



Wanted: Consent Management Software



Briefing: Fraport Digital Factory Project “Consent Management”

Problem/goal description and technology focus:

The photo and social media team of Fraport AG's Corporate Communications regularly takes photos and videos of people who sign a (GDPR-compliant) declaration of consent (DOC). These people may be employees of Fraport AG, a subsidiary company or business partners, travelers or guests of the airport.

The declarations of consent are currently completed by hand and by carbon copy on site and signed by the people photographed. The consecutive number on the forms must then be matched with the (digital) photos, assigned and stored in the image database. In case that consent is withdrawn by the initial photographed people, the declaration of consent must first be searched for in order to then find and delete the images with the corresponding consecutive number, both in the internal database and on the various channels (internal media, press releases, video productions, social media, etc.) on which they were used.

What we are looking for: The aim of the project is to create a digital consent management system for photo and video productions to simplify processes related to the management of consent forms and reduce manual activities

Schedule and milestones:

- If interested, please contact us at digitalfactory@fraport.de with information about your company and a short outline of your solution (max. 5 slides) by February 06, 2025
- Solution provider presentations (pitch) on February 25,26,27, 2025
- Shortlisting of providers asked for a quote by February 28, 2025
- Submission of quotes by March 10, 2025 - 8 am CET
- Contracting and start of cooperation within 2-3 business days after quotes have been submitted
- End of project and final presentation by solution provider on May 14, 2025

Acceptance criteria:

Requirements / characteristics / functionalities of the MVP

- Realization of a digital consent management system for photo and video productions that can be accessed by authorized employees
- DOCs can be filled out and signed on a digital device
- Automated assignment of the DOC to the images/videos produced
- The storage of DOCs and deletion of photos takes place after revocation of consent in a simple, intuitive manner and as automatically as possible
- References to where the photos/videos related to a specific DOC are actually used (internal media, social media, etc.) so that they can be deleted efficiently if necessary
- Consent management platform should be able to communicate with the existing platforms (photo database), e.g. via API

List of KPIs the MVP will be validated against

1. Digital user interface for internal and external photographers, videographers and administrators, which can be accessed on company laptops and cell phones as well as on private devices not managed by Fraport IT
2. QR code generation for scanning by the people to be photographed
3. Alternatively: Link generation for individual forms to be able to send them e.g. via email (possibly subsequently to the photo shoot)
4. Display of the DOC form in the web browser of a mobile device (business and private) of the person scanning who wishes to submit a DOC
5. DOC form is customizable in the backend for admin users by Corporate Communications
6. Check boxes and drop-downs for occasion, use, place of publication, storage location, retention period
7. Field for employees with Fraport personnel numbers, and thus already stored data, to speed up the DOC process
8. Fillable text fields for personal data
9. Signatories receive a digital copy of the DOC by email

These KPIs must be achieved by May 14, 2025 or verifiably achievable.

Affected product/service/process:

- Image database FotoWeb from the manufacturer FotoWare is affected
- Interface to the FotoWeb image database from the manufacturer FotoWare is mandatory
- Prospective: interface to Adobe Workfront conceivable

Involved Fraport business units:

- Digital Factory
- IT
- Corporate Communications

Requirements concerning data:

- Personal data of the persons photographed are processed and stored and must therefore be given special consideration

List of standards and norms the solution must comply with:

- GDPR
- IT Security Act

Priority questions to be answered during a possible pitch:

- Can an interface to the existing image database (FotoWeb from FotoWare) be set up?
- How is GDPR compliance guaranteed?

Evaluation criteria:

Should you be invited to pitch, you will be evaluated according to the following criteria:

1. Customer reference: Customer references in the aviation industry (airports, airlines) or in similar industries, not older than 3 years (*simple scoring*)
2. Effectiveness: Can this technology solve the problem? (*triple scoring*)
3. Maturity of the solution: Existing product or new development? (*triple scoring*)
4. Efficiency: How well can the technology solve the problem (KPI achievement, MVP scope)? (*triple scoring*)
5. User Interface: User-friendly, clear interface – the following criteria will be assessed: graphics, design, clarity and intuitive user interface, practicability (*triple scoring*)
6. Data collection and storage: Where is the data stored (e.g. on-premise/cloud)? (*simple scoring*)
7. Data sharing: Possibility of data sharing (data flows into data lake or similar, APIs etc.?) (*simple scoring*)
8. Access: Is there a user concept, can different users be assigned different access rights etc. (*simple scoring*)
9. Primary scope of rollout: Use of additional areas, scalability (FRA) (*simple scoring*)
10. Other possible applications, e.g. in other airport areas or for different use cases (*simple scoring*)
11. Use in the Fraport Group: Use for subsidiaries (*simple scoring*)
12. GDPR compliance / compliant with German law (*simple scoring*)
13. Visualization: Were a demo/photos/videos shown? (*simple scoring*)
14. Presentation style: Convincing presentation and reaction to questions (*simple scoring*)
15. Price indication: Was a first indication provided, info about pricing model? (*simple scoring*)
16. Speed of implementation: Describe timeline, prove feasibility (*simple scoring*)

Please keep the evaluation criteria in mind for your presentation and be responsive to the demanded content. Should you not be able to address all points in your pitch due to time restrictions, please make sure to include all information in the presentation you send us afterwards.

Based on the aforementioned criteria, Fraport will select suitable providers for a shortlist and ask for a cost proposal.

Should you not be able to offer us the whole solution and wish to work with a partner, please provide information about the partner and your previous experience. Please keep in mind that Fraport will commission one contractor only. Your partner needs to be commissioned as a subcontractor on behalf and for account of you as the contractor. Should you be shortlisted and asked to submit a cost proposal, Fraport will only accept a comprehensive offer.

Further hints and instructions

You will have 30 minutes to pitch your solution idea to us. Please plan for 15-20 minutes of presentation at maximum, so that we have time for questions. You may present in German or English language and we would appreciate to receive your presentation slides afterwards (please send us a version that we are allowed to distribute internally for information purposes).