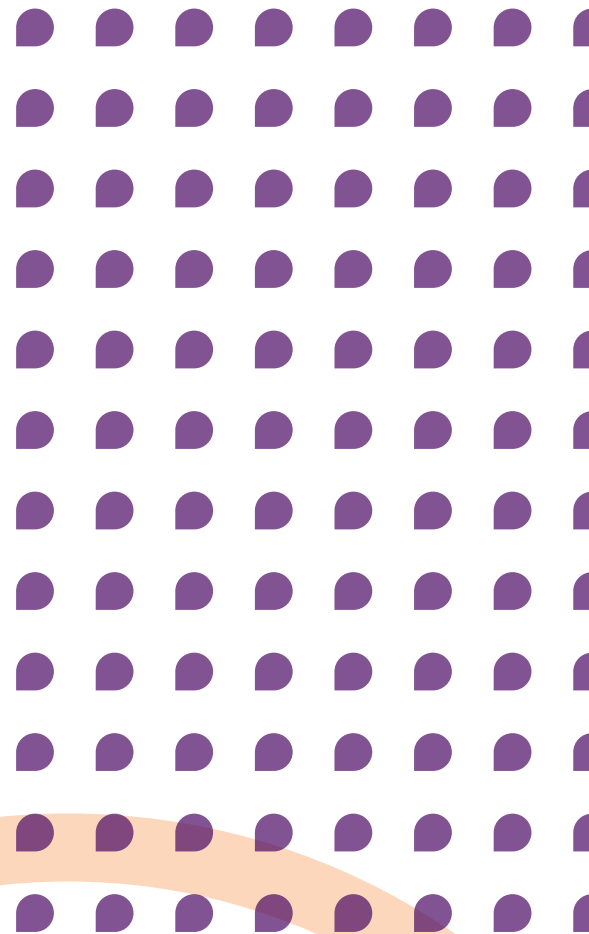


GOSS Creative Service Definition

G-Cloud 15 (RM1557.15)

- Lot 2b: Cloud Support Services
- Lot 3: Cloud Support Services



"Digital self-service is your organisation's efficiency HQ. It's the method by which you can embrace automation, simplify processes, and gain useful insights - fostering operational excellence."

Rob McCarthy - CEO
GOSS

About GOSS

GOSS help their clients tackle their digital transformation challenges through their innovative use of online and digital centred solutions. With over 25 years of experience in this field, GOSS are at the forefront of creating and developing pioneering digital platform, self-service, forms and content management technologies. Their experience in delivering these solutions has meant GOSS technology now underpins many of the UK's leading public sector websites, included within this are over 70 local government, police and NHS organisations. The solutions GOSS create and provide are tailored to help organisations meet their business goals by promoting channel shift, delivering cost reductions, transforming services and encouraging efficient customer self-service.

About this Document

All reasonable precautions have been taken in the preparation of this document, including both technical and non-technical proofing. GOSS Interactive Ltd and all staff assume no responsibility for any errors or omissions. No warranties are made, expressed or implied with regard to these notes. GOSS Interactive Ltd shall not be responsible for any direct, incidental or consequential damages arising from the use of any material contained in this document. If you find any errors, please inform GOSS Interactive Ltd. Whilst every effort is made to eradicate typing or technical mistakes, we apologise for any errors you may detect. All technical documents are updated on a regular basis, so your feedback is both valued by us and will help us to maintain the highest possible standards.

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1 About GOSS

1.1 GOSS Experience

GOSS help their clients to digitally transform their organisation through the delivery of digital and online services and websites. With the power of the GOSS Digital Platform, GOSS give organisations the autonomy they need to expertly deliver their digital transformation projects. Helping to connect organisations with their customers, automate manual business processes, and ultimately save time and money. With over 25 years of experience, GOSS have developed the tools and knowledge needed to solve the real-life challenges faced by the industries they support, including local and central government, NHS and healthcare, and travel and tourism. The GOSS Digital Platform includes an array of capabilities including self-service, case management, forms, bookings, website management and much more. For information on the latest GOSS solutions and client case studies please visit the [GOSS blog](#).

GOSS Interactive is now part of the **AdvT Group**, a leading investor in innovative software businesses that deliver long-term value across the public and private sectors. We are actively collaborating with other companies within the group; sharing ideas, technology, and best practices, to ensure all clients benefit from a broader range of skills and expertise. With a number of successful integrations already in place, the group is particularly focused on harnessing AI technologies to enhance experiences for our clients and their customers, to drive better outcomes for all.

“At GOSS our mission is to ensure our customers maximise their online potential by harnessing the best internet technologies to enhance customer service, reduce costs and provide a competitive advantage.”

Rob McCarthy – CEO
GOSS

1.2 Customer Satisfaction

GOSS is committed to the delivery of ongoing customer satisfaction and regularly assesses this via project feedback and annual client surveys, to gain insight and identify any potential improvements.

How satisfied are GOSS clients?

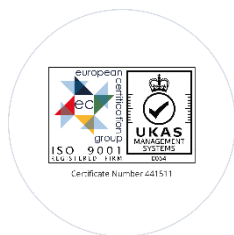


Figure 1: GOSS regularly review client feedback to track customer satisfaction and identify any areas for improvement (stats from GOSS Client Survey 2025)

1.3 Quality Management and Information Security Management

To provide reassurance to all clients that GOSS takes quality and security very seriously, we hold 9001:2015 and ISO 27001:2022 certifications for:

“The Design and Development of Software Solutions for Web Based Applications, Consultancy, the Provision of Internet Services, Knowledge Management, and Product Associated Training.”



ISO 9001 – Quality Management Systems

GOSS ISO 9001:2015 Quality Management certification ensures all GOSS quality management processes are regularly assessed and evaluated, with ongoing improvements deployed where appropriate to ensure we continue to deliver high quality products and services to our valued customers.



ISO 27001 – Information Security

GOSS ISO 27001:2022 Information Security Management certification provides reassurance to all clients, that GOSS has been verified against set criteria of security requirements by an independent ISO certification organisation, and our systems & services continue to be of a high security standard. G-Cloud clients benefit from a hosted software service which is secure and resilient, with project delivery staff being trained and audited on a regular basis.



Cyber Essentials Plus

GOSS has achieved Cyber Essentials and Cyber Essentials Plus certification which demonstrates we have necessary protection and good practices in place to guard against common cyber threats. The certification ensures that an approved certifying body carries out tests on our systems, using a range of tool and techniques.

1.4 GOSS is committed to delivering social value

We have a responsibility and a role to play in ensuring our business practices and initiatives have a positive impact on our employees, clients, communities, stakeholders, and the wider environment. Here at GOSS, we believe that if we can do more as a business and pursue ideas that benefit and support the world outside of GOSS, then we should. With various activities across several themes, we will continue to drive social value for our staff, partners, and their customers.

- Fighting climate change
- Tackling economic inequality
- Equal opportunities and Wellbeing
- Volunteering Opportunities for GOSS Staff

Please refer to the GOSS website for more details on social value and talk to us about your requirements.

“We believe in long term client relationships and build these through trust, reliability and transparency.”

Head of Creative
GOSS

2 GOSS Services Overview

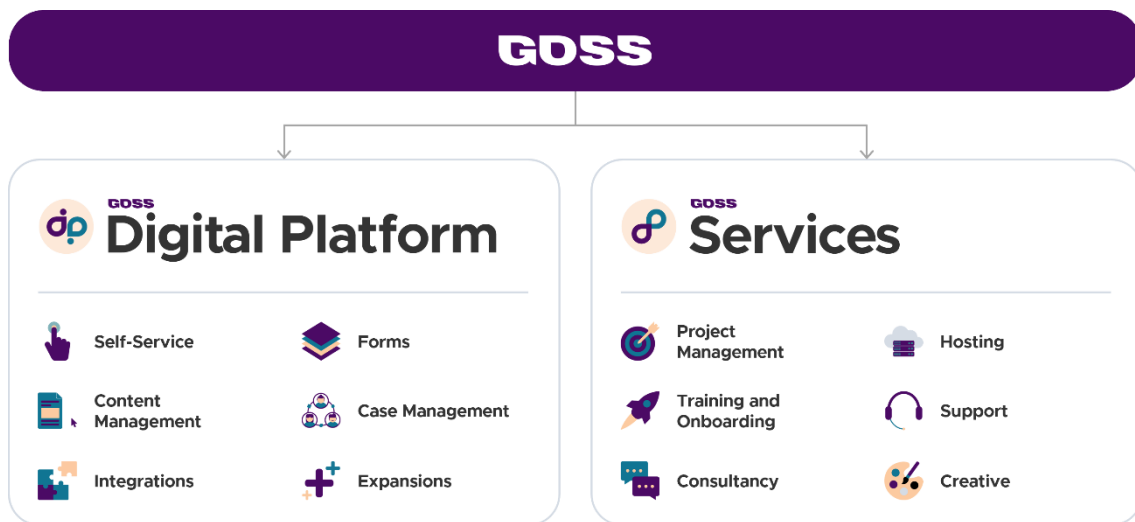


Figure 2: GOSS offers a range of Cloud Software Services and Cloud Support Services to enable the delivery of online services and content to end users.

GOSS provides a range of Software as a Service options within the G-Cloud 15 Digital Marketplace Lot2b. These include our Digital Platform solutions which cover CRM and Case Management, online forms and processes, AI tools for increased service efficiencies, websites & portals and much more. Details are within the GOSS Lot2b Service Definition available on all the GOSS 2b software services listings.

We also provide a range of professional services to support the deployment and ongoing delivery of your GOSS Platform Service. These include creative design & transformation, project management & deployment services (onboarding, consultancy, migration, configuration sprints and/or support, and integration), training & knowledge transfer, as well as ongoing support and maintenance services.

If you have any questions, would like to make a clarification request, or be put in touch with customer reference sites, please contact GOSS on bids@gossinteractive.com.

“All the people we have worked with at GOSS from our assigned PM, technical lead, "live" support admins to UX and form developers have all been 100% professional, experts in their areas, helpful and approachable. This is almost unique in my experience of working with businesses where, often, the main expert disappears the minute they have their purchase order.”

Team Manager
Surrey County Council

Cloud Support Professional Services can be purchased at the same time as a GOSS Platform software service, as a variation to that SaaS contract, or as a separate Services Contract if required, and could include GOSS Creative Services:

- Lot 2b: as part of the initial Software as a Service Call-Off Contract
- Lot 2b: as a contract variation if you require additional Cloud Support Services
- Lot 3: as a standalone Lot 3 Call-Off Contract.

Searching for GOSS Services: Please note that your Digital Marketplace searches may result in multiple GOSS Cloud Services being shown. Some of these have been duplicated across various new GC15 categories to ensure they are visible to buyers.

The GOSS Client Success Team staff have many years' experience working across the public sector, gaining valuable skills and best practice knowledge. The professional services they provide support clients in the delivery of their own digital transformation, thus enabling effective and customer-focussed online digital services. A professional services package can be tailored to meet your specific project requirements and can include volumes of days and/or fixed price service packages.

2.1 GOSS Creative Services - Overview

GOSS Creative Services provide professional user-centred design (UCD), service design, and creative consultancy to support the delivery, improvement, and optimisation of digital services delivered on the GOSS Digital Platform and associated cloud solutions.

The service supports UK public sector organisations across the full digital service lifecycle, from discovery and service design through to implementation, launch, and continuous improvement. GOSS Creative ensures that digital services are accessible, usable, inclusive, and aligned with the UK Government Service Standard (GDS) and WCAG accessibility requirements.

Services are delivered by the GOSS in-house Creative Team using agile, iterative, and evidence-led methods. Activities include user research, information architecture, wireframing, prototyping, usability testing, user interface design, theme configuration, and post-launch review.

These services are delivered to support, configure, optimise, or enhance digital services hosted on the GOSS Digital Platform. Where services are procured independently, they are limited to activities directly related to the use or adoption of GOSS Cloud Software.

GOSS Creative Services are commonly purchased alongside GOSS Cloud Software and/or GOSS Cloud Support Services.

2.1.1 Introduction to GOSS Creative

GOSS Creative is the internal design and service design team within GOSS Interactive. The team provides creative, UX, UCD, CX, UI, and service design services for the GOSS Digital Platform and cloud-hosted digital services delivered using GOSS software.

The team has extensive experience delivering digital services for UK public sector organisations and works closely with the GOSS Client Success Team to ensure delivery is structured, transparent, and supportive. GOSS recognises that commissioning digital services can be complex, and the Creative team focuses on clear communication, defined processes, and collaborative delivery.

All work undertaken by GOSS Creative is grounded in user needs and organisational objectives to ensure services are effective, accessible, and sustainable.

“Throughout the project, we have received outstanding support from both the project manager and the wider technical team at GOSS. Their responsiveness, expertise, and collaborative approach have been instrumental in delivering effective solutions to help ensure we achieve a smooth launch of the platform. Every member of the GOSS team we have worked with has shown genuine dedication to helping us achieve our goals, and this has made the entire process both efficient and enjoyable.”

Websites Optimisation Manager
Isle of Wight Council

3 Robust User-Centred Design Principles

All GOSS Creative projects are underpinned by robust user-centred design (UCD) principles. Design decisions are informed by a detailed understanding of user needs, behaviours, journeys, and contexts.

The UCD process is iterative and evidence-led, beginning with research and discovery activities such as workshops, persona development, and journey mapping. Information architecture (IA) is tested using methods such as tree testing with real users to ensure structures are intuitive and effective.

Designs are refined through wireframing, prototyping, and usability testing across devices. Evaluation methods may include 'first click' testing, heat mapping, high-level eye-tracking insights where appropriate, and moderated or unmoderated user testing using recognised usability software.

Accessibility and inclusivity are embedded throughout the process. All designs are reviewed against WCAG standards and aligned with the UK Government Service Standard (GDS) to ensure users can complete tasks independently and successfully.

“GOSS made it easy to move away from inaccessible PDFs to fully accessible web content, which significantly improved compliance and usability.”

Digital and Website Development Manager
Stockton-on-Tees Borough Council

4 Guidance Through the Process – Our Supportive Approach

Each engagement is supported by a named Project Manager who oversees delivery, coordinates resources, and manages milestones and sign-off. Projects typically begin with a kick-off meeting and, where required, structured workshops. Buyers can communicate with the delivery team through email and GOSS's online ticketing system, which provides visibility of progress, issues, and decisions. Regular updates are provided throughout delivery, and all work is managed using agile delivery principles to allow for iteration and refinement.

4.1 Buyer and Supplier Responsibilities

Buyer Responsibilities: The buyer is responsible for:

- Providing access to stakeholders, subject matter experts, and decision-makers
- Supplying branding, content, data, and technical documentation
- Facilitating access to end users for research and testing (where applicable)
- Reviewing and approving deliverables within agreed timescales
- Ensuring internal governance, legal, and policy approvals
- Providing access to required systems or environments

Delays in fulfilling buyer responsibilities may impact delivery timescales.

Supplier Responsibilities: GOSS Creative is responsible for:

- Providing suitably skilled creative, UX, and service design specialists
- Managing delivery through a named Project Manager
- Delivering agreed workshops, research, design, and testing activities
- Applying accessibility and usability best practice
- Communicating progress, risks, and dependencies
- Producing and handing over agreed deliverables

5 The GOSS Creative User-Centred Design Process

The GOSS Creative UCD process is iterative and supports continuous review and improvement, keeping the user at the centre of all decisions.

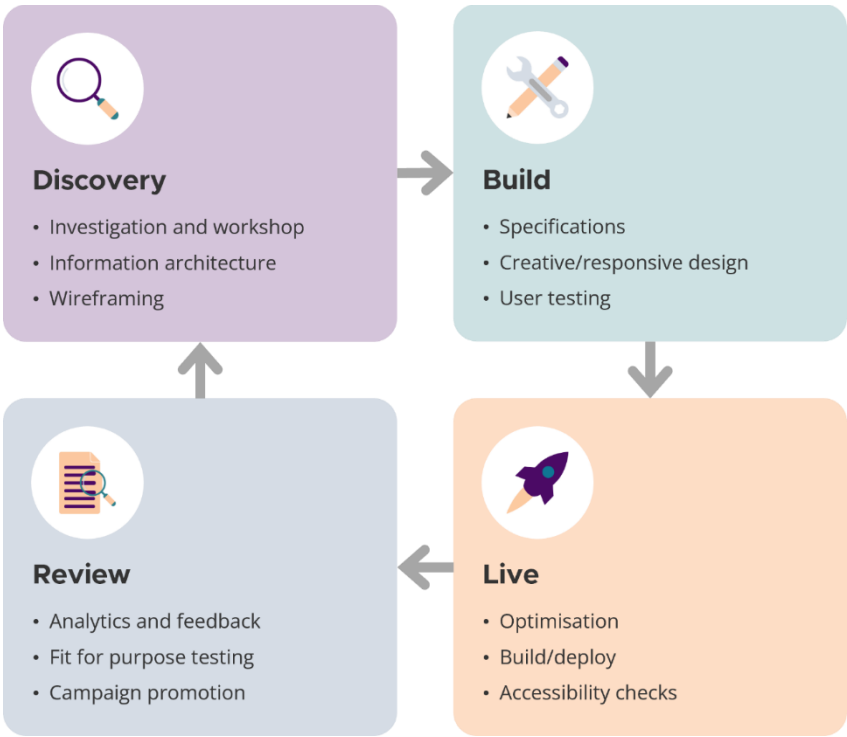


Figure 3: The GOSS UCD process enables continuous review throughout the creative process, whilst always keeping the user as the focus of all changes.

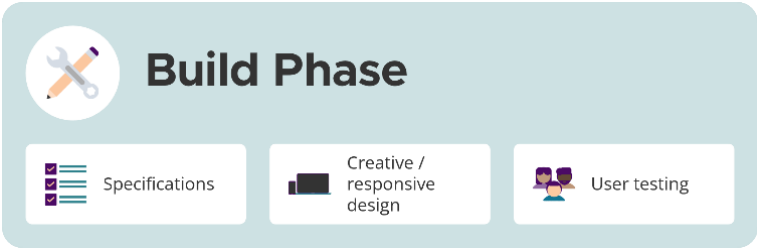
5.1 Discovery



Discovery establishes organisational goals, service requirements, and user needs. Activities may include stakeholder workshops, user research, service mapping, accessibility considerations, data handling and

privacy considerations, process redesign, scalability analysis, and integration considerations. User stories, journeys, wireframes, and prototypes are developed to validate assumptions. Where required, detailed specifications are produced for review and sign-off prior to build.

5.2 Build



Validated requirements and designs are implemented and refined during the build phase. Creative and technical teams collaborate to ensure solutions are usable, accessible, responsive, and aligned with agreed design principles.

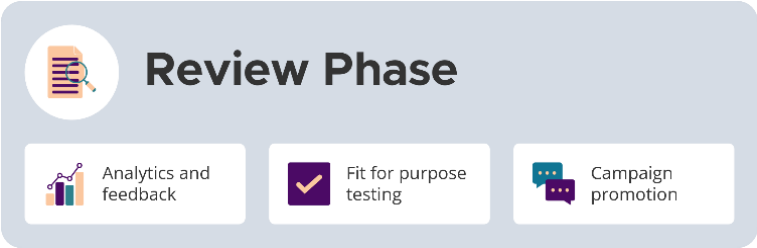
Iterative testing allows changes to be incorporated as requirements evolve. Designs are tested across browsers and devices, with accessibility reviewed throughout.

5.3 Live



Prior to launch, comprehensive checks are carried out to ensure consistency, usability, and accessibility. This includes cross-browser testing, responsive validation, interface checks, and WCAG compliance testing.

5.4 Review



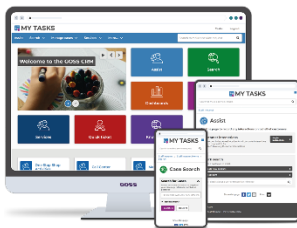
Post-launch, services are reviewed using analytics, user feedback, live testing, and performance monitoring. Page speed testing and fit-for-purpose reviews support continuous improvement.

6 GOSS Website Themes

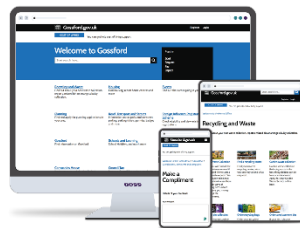
GOSS Creative has developed a range of fully responsive and accessible web layouts, called GOSS 'Themes'.

All GOSS Themes are native components of the GOSS Digital Platform and are configured using the platform's templating, metadata, and low-code capabilities. These Themes accelerate delivery while remaining cost-effective and compliant with accessibility requirements and government design standards. Themes support a low-code approach and include feature-rich page templates such as home, landing, service, directory, and campaign pages. All Themes use WCAG-accessible content types, mobile-first design principles, and alignment with the UK Government Service Standard (GDS). Themes are suitable for public-facing websites, microsites, subsites, tourism and destination websites, intranets, and portals delivered on the GOSS Digital Platform. Many customers begin with a single site or service and extend their use of GOSS Themes over time to additional websites, campaigns, and subsites as needs evolve.

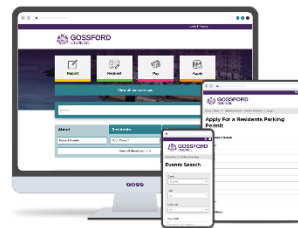
Chill



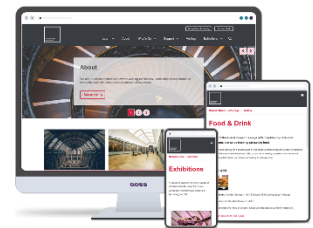
Command



Cruise

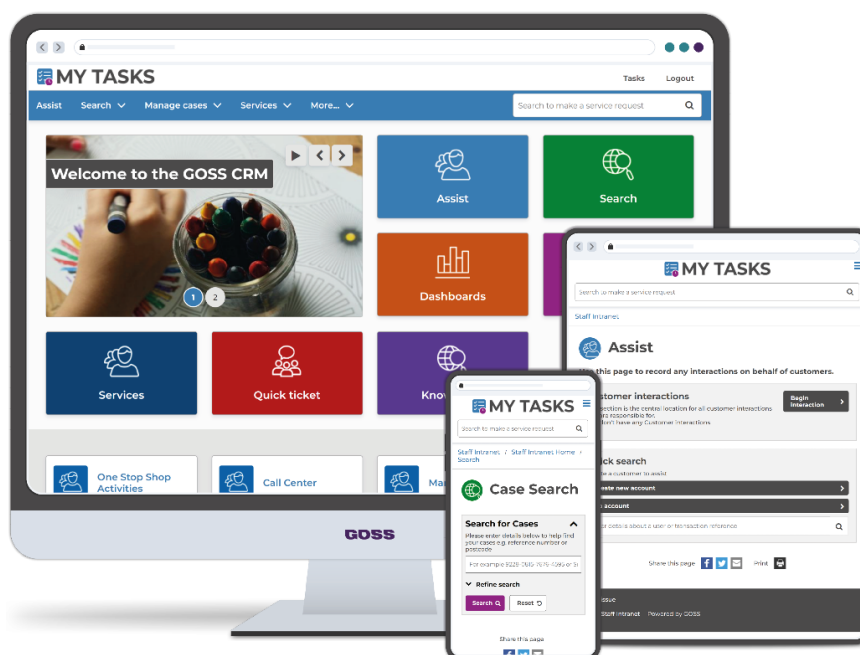


Dynamic



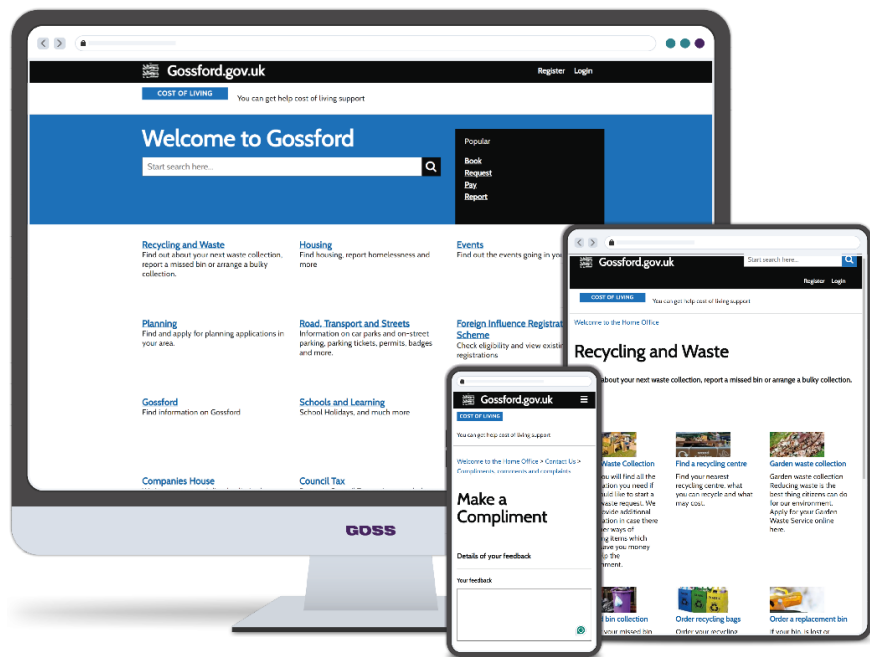
6.1 Chill

Chill is a flexible, grid-based Theme with a colourful, stacked-block layout, suited to intranets and internal sites.



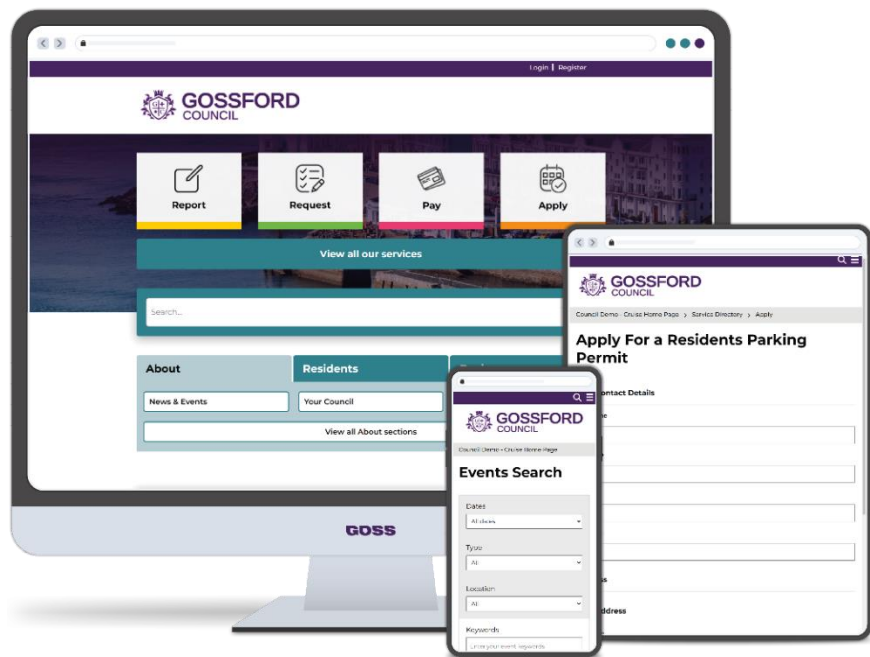
6.2 Command

Command is an accessible, information-focused Theme designed to support a GOV.UK-style look and feel.



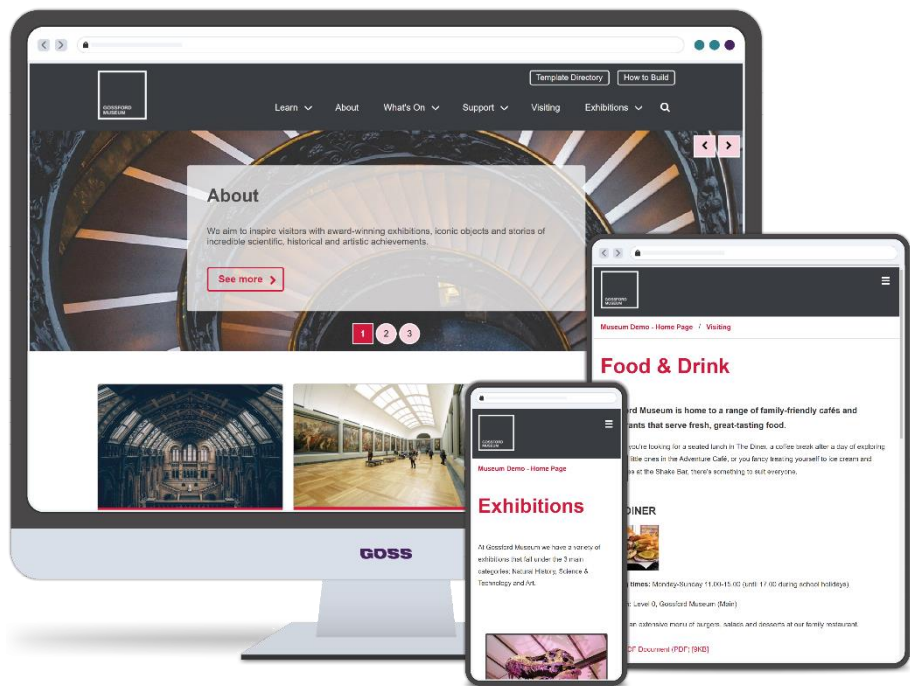
6.3 Cruise

Cruise is designed for organisations with large information structures and complex navigation requirements.



6.4 Dynamic

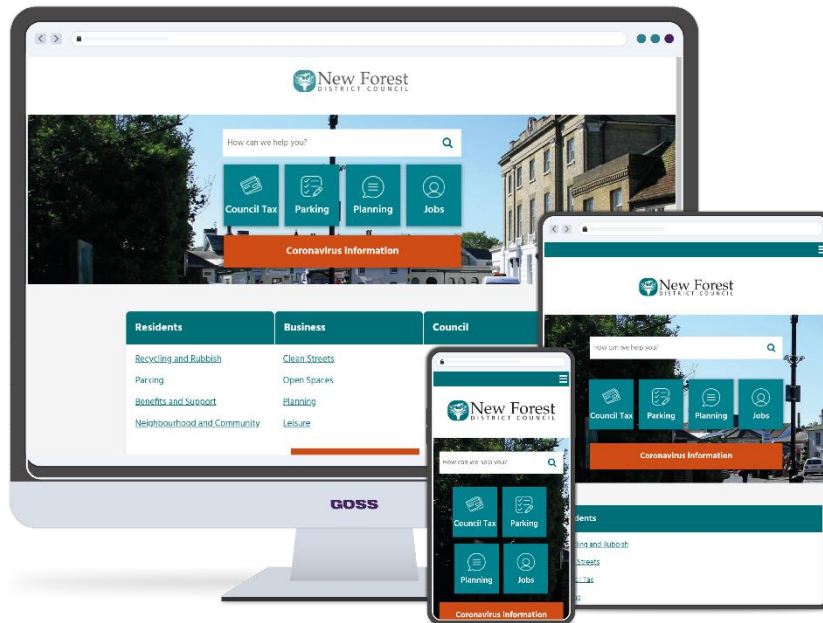
Dynamic is a wide-format Theme using large imagery and icon-driven layouts to provide a modern digital presence.



7 GOSS Creative Theme Examples

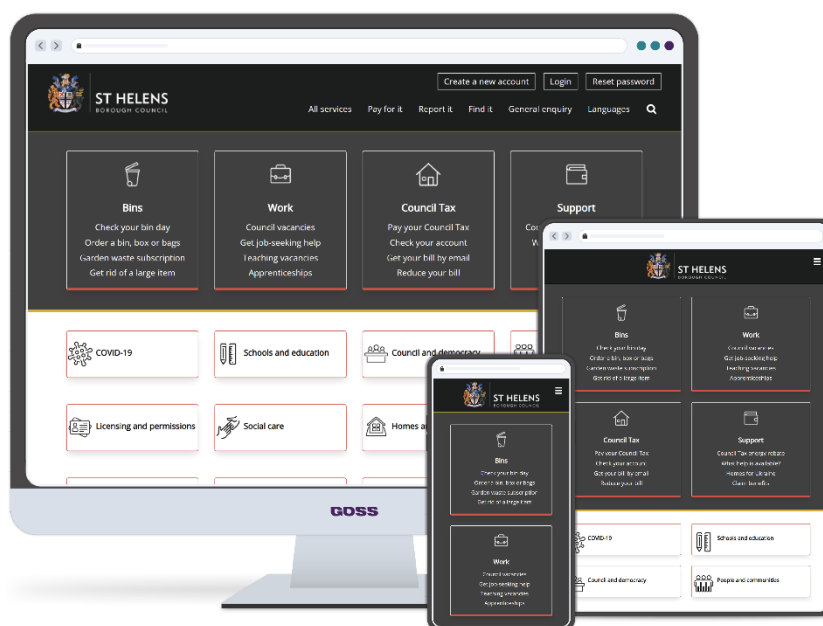
7.1 New Forest District Council

New Forest District Council wanted a refreshed look and feel for their new website. Using the GOSS Cruise Theme, GOSS Creative configured a bespoke design which was easy to navigate, with key services immediately accessible for users.



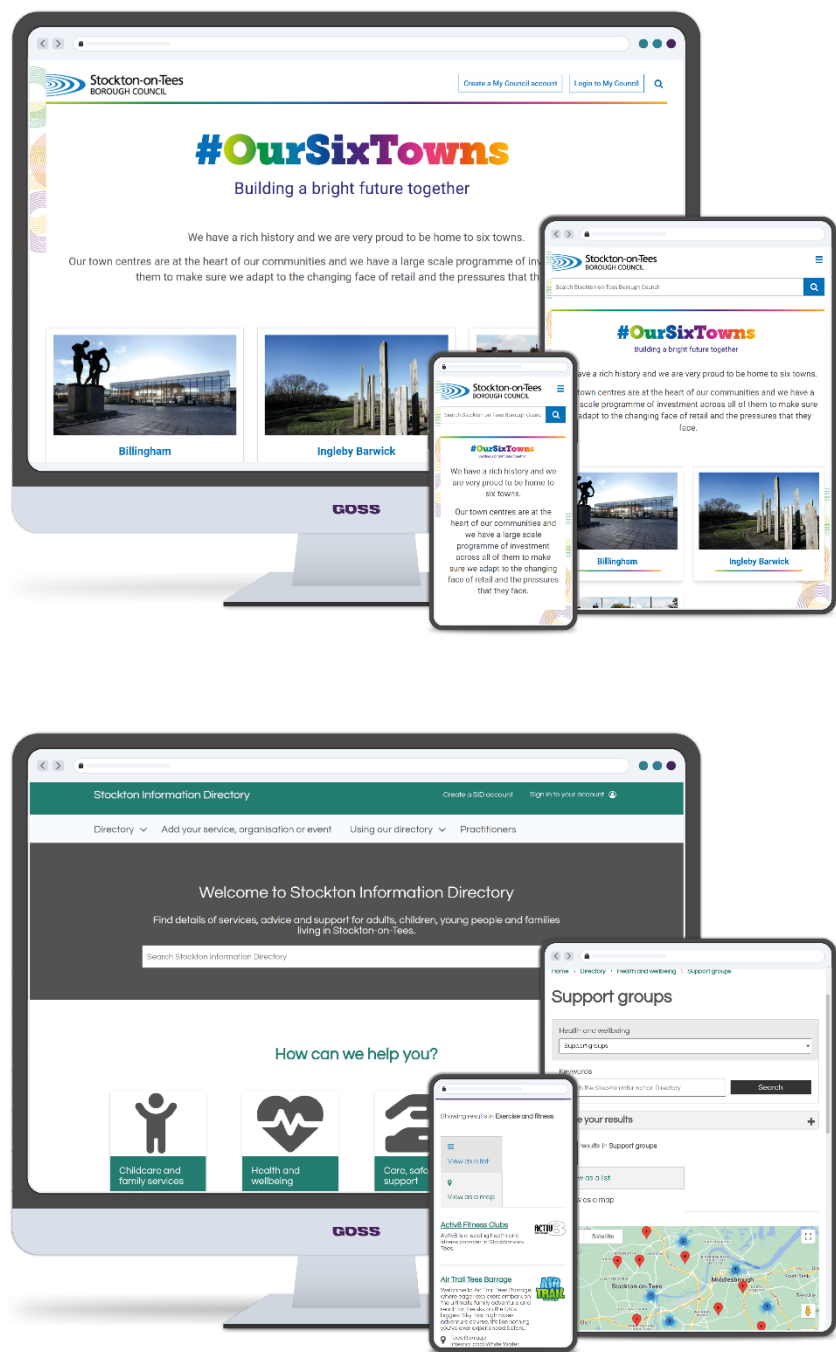
7.2 St Helens Borough Council

After receiving Themes styling training from the GOSS Creative experts, the St Helens team configured the GOSS Dynamic theme with their own look and feel. GOSS Creative also helped and supported the team with design questions and solutions.



7.3 Stockton-on-Tees Borough Council

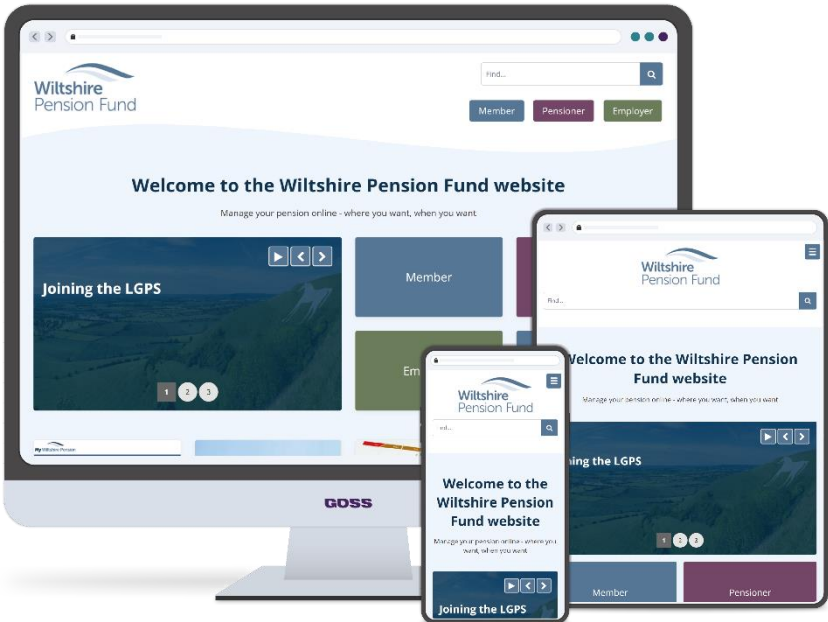
A Stockton-on-Tees Borough Council subsite has unique landing pages that have been created by the GOSS Creative Team using CSS to style the core Dynamic theme. This has helped to create differently themed sections for different areas of the council. Other subsites are also shown below, all created using the same Core Dynamic Theme but with unique branding and look and feel.





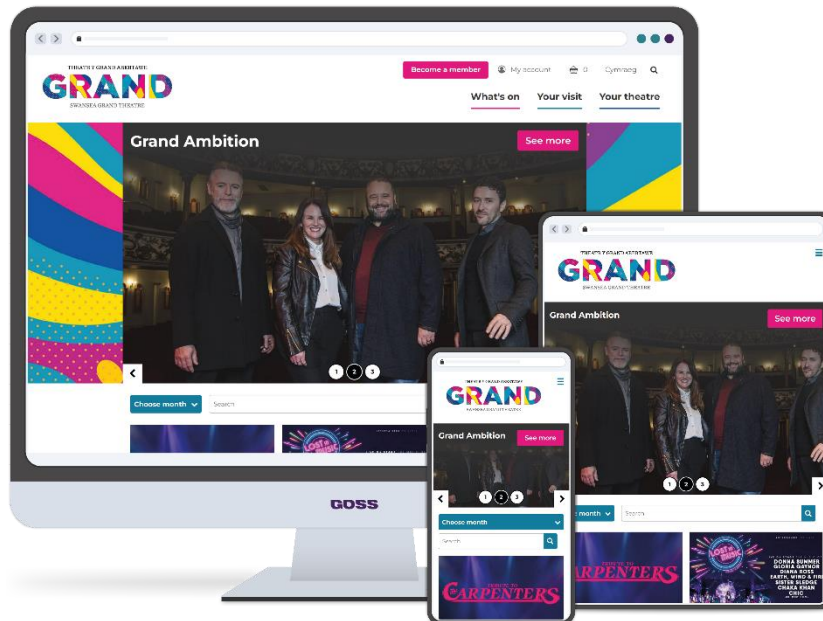
7.4 Wiltshire Pension Fund

The Wiltshire Pension Fund site uses the GOSS Chill Theme to deliver multi-styled subsites to a range of consumers such as members, pensioners and employers. They created the skin design using their logo and GOSS helped create themed sections for different areas of the site, using multiple subsites and skins to allow for different headers and footers but the same look and feel.



7.5 Swansea Grand Theatre

This modern and enticing site was configured using a GOSS Theme. The GOSS Creative Team used the logo and additional theme styling to create a site to help the theatre to advertise its shows more effectively.

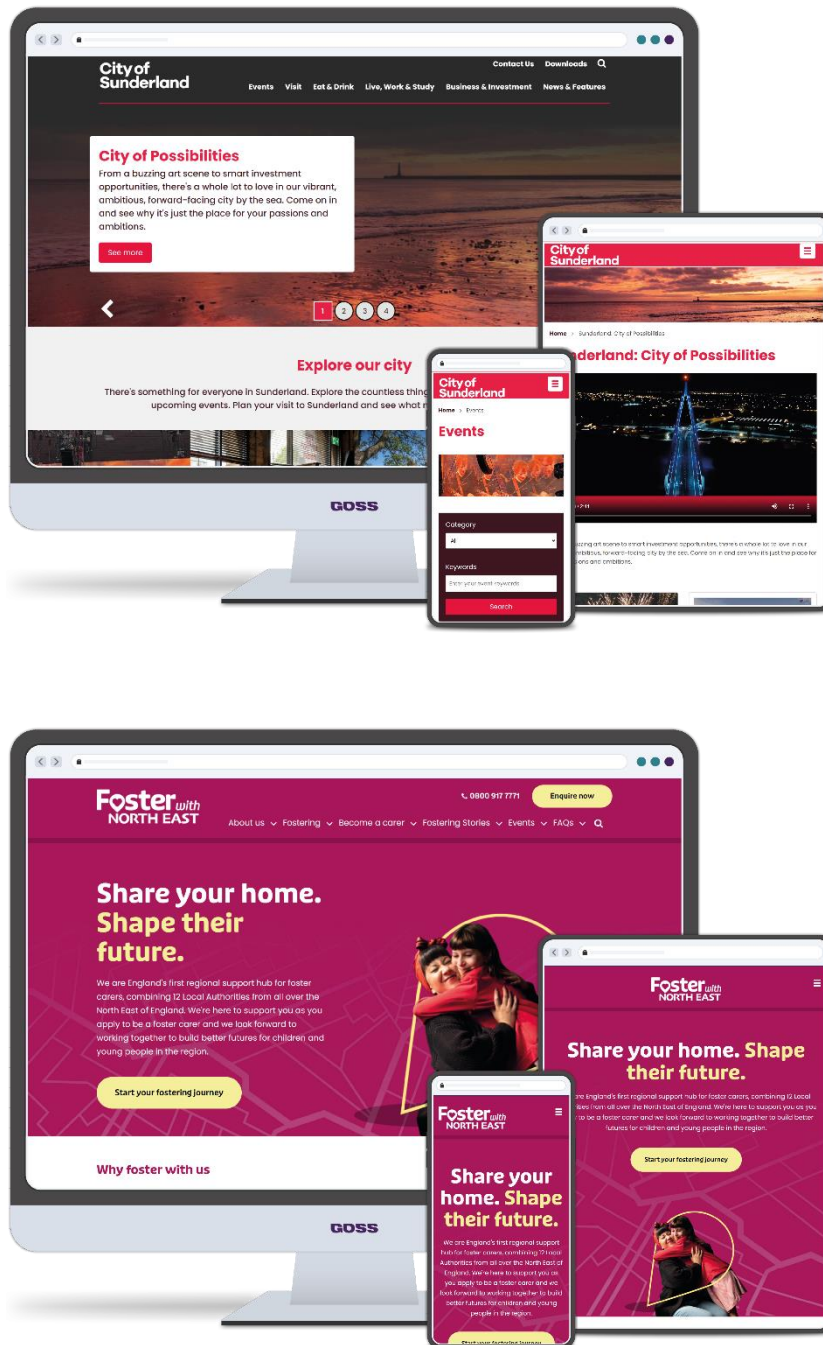


“A day after the website went live, our box office manager reported more sales in one day than for the entire previous month. This, combined with positive customer feedback, shows that customers find the new site much easier to use – giving us a much-needed revenue boost too.”

Web Development Manager
Swansea City Council

7.6 Sunderland City Council: 'My Sunderland' and 'Foster with North East'

These Sunderland City Council subsites use the same underlying GOSS Dynamic site theme, but with a very different look and feel, showcasing the power and flexibility of the GOSS theme styling. They are delivered from a single centralised GOSS Platform which also manages the main Sunderland City Council website as well as a member's portal and staff intranet site. GOSS Creative and a brand agency worked together to deliver the 'My Sunderland' site which uses big imagery and an eye-catching design to showcase the city. GOSS Creative based the 'Foster with North East' Partnership site on the well-proven GOSS Dynamic Theme.



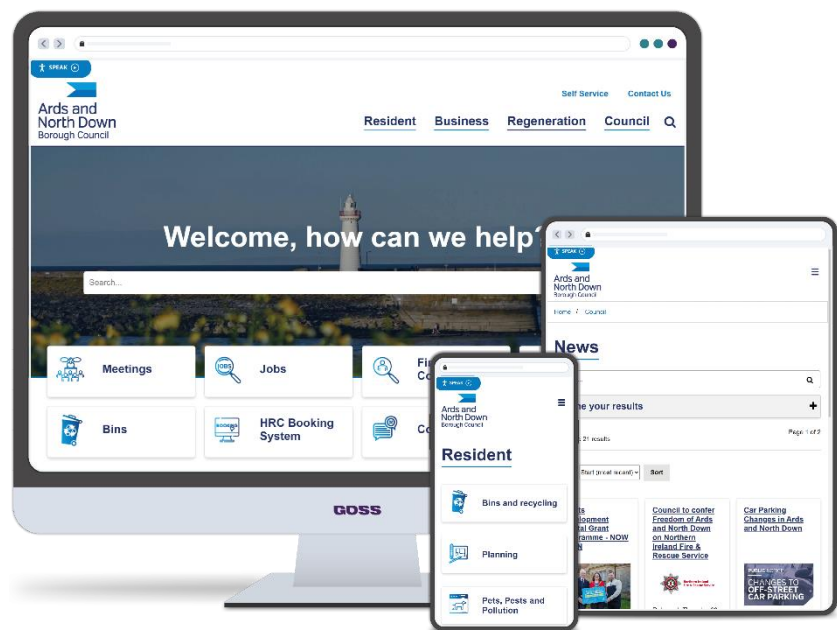
7.7 South Tyneside Council

This example shows how a client can configure CSS and style a site themselves. The South Tyneside Council team were trained in theme styling by the GOSS Creative Team, and using the GOSS Command Theme, which is normally a GOV.UK stylised theme, the site has been reskinned into this attractive SEND Local Offer site.



7.8 Ards and North Down Borough Council

Based on the GOSS Dynamic Theme, this site makes great use of the panel template to provide engaging content for users.



7.9 West Lothian Council Schools

West Lothian Council run over 90 school sites from their GOSS Platform. This is an example of one school site with its own brand identity using the GOSS Dynamic Theme.



“Since going live on the GOSS Platform, we’ve delivered websites in less than four weeks from the initial customer requirement briefing to going live. That’s quicker than we’ve ever been able to deliver an equivalent project before.

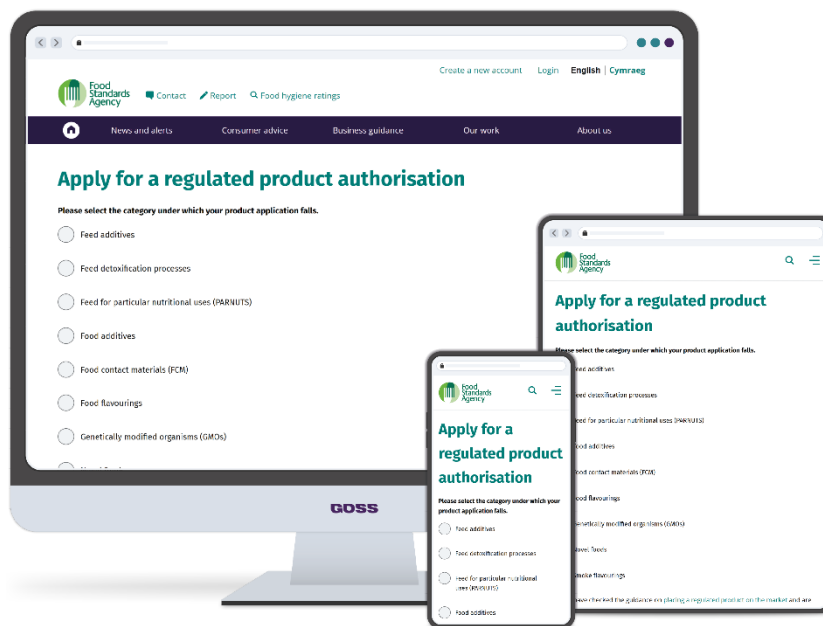
The flexibility of the GOSS Platform has enabled us, in terms of capability, to transform the way we do things and re-engineer how we manage customer requests and inquiries that pass from front and back office. In terms of financial benefits, we have reduced our platform running costs significantly with the move to GOSS. We are delivering all sorts of operational efficiencies, not just for the teams developing services and processes, but also for the teams that are using them.”

Head of Digital Customer Services
Norfolk County Council

8 GOSS Creative Service Design Example

10.1 Food Standards Agency

GOSS provided a range of GOSS Client Success Professional Services to configure the GOSS Self-Service Platform to meet specific FSA service design requirements. Skills provided included business analysis and requirements gathering, wireframing, user journey design, process and multi-stage form design and build, styling, as well as QA and post go live reviews. Numerous digital services have now been launched including Meat Establishment Approvals, Vineyard/Winery Registrations and Regulated Product Authorisations.



9 Service Outlines – GOSS Creative

GOSS Creative Design Services:

Website Design Audit	A thorough analysis of all the factors that affect users' ability to complete a given task and other issues that may affect conversion rates and web performance.
Website Architecture (IA)	We work with your team to re-think the structure of your website to ensure a user-centric architecture is built to form the foundation of a new user-friendly website.
Website Wireframing	Wireframing is visually laying out all core pages of a product or website. The purpose is to reduce or eliminate fundamental layout changes at build stage.
Website Prototyping	We work from the signed-off wireframes to create a clickable demo of the core functionality and best practice user journeys.
Usability Testing	User testing is a fundamental part of website design and development. We use market leading usability software and test regularly with real users that guide our design decisions.
Website Design	With over 25 years of creating beautiful and functional websites we add creative layouts to bring your website to life and ultimately make the user experience as smooth and as enjoyable as possible. Theme skinning to template design.

GOSS Digital Creative Consultancy:

Creative Digital Design Services	Advice, creative and project guidance for your team on a wide range of digital design disciplines. Any common design and creative tasks delivered by one of the core creative team.
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GOSS Creative Service Packages and Workshops:

Full Website Design Package	GOSS offers a full website design package which could include - discovery workshop, IA development, wireframing, prototypes, template design and creative design. Options will be discussed and costed on a case-by-case basis.
Discovery Workshop	A relaxed and informal workshop to gather vital information on the scope of your project, understand your users and their needs, basic site structure, usability constraints and an assessment of your competition. 1 day.

Design Workshop	A relaxed and informal workshop to assess your specific design requirements, look at your competitors and agree your own preferences on style, colouring, and fonts. 1 day.
Theme Workshop	Theme demonstration and selection session with best practice review and recommendations to support the client IA. Max 10 people. Condensed workshop offers design and discovery. Great for GOSS clients with a smaller budget or simple branding, and those who want to get up and running quickly. Note: this is included in GOSS Theme onboarding. 1 day.

GOSS Creative Training:

GOSS Creative Themes Styling Training	½ day themes styling course delivered at GOSS Head Office (or via webinar) for up to 4 delegates. Learn how to create and apply your own styling-skin for your GOSS site(s). Understand class naming convention of BEM and how it can help style your site(s). Use metadata to help create unique looks for your templates. Skills and technical pre-requisites will apply.
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GOSS Creative Notes:

- All GOSS Creative Services are priced excluding VAT and are subject to GOSS Terms and Conditions listed in the Digital Marketplace.
- Please refer to the G-Cloud 15 Call-off Contract and GOSS Terms and Conditions for notice periods and termination process details.
- Please note that all the services listed are for remote delivery – onsite delivery may be available at additional cost, with travel and subsistence charged at agreed rates.
- GOSS will own the IPR of all deliverables. Should a client wish to retain any specific IPR, this must be specified and agreed at call-off stage – additional fees will apply.
- In the event any customer requires additional GOSS staff vetting as part of their specific business requirements, GOSS will charge a minimum of 2 days cloud support services per person.
- Pre-requisites will apply for GOSS workshops and training.
- Courses can be delivered at GOSS HQ or online - there is an assumption that delegates will have access to appropriately resourced technology to support this.
- For further information on these services, please see the GOSS Creative Pricing Document.

For more information on previous projects and how GOSS have supported clients with professional services to deliver cloud projects, please refer to the GOSS website.

10 Additional Service Information

10.1 Onboarding, Pricing, Ordering, Termination, and Service Levels

Onboarding: G-Cloud 15 Call-Off Contract, kick-off, scope confirmation

Pricing: Time-and-materials or fixed price (see pricing document)

Ordering: Via G-Cloud 15 Digital Marketplace Call-Off Contract

Termination: As per G-Cloud 15 Call-Off Contract

Service Levels: This is a professional services offering and does not include uptime or availability SLAs.

Operational support, incident management, and platform availability commitments are provided separately under GOSS Software Services where contracted.

10.2 Service Constraints

- Services are delivered remotely as standard.
- On-site delivery may be available at additional cost.
- Delivery depends on stakeholder and user availability.
- Hosting, infrastructure, and operational platform support are excluded unless separately agreed.
- **Creative services relating to Themes, templates, panels, and self-service journeys are delivered exclusively on the GOSS Platform.**

10.3 Service Dependencies

- Access to a GOSS Platform
- Availability of customer content and branding
- Access to users for testing
- Third-party integrations where applicable

10.4 Security: GOSS Staff and Data

Both supplier and solution security are crucial to all GOSS clients, and to show commitment to this, GOSS are certified with ISO 27001:2022 as well as Cyber Essentials Plus. GOSS follows the National Cyber Security Centre's Cloud Security Principles. GOSS also is committed to annual application penetration tests.

10.4.1 GOSS Staff Security

As standard, GOSS performs BPSS level security checks for all new employees (with all existing staff having been through the vetting process), and current policy is to perform the higher-level BS7858:2019 checks for all new GOSS Network Support staff. Any additional security checking and vetting required by specific client projects (i.e. up to Developed Vetting (DV) level) may incur additional configuration and support costs.

10.4.2 Data Security

Limited personal data may be processed for research and testing purposes. All data is handled in accordance with UK GDPR and GOSS data protection policies. No long-term data storage is provided. Platform security is delivered through GOSS Cloud Software and Cloud Support Services

10.5 Contract Terms

10.5.1 Termination Terms

All GOSS Services are subject to GOSS Terms and Conditions attached within the Digital Marketplace listings. Please refer to the G-Cloud 15 Call-off Contract and GOSS Terms and Conditions for notice periods and termination process details.

10.5.2 Data Processing

Data Processing may be carried out by employed and contracted staff working for GOSS Interactive Ltd. In addition to this, the following entities are our sub-processors:

- (i) Amazon Web Services EMEA SARL
- (ii) Google LLC

GOSS contracts with hosting providers are for UK based data storage. GOSS will seek consent from clients for the use of any additional named sub-processors, as and when required in accordance with our contractual obligations.

“One of the key benefits of working with GOSS is the openness to collaboration and sharing, both with GOSS and with other councils.”

Digital and Website Development Manager
Stockton-upon-Tees Borough Council

11 GOSS Contact Details

For further information or a presentation on the various GOSS solutions, please contact:

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Please note this Service Definition Document covers the G-Cloud 15 **GOSS Creative Cloud Support Services**. Additional documents are available in the Digital Marketplace for other GOSS services (software and other professional services).

< End of G-Cloud 15 GOSS Creative Service Definition Document >