium proposes to act as a prime contractor, this must also be disclosed. An irrevocable letter of undertaking from any proposed sub-contractor(s) authorising the prime contractor to make this application to this PQQ on its behalf, executed under seal or as a deed, as an irrevocable and unconditional letter of authority from a sub-contractor authorising the prime contractor to disclose details of the proposed sub-contracting arrangements, must be submitted by the prime contractor with its submissions.
- (h) Lead Consortium member: A consortium must identify a lead consortium member who is authorised by all the other members of the consortium as the lead consortium member authorised to deal with this application, and the role of all other consortium members must be identified. AN POST shall be entitled to assume that the lead consortium member has the authority to bind all other members of the consortium and AN POST reserves the right to seek satisfactory evidence of the authority of the lead consortium member to bind all other members of the consortium. All contact with the consortium will be conducted by AN POST with the lead consortium member who will act as the contact person for the consortium for this competition (the "Contact Person") and AN POST reserves the right to disregard contact



with any other member of the consortium and/or to report such contact to the lead consortium member.

JOINT AND SEVERAL LIABILITY

If, on any contract award, the contract is awarded to a consortium or grouping, then, other than in respect of a prime contractor / sub-contractor relationship, each member of the consortium will be required to be jointly and severally liable to AN POST for the performance of the Contract and delivery of the required goods/services.

If the grouping consists of a prime contractor and a sub-contractor(s), and the sub-contractor(s) are not members of a consortium and the application is being made by the prime contractor, the prime contractor will be fully liable to AN POST for all the acts and omissions of its sub-contractors under the terms and conditions of the Contract.

CHANGES TO CONSORTIUM ARRANGEMENTS

Any change in the ownership, structure or control of the Applicant or where the Applicant is a consortium, in the ownership, structure or control of any members of the consortium, or in the roles of the members of a consortium after the Applicant has submitted its PQQ submissions and Questionnaire, must be notified in writing by the Applicant to AN POST as soon as the Applicant is aware of same or of such proposals, failure to do so may lead to disqualification of the Applicant. Any such changes must be approved by AN POST in its absolute discretion and AN POST may withhold approval for any such changes and may exclude the Applicant from any further participation in this competition.

Information Required on Legal Form of Consortium/Grouping

Is the Consortium? *Tick as appropriate*

Limited Company/incorporated entity	
Yet to be incorporated	
Not to be incorporated	

SPV / Legal Entity formed by Consortium:

Group of Members (Not an SVP)	
Joint Venture	
Partnership	
Prime Contractor with Sub-Contractor	

If the company is incorporated, please provide the following:

Country of registration: _____
 Year of Incorporation: _____
 Company Registration Number: _____
 Amount of Issued Share Capital: _____

Consortium Activities



Is it proposed that the Consortium will be a single purpose entity formed solely to undertake the Contract?

Tick as appropriate

Yes

☐

No

☐

If no, in what other undertakings will the Consortium be involved?

Members of Consortium

In the case of an Applicant which is a Consortium, please detail the name of each Member (as previously detailed in Part 1.2) and provide a description of the relationship between Members of the Consortium (including for example, Prime Contractor and sub-contractor(s)) [Original legally binding and irrevocable and unconditional letters of authority from each of the other consortium members must be enclosed in relation to the person/entity that is acting as the lead consortium member]

Full Name and Address of Member (and details of entity on whose resources the Member is relying if applicable)	Role within Consortium and Contract (lead consortium member must be identified, role of other consortium members, Sub-contractors must be identified

Signed	
Name (BLOCK CAPITALS)	
Title	
Duly Authorised for and on behalf of	
Dated	



APPENDIX 3 – REQUIREMENTS CONCERNING SUB-CONTRACTORS

- 1 Where applicants propose to use Sub-Contractors in the delivery of any element of the Contract, Part 1.3 Details of Sub-Contracting Arrangements of the Pre-Qualification Questionnaire, must be completed in full by the Applicant.
- 2 Where a Sub-Contractor is also a member of a Consortium, please refer to the requirements of Part 1.2 and Appendix 2 Consortium Submission Requirements of the Pre-Qualification Questionnaire.
- 3 Where the applicant is relying on the resources, whether of economic and financial capacity or of technical and/or professional ability, or both of a Sub-Contractor, please refer to the requirements of Part 1.4 Reliance on Resources of the Pre-Qualification Questionnaire.



APPENDIX 4 - APPLICANTS STATEMENT OF CONFIRMATION ENCLOSING COMPLETED PQQ

STATEMENT OF CONFIRMATION

TO: AN POST
RE: CONTRACT NOTICE TO ESTABLISH THE QUALIFICATION PANEL FOR THE PROVISION OF SEARCH & GENERATIVE ENGINE OPTIMISATION (SEO/GEO) SERVICES FOR AN POST

On behalf of [](insert full legal name of Applicant)(name of entity on whom the Applicant relies to satisfy any of the selection criteria), I hereby agree and declare the following:

- 1 I declare that to the best of my knowledge the answers submitted to questions and statements contained in any Declarations duly completed and referred to in the Pre-Qualification Questionnaire are correct.
- 2 I understand that the information provided will be used in the selection process to assess my organisation’s suitability to be invited to participate further in this procurement, and I am signing on behalf of [](insert name of Applicant/ supporting entity).
- 3 I accept all the terms and conditions of this Pre-Qualification Questionnaire.
- 4 I agree to supply AN POST with such supporting information, verification, documentation and references to support this application, at any time during the Procurement Process in respect of this competition, not limited to the pre-qualification stage, and to confirm the status of all such information and documentation, including the execution by way of notarisation of Declarations, if required, at tender/contract award stage.
- 5 I undertake to inform AN POST promptly of any matter which would or could alter any of the information given in response to this PQQ.
- 6 I agree that, if awarded the contract, [](insert name of Applicant/ supporting entity) shall comply with all applicable obligations in the field of environmental, social and labour law.
- 7 I confirm all sections and Parts of the PQQ have been completed by us and all relevant information and documentation is attached to our completed PQQ which is being submitted by us to AN POST.
- 8 I confirm that all “Data Subjects” whose “Personal Data” is provided in this Application and PQQ Questionnaire and supporting documentation, have consented to the processing of such Personal Data by the Applicant, all members of the Consortium where the Applicant is a Consortium, by a Sub-Contractor where the Applicant is a Prime Contractor with a Sub-Contractor, by AN POST as Contracting Authority, and by AN POST’s Evaluation Team, for the purposes of participating in this competition, or that we otherwise have a legal basis for providing such Personal Data to AN POST as the Contracting Authority for the purposes of participating in this competition and that we will provide evidence of such consents and/or legal basis to AN POST as the Contracting Authority upon request.
- 9 I confirm that all relevant Declarations have been duly completed.

Signature:	
Full Name (Block Capitals)	
Title	
Date	
Duly Authorised for and on behalf of:	
Witness	
Name (Block Capitals)	



APPENDIX 5 - DECLARATION OF GOING CONCERN

THIS LETTER MUST BE ON COMPANY LETTER
HEADED PAPER

Address

Date

To whom it may concern

On behalf of "INSERT COMPANY NAME" I wish to confirm that based on the current financial evidence available I certify that "INSERT COMPANY NAME" is:

- (a) Is a going concern
- (b) That its average turnover as specified in the PQQ document is based on available forecasts, remains valid into the future
- (c) That it has the financial and operational capacity to:
 - i. Trade successfully for the next 12 months
 - ii. Deliver such of the Contract requirements as are proposed to be delivered by such entity from the date of Response to this PPQ.

Yours faithfully,

SIGNATURE _____
NAME
COMPANY NAME
DIRECTOR

END OF DOCUMENT