



Citrus Research and  
Development Foundation, Inc.

## Request for Proposal

Subject: CRDF Website Design/Re-Design and Management

RFP#: 19-01

Due Date/Time: September 07, 2018; 11:59PM EDT

Submit To:  
[support@citrusrdf.org](mailto:support@citrusrdf.org)

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IMPORTANT: ALL PROPOSERS WILL RECEIVE COPIES OF QUESTIONS AND SUBSEQUENT ANSWERS SUBMITTED TO THE FOUNDATION BY ADDENDUM. TO BE ELIGIBLE TO RECEIVE ADDENDA, YOU MUST PROVIDE YOUR NAME, ADDRESS, PHONE NUMBER, AND EMAIL ADDRESS WITH YOUR INTENT TO PARTICIPATE IN THIS PROCESS TO [support@citrusrdf.org](mailto:support@citrusrdf.org).

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## RFP Proposed Timeline

Listed below are proposed critical dates by which the actions noted must be completed. If the Foundation finds it necessary to change any of these dates, the change will be accomplished by addendum. All dates are subject to change.

<b>ACTION</b>	<b>COMPLETION DATE</b>
RFP Announcement	August 10, 2018
Deadline for Respondent Questions	August 24, 2018
CRDF Responses-Addendum Issuance	August 31, 2018
Deadline for Submission of Proposal	September 7, 2018, 11:59 PM
Shortlist of Proposal Submissions Announced	<del>September 14, 2018</del>
References Verified by Selection Committee	<del>September 21, 2018</del>
Final Ranking by Selection Committee	<del>September 24, 2018</del>
Ranking/Recommendations to Board of Directors	<del>September 25, 2018</del>
Notification of Bid Award	<del>September 25, 2018</del>
Contract Initiated	<del>September 26, 2018</del>

### **September 21, 2018 -**

**CRDF is continuing its review of the RFP #19-01 submissions, and at this time is extending the timeline for the committee's final recommendations to the Board of Directors to October 23, 2018. Any questions relating to the change in the RFP timeline may be submitted to the CRDF staff at [support@citrusrdf.org](mailto:support@citrusrdf.org).**

**The CRDF thanks all participants for their submission. Updates will be provided as new information becomes available.**

## **Section 1.0 – Instructions to Proposers**

### **1.1 Background**

In April 2009, the National Academies of Science, at the request of the Florida Department of Citrus, formed the National Research Committee on Strategic Planning for the Florida Citrus Industry: Addressing the Citrus Greening Disease (Huanglongbing). At the same time, the forward-looking citrus industry in Florida initiated the Citrus Research and Development Foundation. The National Research Council's report published in March 2010 included a recommendation that one organization be identified and empowered to have oversight responsibility over HLB research and development efforts.

The Citrus Research and Development Foundation is a non-profit corporation organized under Florida State laws as a Direct Support Organization of the University of Florida.

The Mission of the Foundation is to “Advance disease and production research and product development activities to ensure the survival and competitiveness of Florida’s citrus growers through innovation”.

The organization is headed by a 13-member Board of Directors that includes individuals from industry, academia and government. The COO handles the day-to-day management of business affairs, and Program Managers oversee the research and commercial product delivery project portfolios.

The Citrus Research and Development Foundation (Foundation) hereby solicits proposals to enhance or re-design its website [citrusrdf.org](http://citrusrdf.org) and provide ongoing support in accordance with the terms, conditions and specifications outlined in this Request for Proposal (RFP).

### **1.2 Scope of Work**

The Foundation anticipates a well-planned proposal for this ‘work for hire’ project that supports the design or re-design of its established web brand [citrusrdf.org](http://citrusrdf.org) and ability to provide on-going support to host and maintain as outlined in Section 2.1. While the current website is in StudioPress Genesis Framework, Foundation is open to redesign in another platform.

Proposer must work with Foundation staff who will have the ability to contribute and update/edit content on a routine basis.

The primary objectives of the Foundation are to obtain support services that will (1) provide a user-friendly, dynamic website design, (2) ensure data security and integrity, (3) provide website technical troubleshooting and problem solving, and (4) provide timely, reliable, competent, and cost-effective services.

Successful Proposer will collaborate with Foundation Staff, Board and Committee regarding current content as well as future needs. Foundation Staff will be readily available for collaboration throughout the process.

Timeline for completion/development of the site is two- to three- months. A preliminary model will be required for Foundation review by Monday, November 26, 2018; the final product will be available for presentation by Friday, December 7, 2018.

### **1.3 Critical Assumptions**

The selected vendor will be held contractually to all information provided in their proposal and any subsequent documentation and demonstration material(s). The submitted proposal of the successful awardee will become an attachment to the services contract.

### **1.4 Proposal Due Date**

Proposals must be received on or before September 7, 2018 at 11:59 pm. Any proposal received after the specified time will not be considered. The Proposer is solely responsible for ensuring the proposal is received on or before the deadline.

### **1.5 Submission of Proposals**

#### **1.5.1 How Proposals Are to Be Submitted**

All proposals must be submitted electronically by email to [support@citrusrdf.org](mailto:support@citrusrdf.org). The proposal submission email subject line shall contain the following:

**RFP: #19-01, CRDF Website/Re-Design and Management**

#### **1.5.2 Incurred Expenses**

The Foundation is not responsible for any expenses the Proposer may incur in preparing and submitting proposals for this RFP.

#### **1.5.3 Interviews**

The Foundation reserves the right to conduct independent interviews with any or all Proposers prior to selection. The Foundation will not be liable for costs incurred by the Proposer in connection with such interview or presentations (i.e., travel accommodations, etc.). Proposers will be given sufficient notice for such interview.

**1.5.4 Request for Modification**

The Foundation reserves the right to request that the Proposer modify his proposal to fully meet the needs of the Foundation.

**1.5.5 Request for Additional Information**

The Proposer shall furnish such additional information as the Foundation may reasonably request. This includes information that indicates financial resources as well as ability to provide and maintain the services. The Foundation reserves the right to make investigations of the qualifications of the Proposer as it deems appropriate, including but not limited to a background investigation. The Foundation also reserves the right to make such investigations as it deems necessary to establish the competency and financial ability of any Proposer to perform the work.

**1.5.6 Acceptance/Rejection/Modification to Proposals**

The Foundation reserves the right to reject any or all proposals, in whole or in part, with or without cause, to waive any informalities and technicalities, and to award the contract on such coverage and terms it deems will best serve the interest of the Foundation. Criteria utilized by the Foundation for determining the most responsive Proposer includes, but is not limited to, cost, qualifications, experience, skill, ability, financial capacity, and any other factors which could reasonably be asserted as being relevant to successful performance.

**1.5.7 Proprietary Information**

In accordance with Chapter 119 of the Florida Statutes (Public Records Law) and, except as may be provided by other applicable State and Federal Law, all Proposers should be aware that Request for Proposals and the responses thereto are in the public domain. However, the Proposers are requested to identify specifically any information contained in their proposals which they consider confidential and/or proprietary and which they believe to be exempt from disclosure, citing specifically the applicable exempting law.

**1.5.8 Proposer's Certification**

By submitting a proposal, the Proposer certifies that he or she has fully read and understands the proposal method, meets the requirements and has full knowledge of the scope, nature, and quality of work to be performed.

## **1.6 Evaluation and Review of Proposals**

### **1.6.1 Evaluation Process**

A Selection Committee (Committee) has been established by the Foundation to review and evaluate all proposals. The Committee will review all proposals for completeness of information submitted, experience, references, and ability to meet technical requirements, functionality and cost, with special emphasis placed on the technical and functionality requirements. The Committee may request clarification or may, in its sole discretion, eliminate any proposals from consideration which are incomplete or do not comply with the requirements herein. The Committee shall conduct an evaluation of all proposals based on the information provided and other evaluation criteria as set forth in this RFP or as reasonably determined by the Committee.

### **1.6.2 Evaluation Criteria**

Proposers will be evaluated according to the following criteria:

- The ability, capacity and skill of the Proposer to perform the Foundation website design and support in a timely basis. (Based on Section 2.1)
- Current clients' level of satisfaction with Proposer services.
- Experience of staff relative to sites similar to Foundation website.
- Costs and other applicable fees.

### **1.6.3 Review Procedure**

The Committee will first review each proposal for compliance with the requirements of the RFP. Failure to comply with any requirements may disqualify a proposal. Proposals meeting the requirements shall be further evaluated against the required qualifications.

The Foundation reserves the right to reject all proposals. The Foundation further reserves the right to seek new proposals if such procedure is reasonably in the best interest of the Foundation.

## **1.7 Questions Regarding Specifics or Proposal Processes**

To ensure fair consideration for all Proposers, the Foundation prohibits communication to/or with any department, division or employee during the submission process, except as provided below. Any communication between Proposer and the Foundation to obtain information or clarification needed to develop a proper, accurate evaluation of the proposal

will be conducted through the Foundation's Business Office. Communications initiated by a Proposer to anyone other than the Foundation's Business Office may be grounds for disqualifying the offending Proposer from consideration for award of the proposal and/or any future proposal.

Any questions concerning conditions and specifications of the proposal should be submitted via e-mail to: John Morgan, Business Manager, Citrus Research and Development Foundation, Inc., [johncmorgan@citrusrdf.org](mailto:johncmorgan@citrusrdf.org)

### **1.8 Proposal Submission – Format and Content**

In order to facilitate easy comparison of each proposal, Proposers must prepare their proposals in the following format:

Proposals should be compiled in Word or similar application using Times New Roman font size 12, 1-inch margins, 1.5 line spacing. The proposal will include the information outlined below to ensure a uniform review process and to obtain the maximum degree of comparability. **All Proposers shall submit by electronic copy (PDF file) to support@citrusrdf.org.** Concerns and issues should be directed to John Morgan, CRDF Business Manager, by e-mail at [johncmorgan@citrusrdf.org](mailto:johncmorgan@citrusrdf.org).

Each proposal shall be submitted as a pdf file with sections bookmarked as follows:

- A - Cover Letter
- B - Company Overview
- C - Experience to Include:
  - 1) Sample of Current Portfolio
  - 2) Example of Service Agreement with Client
  - 3) Resumes of primary staff
- D - Cost Structure
- E - References

#### **1.8.A Cover Letter**

This section should be limited to two pages and should include the name of the firm, address, telephone number, name of contact person, date, and the subject:

**RFP: #19-01, CRDF Website Design/Re-Design and Management**

#### **1.8.B Company Overview**



Use this section to describe the company, and its history, for example:

- A brief company history.
- Financial report for three previous fiscal years as available.
- Geographic location in proximity to Foundation (distance does not adversely affect selection).
- Holding status of the company (Public or Private).
- Identify key personnel who will have actual responsibility for the services performed.

Describe their experience relative to this type of service and what type of training they go through to stay current in their area of expertise. Describe primary duties and responsibilities in relation to this RFP. (Resumes/bios to be included as described in Section 1.8.C.3)

### **1.8.C Experience**

Include in this section:

- 1) Description of specific support environments, including quantity of designed and supported websites, including for the References provided below, indicating each client separately. Be as specific and detailed as possible.
- 2) Examples of service level agreements you currently use as well as any baseline security standards applicable to servers you support.
- 3) Resumes of Primary Staff.

### **1.8.D Cost Structure**

If applicable, please list any fee schedules or other related expenses to technical support. If you provide ongoing security training or other types of training for staff, please list that here and include costs.

### **1.8.E References**

Please list the full contact information for three (3) current or previous clients relating to work outlined in this RFP within the last two (2) years:

Required Reference Information

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

Industry or Type of Business \_\_\_\_\_

Business Contact \_\_\_\_\_

Business Contact Phone Number \_\_\_\_\_

## Section 2.0 – Citrus Research and Development Foundation Website Framework

This section provides a better understanding of the qualifications, programs and abilities interested designers and programmers should possess. You may contact CRDF Business Manager to get a better idea of the scope required. Please contact John Morgan, [johncmorgan@citrusrdf.org](mailto:johncmorgan@citrusrdf.org) for requests.

### 2.1 Required Skills and Abilities

- WordPress (preferred)
- WordPress plugins
- T4 (optional)
- Knowledge of website and cloud security
- Genesis Framework (preferred)
- Good knowledge of privacy policies, terms of service, and their implementation
- Web/graphic design
- Visual communication of technical content
- Skilled in Information Design, infographics and technical art and design
- Copyright and intellectual property protection
- SEO
- E-commerce (optional)
- Basic email marketing
- HTML5
- CSS
- PHP
- Analytics
- JavaScript
- Social media (optional)
- Responsive web design
- Adobe Acrobat and PDF Forms programming
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign (print and web)
- Wireframing (for UI/UX design)
- Brand identity management and marketing
- Familiarity with state and federal regulations and procedures for website design and operation
- Terms and conditions of the General Data Protection Regulation (GDPR) implemented by the EU
- Accessibility
- Project management
- Copywriting and copyediting
- Cloud application development
- Data acquisition, organization and mining
- FileMaker Pro Advanced



Citrus Research and  
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## **Request for Proposal – Addenda**

### **Bidder Questions and Responses**

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**Section 1.0 — General Questions**

1. Was the motivation for this RFP part of a required bidding process or purely elective?
  - a. As part of a bidding process, the CRDF as an organization requires a new webmaster and website redesign.
2. What is the main objective behind the website redesign? Is there a significant milestone occurring for the organization or does the current website not meet the organization's needs?
  - a. Website does not meet the CRDF's current needs. Target audience has difficulty locating pertinent information and therefore lacks motivation to navigate to page.
3. What business need does the site solve or support?
  - a. Site performs various functions:
    - i. Repository for funded citrus research project findings and database search function.
    - ii. Hub of information for Board and Committee meetings (meeting agendas, reports, etc.)
    - iii. Provides links to multiple citrus news and publications.
4. What are your overall goals? For instance: increase sales, change company images, reach a new market, new look and feel.
  - a. New look, feel, and performance. Provide a more user-friendly interface for CRDF's target audiences to utilize the site's funded-research database and provide access to critical information.
5. What is the number one aspect you are looking for in the agency you hire?
  - a. Reliability.
6. Who is your target audience for the site? Examples: B2B, B2C, wholesale vendors, etc. Is it different from your current customer profile?
  - a. Citrus Growers and Researchers, Agricultural Administrators, State and Federal Government agency representatives, as well as our Board and Committee members. The target audience demographic is typically 40 to 60 years old with an upcoming audience of 20-30 years old.
7. Who are your key competitors?
  - a. CRDF is a not-for-profit corporation. There are no competitors.
8. Would you need assistance with your marketing plans?
  - a. No.
9. Would you require video production services?
  - a. No.
10. Is there an incumbent agency? If so, are they participating in this bid?

- a. No.
11. Are you required to select the lowest cost bid?
- a. No.
12. Which members/roles within your organization would the agency interface with for the duration of this project?
- a. CRDF Business Manager and Office Manager.
13. Who is on the decision-making team for the awarding of this project?
- a. The CRDF Communications Sub-Committee.
14. What is the timeline or deadline for the completion of this project?
- a. If bidder recommends modifying existing site, 3-4 months would be reasonable. If building site from scratch, dependent upon bidder ability, 5-6 months would be acceptable. Bidder should make justification for starting from scratch or moving away from WordPress as CMS.
15. Would you like the proposal pricing to be the firm, fixed cost for developing the website?
- a. Please provide firm fixed cost for:
    - i. Year 1 – Site creation and maintenance/support
    - ii. Maintenance/support for subsequent years.
16. How will you measure the success of the new site post completion?
- a. Survey results and other responses from target audiences.
17. List any websites of similar organizations you like and briefly describe what you like and dislike about them.
- a. CRDF is open to design originality however,
    - i. <http://citrusresearch.ifas.ufl.edu>
      - 1. Simple and effective UI.
      - 2. Organized and cleanly laid out.
      - 3. However, CRDF requires its database of progress reports which contain vital information for the target audiences to be easily searchable.
18. How many administrative users will be updating content on the site? What is their technical level? Are they familiar with this technology already?
- a. CRDF staff has 3 administrative users that possess proficient technical level, but not advanced.
19. Do you need training and documentation?
- a. We will require on-site training and documentation more than bullet point documentation
20. Who will be maintaining the application long term?

- a. RFP is for both website design and continued maintenance by proposer.
21. What is the structure and capabilities of your in-house team? (i.e.; videographers, graphic design, social media managers, content creation, webmaster, etc.)
- a. The CRDF staff creates its own content.
22. Will there be an opportunity to meet in person to explain our recommended approach?
- a. If selected for initial review, interview mode will depend upon proposer's proximity to CRDF offices. Skype and Zoom meetings are available.
23. Are you okay with working with an agency that isn't from Florida?
- a. Yes. There is nothing precluding a non-Florida or even non-U.S. firm from submitting a proposal for this RFP.
24. Your current website seems mostly static, not many parts require user interaction. Are you looking for a more conventional approach or a more innovative approach to your website messaging and marketing?
- a. Conventional approach given target audience.



## Section 2.0 — Technical Questions

2. What does the current password protected management section offer? Are there specific functionalities it has that we need to keep? Are there functionalities we want to add? Can you provide more information about the Team page protected content page? Where does this password come from and how does a user receive it? Do you manually generate email or does the system generate it? If system generated, can you explain the process?
  - a. As all of the CRDF's Board and Committee members operate off-site, the business office uses these sections to upload confidential information for their use particularly in preparation for upcoming meetings. Must retain password protected sections insulated from each other as not all committee and board members are interchangeable. Suggested further functionality is welcomed. Flat content with no links. Membership platform as an alternative. Different members access to different pages. Password is generated manually by CRDF office and provided directly to user.
3. What existing functionalities on the current site do you want to keep?
  - a. CRDF staff must maintain ability to add content as needed. Data storage and search for progress reports is essential. Confidential material is accessed from protected pages through links to files in Box.com
4. FileMaker Pro is listed under the skills and requirements; how would you like that integrated into the website?
  - a. FileMaker Pro houses the progress reports included in the Progress Report Search function. Bidder should provide justification for change to integration.
5. Will you require copywriting services for revising existing copy or creating content for new pages?
  - a. No. CRDF owns all copy and has a perpetual use agreement for pdf report forms.
  - b. Site requires Section 508 accessibility compliance for pdf for the visually impaired.
6. Do you have existing photography, or will you require photography services?
  - a. No, the CRDF has an extensive library available.
7. Do you have a plan for where the new website will be hosted, or will you be needing these services?
  - a. WP Engine is currently hosting the website. If WP remains the site architecture, then WP will continue to host site. If another CMS is suggested and accepted, an alternative hosting must also be recommended. Bidder must also supply Emergency response plan to site hacking.
8. Are there any 3<sup>rd</sup> party integrations with the website that need to be included in the proposal? In our initial review, we did not see any points of integration (e.g., with an AMS or CRM).

- a. Potential for future use could include Customer Management Relations and Mail Chimp for constant contact with target audience.
  
9. I see that the web pages in the website are approximately 60 pages. All have some or other dynamic content, is it required to show all the content on the webpage itself or must it be shown as a PDF as it opens up now?
  - a. Current stats are 153 total pages, 60 visible pages, and 31 posts. CRDF will conduct an audit of pages for removal. PDFs are preferable for content but required for progress reports located in the database. However, CRDF is looking for recommendations to improve other parts of the website.
  
10. The Website content needs to be the same or additional content will be provided?
  - a. Same content is required. An audit will be conducted by CRDF to trim obsolete content. CRDF requires ability to add new content as needed.
  
11. SEO / Digital Marketing Campaigns will be supported/Run by the Bidder or the client itself?
  - a. SEO will only be relevant if services can be provided to solely improve search results hierarchy.
  
12. The website is required to be built for mobile responsive structure as well?
  - a. Yes.
  
13. Data Analysis / Data Mining / Data acquisition on the website must be carried out by tools / Manual?
  - a. May be interested in mining website analytics and or collecting info through online survey. Not necessarily integrated into website.
  
14. Please elaborate on Copyright and intellectual property protection on the website content / design?
  - a. Box.com is used to protect confidential and intellectual property information.
  
15. Visual communication of technical content needs to be carried out, will this be done by certain Animations / videos / Parallax structure stories or anything is already decided on the client End?
  - a. No plans currently for animation or video on the website.
  
16. Describe any visual elements or styles that can be utilized from existing marketing materials or collateral if applicable.
  - a. Brand style guide – logo, color scheme, type faces
  - b. CRDF can provide basic brand style guide to use as a starting point. Modifications can be suggested, though logo is readily identifiable by target audiences.
  
17. We see a WordPress login in the lower right corner. Will this login stay in the footer on the new site?
  - a. This is being removed by incumbent webmaster.

18. What is the mobile approach for this project? Would you prefer a mobile friendly, mobile optimized (m.dot) or adaptive/responsive approach?
- CRDF requires a fantastic Desktop interface with mobile responsiveness (iOS and Android).
19. Do you have specific browsers and devices you want to target?
- Chrome, Firefox, Safari, and MS Edge; iOS and Android for mobile
20. Can you share existing site stats?
- For privacy reasons, CRDF cannot share the full analytics report, but here are some particulars:
    - Total visits from about 7/7/2018 to 8/6/2018: 9081
    - Total hits: 112373
    - Most are probably referred by direct link from internal page, email, etc. Next most common referrer is Google.
    - Most users access through non-mobile (87%). Mobile are about 13%. (Desktop should be primary interface.)
    - About 81% of users access from USA. China is second largest user.
    - Top user browser agents: Chrome, IE, Firefox, Mobile Safari, and MS Edge
21. Will analytics need to be added?
- CRDF will be crafting a privacy policy and be seeking Google analytics.
22. Do you use a third-party newsletter tool?
- Not currently but would like to accommodate future newsletter tool.
23. Do you need the selected vendor to provide services related to deployment?
- Yes
24. Bandwidth needs?
- Low
25. Anticipated growth?
- Estimated less than 5% to 10% per year
26. Are there any backup / redundancy needs?
- Daily backup; Currently maintain 30 days back up with some longer-term redundancy. We would need something similar.
27. Where in your stack would T4 fit in?
- T4 is highly advanced, and highly expensive. It is unlikely CRDF can afford that level of technology.
28. Will the new site require any data collecting? (email addresses for newsletter, supporters...)
- No

29.

Will the new site be a landing page for any social media advertising?

a. No

30.

Will the new site need social media incorporated onto the homepage? (Twitter feed, etc.)

a. Not currently an interest. May look to accommodate for future inclusion.

### **Section 3.0 — Security Questions**

1. Is there a specific level of security the Committee wishes to have on their hosting provider? (e.g. RAID, secure datacenter, etc.)
  - a. The CRDF would require at least the same level of security WP has provided, and would be interested in any additional security that is deemed reasonably necessary.
  
2. In Cloud Security are we going to keep any transactional data as well that needs to be protected or any specific data security and Algorithm to be used to protect the content from copyright?
  - a. CRDF does not perform e-commerce or related transactions. As for protecting web content, the CRDF owns its content copyright but protecting from web page copy/paste is not necessary.

### **Section 4.0 — Legal Questions**

1. You mention "Good knowledge of privacy policies, terms of service, and their implementation". To what extent does this require legal vetting from our team as opposed to implementation?
  - a. CRDF attorney will vet awardees and CRDF will provide relevant content.