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VIA EMAIL

May 31, 2019

[ applicant  
information ]

Dear \_\_\_\_\_,

Re: Request for Records: BCLC File 19-017

British Columbia Lottery Corporation (BCLC) writes further to your February 8, 2019 request under B.C.'s *Freedom of Information and Protection of Privacy Act (FIPPA)*, and correspondence exchanged on February 11, 2019, February 21, 2019, March 8, 2019, and March 19, 2019.

Your clarified request is for:

"Any and all prepared and issued RFIs for services related the Play it Forward Advertising Campaign (online, print, radio and television advertisements); prepared and issued RFPs for services related the Play it Forward Advertising Campaign (online, print, radio and television advertisements); bids/proposals received in response to any RFI or RFP for services related the Play it Forward Advertising Campaign (online, print, radio and television advertisements); and any contracts issued to external companies for services related the Play it Forward Advertising Campaign (online, print, radio and television advertisements)."

BCLC is providing 88 pages of records in response to your request. Some information has been withheld from disclosure under sections 21 and 22 of FIPPA.

Please note that BCLC did not conduct a bid process specifically for Play it Forward advertising campaigns. BCLC established a vendor roster for Marketing Communications Services, Freelance Services, Media Buying & Planning Services and Digital Services through a Request for Pre-qualification process. Records related to that process were previously made publicly available and are included within the attached responsive records.

Below are the reasons for withholding information under each of the exceptions to disclosure noted.

**Section 21 (harm to business interests of a third party)**

The information withheld under this section is harmful to third party business interests. It consists of third-party commercial information that was provided, in confidence, to BCLC and disclosure could reasonably be expected to significantly harm the competitive position or the negotiating position of the third parties.

**Section 22 (harm to personal privacy)**

The information withheld under this section consists of the signatures of BCLC employees and other third parties. Disclosure of this information would be an unreasonable invasion of personal privacy because it could result in identity fraud.

The full text of sections 21 and 22 can be found at:

[http://www.bclaws.ca/Recon/document/ID/freeside/96165\\_00](http://www.bclaws.ca/Recon/document/ID/freeside/96165_00)

These records will be published a minimum of five business days after release at:

<https://corporate.bclc.com/who-we-are/corporate-reports/reports-disclosures.html>

If you have any questions or concerns regarding BCLC's processing of your request, please contact me at [bmadill@bclc.com](mailto:bmadill@bclc.com) via mail or at (250) 852-5207.

Additionally, under section 52 of FIPPA, you may ask the Information and Privacy Commissioner to review this reply to your request for information. You have 30 business days from the receipt of this notice to request a review by writing to:

Office of the Information and Privacy Commissioner for British Columbia  
P.O. Box 9038, Station Provincial Government  
Victoria, BC V8W 9A4

T (250) 387-5629 F (250) 387-1696  
Email [info@oipc.bc.ca](mailto:info@oipc.bc.ca) Online [www.oipc.bc.ca](http://www.oipc.bc.ca)

Sincerely,

[ original signed by ]

Bob Madill  
Manager, FOI and Information Governance

Enclosure