



Evergy Missouri Metro  
Case Name: 2022 Evergy MO Metro Rate Case  
Case Number: ER-2022-0129

Requestor Kremer Lisa -  
Response Provided August 09, 2022

Question:5073

Please indicate whether the Company provides any or all of the customer segmentation data it purchases from Acxiom provided in the Company's response to 5060.2 to any unaffiliated or affiliated company or party and provide a complete list of all unaffiliated or affiliated parties that may receive such customer data from the Company. In answering this data request, please indicate if and how the customer segmentation data is further granulized to individual Evergy Missouri customers.

**RESPONSE:** (do not edit or delete this line or anything above this)

**Confidentiality:** PUBLIC

**Statement:** This response is Public. No Confidential Statement is needed.

**Response:**

The Acxiom customer segmentation data is not shared with unaffiliated or affiliated parties. Acxiom has a data profile for 85% of individuals in the Evergy territory. Evergy sends customer name and address to Acxiom who then appends the data to each individual customer for Evergy's files.

**Information provided by:** Cari Ferrara

**Attachment(s):**



**Missouri Verification:**

I have read the Information Request and answer thereto and find answer to be true, accurate, full and complete, and contain no material misrepresentations or omissions to the best of my knowledge and belief; and I will disclose to the Commission Staff any matter subsequently discovered which affects the accuracy or completeness of the answer(s) to this Information Request(s).

Signature /s/ *Brad Lutz*  
Director Regulatory Affairs