



BY ELECTRONIC SUBMISSION

October 14, 2014

Mr. Eric Lightner  
Director, Federal Smart Grid Task Force  
Office of Electricity Delivery and Energy Reliability  
U.S. Department of Energy  
1000 Independence Avenue S.W.  
Washington, DC 20585

Re: U.S. Department of Energy – Data Privacy and the Smart Grid: A Voluntary Code of Conduct

Dear Mr. Lightner:

Simple Energy appreciates this opportunity to provide comments to the DRAFT U.S. Department of Energy (DOE) – Data Privacy and the Smart Grid: A Voluntary Code of Conduct (VCC). We have participated on several of the calls leading up to this draft VCC and will continue to engage as the DOE develops a robust VCC for implementation through the Office of Electricity Delivery and Energy Reliability and the Smart Grid Task Force.

### **Introduction**

Simple Energy works with our utility partners to motivate consumers to verifiably change their energy usage behavior and purchasing decisions. We utilize a Customer Engagement Platform that ingests energy usage data combined with account data to provide insightful and micro-targeted messages. Besides delivering measurable reductions in energy usage, the Platform has been shown to cost effectively recruit customers into other energy efficiency and demand response programs. We use data science, behavioral psychology, and energy analytics that make the customer experience more robust. The programs motivate consumers to become more energy aware and efficient through micro-targeted messages about actions and programs to save energy. Participants earn real and virtual rewards and prizes for energy conservation while also having the opportunity to compete with friends and neighbors. Participants earn points through an algorithm-based normalization of energy consumption based on user generated data, public data, and utility data, that allows consumers to compare their scores while also protecting private information.

To date, Simple Energy has demonstrated its platform with a number of utilities and these demonstration programs and pilots have validated the potential of leveraging behavioral motivations and multi-channel engagement to generate significant energy savings. We have achieved statistically significant and verifiable energy reductions of 6-7% and greater than 10% peak load reduction on event days.

## Comments

Simple Energy has developed and continues to evolve a culture of privacy throughout its products and employees. We are in the process of further certifying our data privacy operations in order to comply with a wide variety of regulatory platforms both in the United States and abroad. We support the efforts in the U.S. thru this stakeholder process to set some voluntary parameters that could in the future guide other jurisdictional efforts.

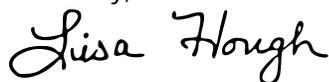
Our comments focus on some narrow clarifications around the key definitions section and application of certain definitions later in the draft VCC. In terms of the proposed definitions - Simple Energy is a "Contracted Agent." Our software product uses "Customer Data" that we receive from the "Service Provider" to deliver a solution that fits within the "Primary Purpose" definition and may at times evolve to a "Secondary Purpose" but would then be subject to the relative parameters of the proposed VCC.

We suggest that the definition for "Third Party" be clarified to specifically exclude "Contracted Agent(s)" in order to be clear in later sections that further define roles and responsibilities in relation to the customer. We also suggest that in the third sentence of the opening paragraph for section **2. Customer Choice and Consent**, that the term "other parties" be changed to "third parties." Both these changes better define the roles of parties in relationship to the customer.

On a purely administrative stylistic note, the VCC could benefit from a better structure with the appropriate headings, sections and subparts. We found the organization of the policies and procedures below each section to be poorly designed and lacking in clarity. For example, it is unclear how the paragraphs with the italicized headings related to the structure above the language.

We look forward to reviewing the final product. If you have any questions about our suggested comments, please feel free to reach out to me directly.

Sincerely,



Lisa D. Hough  
Vice President, External Affairs  
Simple Energy  
1215 Spruce Street, Suite 301  
Boulder, CO 80302  
Phone (303) 725-9847  
Email lisa@simpleenergy.com