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| **PrivCom Pink Sandbox Expression of Interest**  Getting started | | |
| ***Please use this form to submit an Expression of Interest (EOI) in participating in PrivCom’s Pink Sandbox. Before completing this form, you may find it useful to read through all the information on the Pink Sandbox. This information can be found on*** [**www.privacy.bm/pink-sandbox**](http://www.privacy.bm/).  ***Please be aware that as PrivCom is a public authority, information submitted to PrivCom may be subject to disclosure under the Public Access to Information Act 2010 (PATI). To help PrivCom manage any such requests, we ask applicants to label any commercially sensitive or proprietary sections of the EOI by highlighting the relevant parts/information in red. PrivCom will keep all the information you submit confidential and private. If your application is not successful, the information will be disposed of securely. PrivCom will retain an anonymised version of the evaluation document.*** | | |
| **Details of your organisation** | | |
| **Organisation name (parent organisation name if applicable)** | | *Please provide the full name of your organisation (and any relevant trading or legal entity names relevant to this application). For joint/consortia EOI, please provide the name of the parent organisation.* |
| **Organisation description (parent organisation description if applicable)** | | *Please provide a brief description of your organisation, preferably using no more than 250 words. This description should include:*   * *the size of your organisation (are you a startup,[[1]](#footnote-1)small,[[2]](#footnote-2) mid-sized[[3]](#footnote-3) or large organisation?); and* * *information on the legal status of your organisation and corresponding registration numbers with the Registry of Companies (if your organisation is a charity, please provide your charity number).*   *For joint/group EOI, please provide details for all organisations involved. Please also provide details about the relationship between your organisations and the rationale for applying jointly.* |
| **Organisation’s Office address** | |  |
| **Organisation website** | |  |
| **Where is the team developing the product, project or service based?** | |  |
| **Who will be the designated primary contact person in your organisation responsible for the product, project or service entering the Pink Sandbox?**  **Secondary contact** | | *PLEASE NOTE: ALL CORRESPONDENCE RELATING TO THIS EOI WILL BE SENT TO THIS CONTACT.*  *Name:*  *Position:*  *Email address:*  *Telephone number:* |
| **What sector/industry does your organisation operate in?** | | *Please select one of the following options:* Choose an item.  *If other – please specify* |
| **Additional information regarding the sector/industry in which your organisation operates** | |  |
| **Where did you hear about the Pink Sandbox?** | | *Please select one of the following options:* Choose an item.  *If other, please specify:* |
| **Your product, project or service** | | |
| **Product, project or service title** |  | |
| **Product, project or service summary** | *Please provide a full description of your product, project or service in plain English. Where relevant, please provide definitions of any industry specific acronyms or jargon.*  *Applicants should ensure that they outline how their product, project or service uses personal information, the purpose of and condition for the use and what the outputs of the proposed use of personal information are. Applicants should also ensure that they describe what the benefits of their product, project or service are to the community over and above the benefits of pre-existing products, project or services (i.e., why it is innovative).* | |
| **User/individual involvement** | *Please describe user/individual involvement* | |
| **Risk of harm to individuals** | *Are there any risks of harm as defined by the Personal Information Protection Act 2016 (PIPA)? If so, how are they assessed and mitigated? (Note that you will be asked more questions about risk of harm to individuals on page 5)* | |
| **To which key area does your EOI relate?** | *Please select one of the following options:* Choose an item.  *If other, please specify:* | |
| **What elements of a user’s/individual’s personal information will your product, project or service collect and use?** | *For example: Product, project or service “A” will use personal information including a user’s name, date of birth, email address along with biometric information to achieve “B” goal.* | |
| **What do you aim to achieve through Pink Sandbox participation?** | *Please provide details of what kind of work you would like to undertake during your Pink Sandbox participation.*  *Provide details of the timescales surrounding your use of personal information.*  *Please note that we expect our application process to take* ***three (3) to five (5)*** *weeks from submission to Pink Sandbox entry.*  *All timescales detailed in this form should take this into account.* | |
| **Innovation** | | |
| **Is the proposed product, project or service new?** | *Yes/No* | |
| **Is the proposed product, project or service an improvement of an existing product, project or service?** | *Yes/No* | |
| **Describe what is innovative about your product, project or service.** | *Please describe the innovation you are proposing. In what ways is the proposed product, project or service innovative?* | |
| **Please identify at least one competitor that is offering a similar product, project or service.** | *Organisation name:*  *Link to product, project or service:* | |
| **What technologies are involved in your product, project or service?** | *Please describe* | |
| **Does the product, project or service involve non-technology driven innovation?** | *If so, please describe* | |

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| **Benefit to the community** | |
| **Is there a benefit to the community?** | *Yes/No* |
| **If yes, describe the benefit to the community.** |  |
| **Describe the differences between your product, project or service and those of your competitor(s) and explain how it is better than existing offerings.** |  |
| **Summarise the evidence and reasons upon which you base these conclusions. We may ask for the evidence during the application process.** |  |
| **Describe the main risks of harm that individuals are exposed to by using your product, project or service.** |  |
| **For each risk, describe how you propose to prevent the risk of harm from materialising or mitigate potential harm to individuals.** |  |
| **Please provide additional information or documentation in support of your application.** |  |
| **Next steps** | |
| Thank you for completing the EOI form. Please note that by submitting this form, you are certifying that the information you have provided is true and accurate and that you have the relevant authority from the organisation to make this application.  Please submit your completed EOI to [innovation@privacy.bm](mailto:innovation@privacy.bm) by EOD on 11 May 2025.  What happens after you submit your EOI:     * **Application assessment**: After submitting a full application through the EOI, PrivCom will assess your application. * **Panel review**: If your application is eligible, it will be reviewed by a panel of senior decision makers at PrivCom. * **Decision**: You will be notified whether your application has been accepted or rejected following the panel meeting. If your organisation is accepted to enter the Pink Sandbox, we will ensure you understand the process of participating in the Pink Sandbox. | |

**Estimated Pink Sandbox application & entry process timescale**

**April May/June September October/November**

**1**-----------------------------------------**2**-----------------------------------------**3**-----------------------------------------**4**-----------------------------------------**5**

**Call Application/Panel review Decision Pink Sandbox Exit Pink Sandbox**

**Assessment Participation & Review**

(3-5 weeks) (6 months max)

1. An organisation, project, product or service in the first stages of its operations that is often financed during this period with money from its founders. [↑](#footnote-ref-1)
2. An organisation with fewer than 50 employees and an annual turnover under $13m. [↑](#footnote-ref-2)
3. An organisation with fewer than 250 employees and an annual turnover of $32m - $ 643m. <https://www.gov.uk/government/collections/mid-sized-businesses> [↑](#footnote-ref-3)