

Disclaimer – The following examples are intended to illustrate the principles of customer choice and consent in action. They are not intended to prescribe strategies for implementing customer choice and control. There can be many equally valid ways to do this.

Examples of customer control

The customer wants to authorize a given third party to access his or her energy usage data. The customer is given a series of pre-defined options regarding the kind of data to be disclosed to the third party (e.g., interval, peak load, power quality characteristics), and the duration of the disclosure (e.g., one month, 6 months, 1 year, 3 years, etc.). The customer can specify different authorizations for subsequent third parties, and can subsequently terminate or revoke access for any third party at any time. If the customer has selected a finite authorization period, the customer is notified prior to expiration of that finite period, with an option to renew or terminate continued access by that third party.

Example of informed consent

Before a customer can exercise options for releasing his or her data, he or she must acknowledge that he or she has reviewed the Service Provider's (i.e., third party's or utility's) privacy Terms and Conditions or other privacy notification. (NOTE TO DRAFT – WE NEED A CONSISTENT TERM FOR SERVICE PROVIDERS, ETC. THIS IS SOMETHING THAT SHOULD BE ADDRESSED GLOBALLY, WHEN ALL THE WORK GROUP PRODUCTS ARE INTEGRATED.) These Terms and Conditions and/or other privacy notification describe disclosure-related options available to the customer, and explain that if the customer is asked to authorize access to his or her CEUD, the request will specify the complete nature of the type of data that is proposed to be disclosed to a given party (e.g., interval, peak load, power quality characteristics, Account Data), how the data will be used, and for how long. The Terms and Conditions and/or privacy notification should explain how the customer can access his or her own energy usage data. The documents should also explain how the customer can authorize specific third parties to receive his or her data, and review those authorizations, and how the customer can terminate or modify third party access at any time.

Example of Valid Consent

A third party may obtain access to a customer's data after the customer expressly agrees to allow that access. The method of authorization may vary. The customer may provide that agreement by signing an authorization form or by providing electronic [or recorded] authorization to the third party. Alternatively, the customer may provide non-public account data to gain access to his or her own data directly, or enable a third party to gain such access.

Example of Controlled Disclosure

A customer is seeking bids from two service providers for an energy efficiency retrofit project to his or her home. To enable the firms to make effective bids, the customer wants to authorize the firms to access the customer's data for the purpose of designing an optimal application. Having read the Service Provider's privacy Terms and Conditions, or other privacy notification (above), the customer reviews his or her record of authorizations to confirm whether these or any other

firms presently are getting the customer's CEUD. Finding none, the customer authorizes both firms to access the customer's CEUD for the most recent 12 months (or whatever time frame option the customer decides is appropriate), and to have this access for one month.

Example of Efficient Management

The customer uses an on-line information system to exercise privacy choices. Once logged in (the customer must provide certain non-public elements of their account data to log in), among the privacy services the customer can obtain are the following three: (1) the customer can view and/or download his or her CEUD, which is provided using a standard data model; (2) the customer can access the utility's privacy policy, and a video clip explaining the customer's privacy-related choices and the implications of each; (3) the customer can authorize third parties to access his or her energy usage data by selecting from a series of drop down menu options that define for the duration of access, and the nature of the data to be provided. The use of an on-line system to provide these services, combined with the use of standard data models and a standard set of customer choices – is significantly more cost-effective than providing the same services manually using custom specifications.