

**Spain-Madrid: Advertising services**  
**OJ S 236/2019 06/12/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Agencia Española de Protección de Datos  
National registration number: Q2813014D  
Postal address: C/ Jorge Juan, 6  
Town: Madrid  
NUTS code: ES300 Madrid  
Postal code: 28001  
Country: Spain  
Contact person: Agencia Española de Protección de Datos  
E-mail: [contratacion@aepd.es](mailto:contratacion@aepd.es)  
Telephone: +34 913996207  
Fax: +34 914489165  
**Internet address(es):**  
Main address: <http://www.agpd.es>  
Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=VHjMJTTb73Q%3D>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

General public services

---

**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Servicios de apoyo en la creación de materiales y difusión de iniciativas de la Agencia Española de Protección de Datos  
Reference number: 066/2019

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicios de apoyo en la creación de materiales y difusión de iniciativas de la Agencia Española de Protección de Datos.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 86 400,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79822500 Graphic design services

#### **II.2.3. Place of performance**

NUTS code: ES300 Madrid

Main site or place of performance: C/ Jorge Juan, 6, 28001 Madrid.

#### **II.2.4. Description of the procurement**

Servicios de apoyo en la creación de materiales y difusión de iniciativas de la Agencia Española de Protección de Datos.

#### **II.2.5. Award criteria**

Quality criterion - Name: Equipo de trabajo / Weighting: 15

Quality criterion - Name: Resumen ejecutivo y plan de trabajo / Weighting: 22

Quality criterion - Name: Video de presentación / Weighting: 8

Price - Weighting: 55

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **Section IV: Procedure**

---

#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **IV.2. Administrative information**

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

---

**Contract No:** 066/2019

**Title:**

Servicios de apoyo en la creación de materiales y difusión de iniciativas de la Agencia Española de Protección de Datos

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

28/11/2019

**V.2.2. Information about tenders**

Number of tenders received: 6

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Good News Television, S. L.

Postal address: C/ Alcalá, 105, 1º izquierda

Town: Madrid

NUTS code: ES España

Postal code: 28009

Country: Spain

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 110 000,00 EUR

Total value of the contract/lot: 86 400,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

---

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Agencia Española de Protección de Datos

Postal address: C/ Jorge Juan, 6

Town: Madrid

Postal code: 28001

Country: Spain

E-mail: [contratacion@aepd.es](mailto:contratacion@aepd.es)

Telephone: +34 913996207

Fax: +34 914489165

Internet address: <https://www.aepd.es>

**VI.5. Date of dispatch of this notice**

03/12/2019