

Context Setting Framework

Objective of VCC

- Foster consumer trust
- Establishing a common set of practices around data privacy to stimulate the market for energy related products and services.
- Provide a voluntary mechanism that, if adopted by companies, would be legally enforceable through FTC within their existing jurisdiction but would not infringe on or supersede existing state law or regulation.
- Provide privacy protections for consumers with regard to access, use, and sharing of electricity usage and related data
- Address how currently regulated customer data would be treated or utilized with third party products and services.

Value to Stakeholders

Consumers

- Provide consumers with a level of assurance that their electricity usage and related data is being handled and protected in accordance with established industry practices. This would increase customer confidence and allow for innovation in the marketplace.
- Allow consumers the ability to differentiate between third party providers of products and services.

Utilities

- Provide a consistent means to communicate to consumers about privacy and security practices related to electricity usage information.
- Provide utilities a mechanism for evaluating valid requests from third parties requesting access to customer information
- Provide guidance to smaller utilities with limited resources.
- Reduce costs associated with data access requests through the implementation of uniform procedures.

Regulators

- Provide commissions and decision makers with a resource when developing or evaluating privacy regulations.
- Encourage greater uniformity across jurisdictions by providing a common framework.

Third Parties

- Provide guidelines for third parties on key components to consider when developing data privacy and security policies.
- Reduce variability in policies and practices across jurisdictions to foster innovation.

Purpose for Conducting the Multistakeholder Process to Develop a VCC

- Provide an open, transparent platform for multi-stakeholder participation.
- Develop a baseline that is deemed appropriate and reasonable by a broad set of stakeholders in order to enhance credibility for regulators and other decision makers evaluating potential privacy regulations and practices.
- Fill gaps in current customer data privacy policies and practices.
- Address challenges that utilities face related to increased data requests in a variety of areas.