

Evergy Missouri West
Case Name: 2022 Evergy MO West Rate Case
Case Number: ER-2022-0130

Requestor Kremer Lisa -
Response Provided July 07, 2022

Question:5060

With reference to the Company's Privacy Policy identified in Company Data Request Responses 2070S, 5033S, and 5034S, please provide a listing of all specific advertisements, content or features the Company provides its regulated customers once it has matched "user profiles or interests with advertisements, content and features" as indicated within the privacy tab: How Do We Use Your Information

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:

Customer data is used to personalize and provide relevant messages, offers and content through the website and customer email. Examples of customer data used in marketing include geography and 3rd party segmentation data through Acxiom, in addition to personalization on the website and through customer email.

- Geographic data is used to determine eligibility before promoting relevant products and program enrollments.
- Acxiom data is used to determine which products, programs and messages are most relevant to customers.
- Personalization includes use of customer's name, location, and some demographics to align the most relevant content with customer interests.

Information provided by: Cari Ferrara, Marketing

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

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

Requestor Kremer Lisa -
Response Provided July 08, 2022

Question:5061

Please provide all known affiliated or unaffiliated entities that share, transfer and/or sell customer information once it is within their possession. Please provide all known sources where such customer information is or maybe shared, transferred or sold by affiliated or unaffiliated entities. Please indicate if such sharing, transfer or selling of customer information by affiliated or unaffiliated entities is known or consented by regulated 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:

As previously responded to in DR 5036 within rate case number ER-2022-0129, Evergy's external Privacy Policy posted on its website (<https://www.evergy.com/privacy-policy>) explains to customers that it does not sell customer personal information. Customer information is shared between Evergy subsidiaries and affiliates providing utility services to facilitate providing that service to the customer.

Evergy's external Privacy Policy posted on its website in a section "What personal information is collected from me?" explains and provides notice to customers the sources of information collected in providing service.

We collect and retain personal information in order to provide you with service and improve your experience. For example, we collect information when you sign up for service, create an online account, fill out a form, pay your bill, make a purchase, contact Customer Service, use our systems, or applications, communicate with us via third-party social media sites or otherwise communicate with us.

The types of information we may collect include your name, online account username, email address, postal address, phone number, fax number, Social Security number, date of birth, payment method information, payment history, energy usage information,

driver's license number, passport number, or other similar identifiers, and any other information you choose to provide.

We may also combine the personal information that we collect with information we collect about you from other sources. For example, we may collect information about you from third parties, including but not limited to, identity verification services, credit bureaus, mailing list providers and publicly available sources. We may combine that information with other information we collect about you.

As previously responded to in DR 2066 within rate case number ER-2022-0129, Evergy provides customer information to entities in furtherance of regulated utility service pursuant to longstanding practices authorized and/or embraced and support by this regulatory jurisdiction (billing, payments, collection activities, products and services, etc.).

Information provided by: Paul M. Ling

Attachment(s): None

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