

Request for Proposals - VIVID for Malaysia
Questions and Answers Part 2 (10.23.2025)

Topic	Sub-topic	Questions	Answer
Automated monitoring and detection of advertising or commercial content	Data privacy requirements & cloud provider preference	Is there any preference or restriction related to data privacy and the choice of cloud providers across different regions (US/FR/Asia)? For example, is the use of Gemini/ GPT permitted?	There is no preference for cloud providers; however, data privacy remains the priority for the user. The use of third parties is not restricted, but it will be evaluated based on the long-term stability, data privacy and cost advantage in comparison with the self-infrastructure system. The selected vendor shall comply with FHI 360's Global Data Privacy and Protection Policy as well as all applicable data protection and privacy laws and regulations in the jurisdictions in which the data will be collected, made available or used. This includes, but is not limited to, ensuring that the collection, use, processing, storage, and transfer of any personal data is conducted in accordance with applicable data protection requirements, including obtaining any necessary consents and implementing appropriate technical and organizational safeguards to protect such data. Further details will be discussed during proposal evaluation and contract negotiation processes.
Automated pre-qualification of the legal or transgressive nature of the content identified based on the detection criteria	Marketing restriction database	Is there a shared product database for marketing restrictions to be used , and is this database updated over time?	Marketing restrictions for VIVID Malaysia will be based on two sets of regulations: the International Code of Marketing Breast-milk Substitutes (the Code) and the Malaysian legal framework for commercial milk formula, feeding bottles, and pacifiers. For the Code-related database, we will use the shared database developed from five existing countries. However, there are local products in Malaysia that VIVID will need to learn and recognize. We expect that the system will also be able to adapt and learn new products from the shared database over time.