

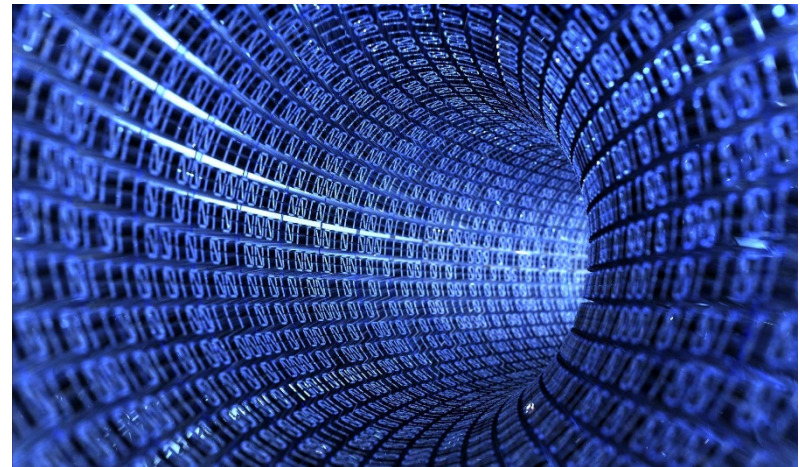
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Relevant Issues in Uses of Consumer Data

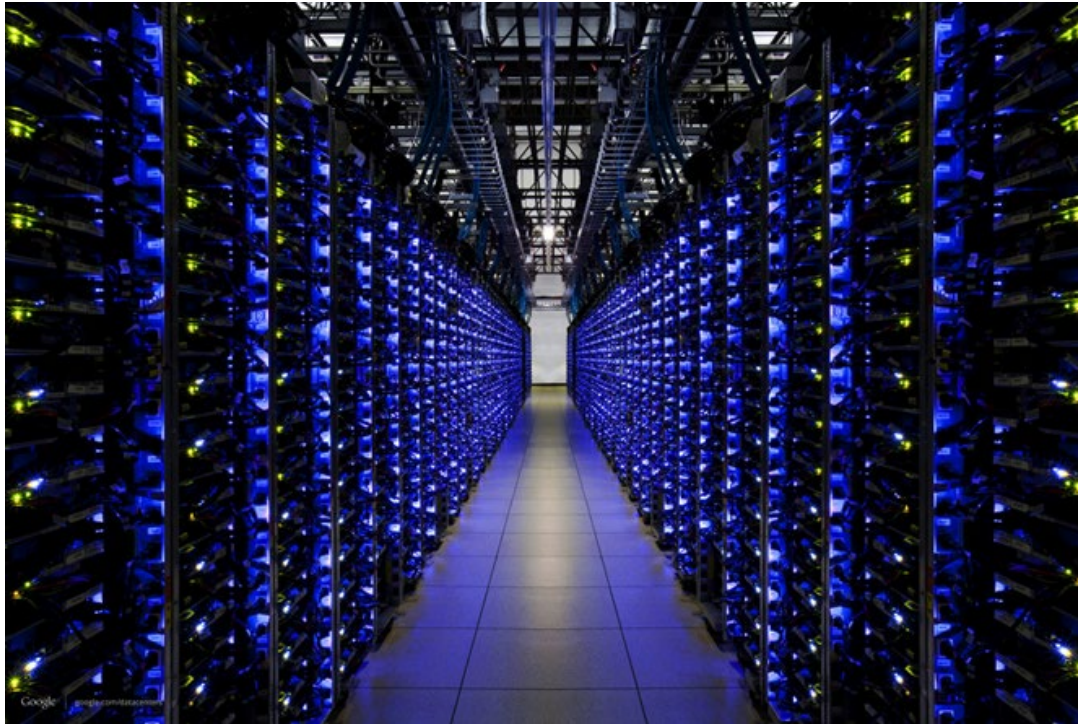
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Agenda

- Data Considerations
- Use Considerations
- Desirable Features of a Rule
- Wrapping it Up



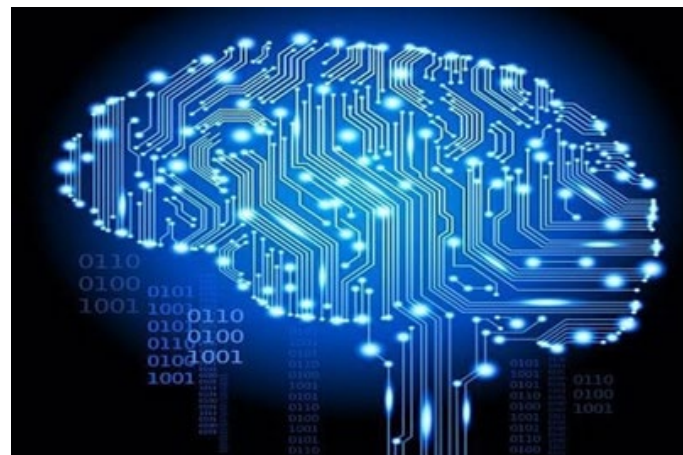
The Data Considerations



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Who Owns Customer Data Anyway?

- As between Customer and Utility?
- As between Utility and Third Party?



Use Considerations



Use Cases



- Internal Use
 - By the utility
 - By third parties
 - Generally broad rights
- Third Party Commercial Activity

For the Public Good

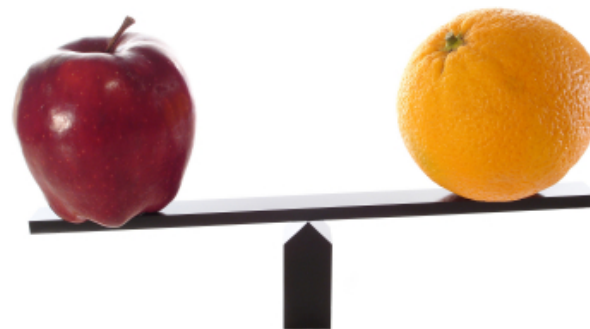


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- Efficiency in Operating the Water System
- Development of Industry Solutions
- Understanding Community Usage Over Time & Situation

All Third Parties are NOT the same...

- Third Party Service Providers
- Data Brokers



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Desirable Features of a Rule



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What's Important

- Clarity
 - Definitions sufficiently narrow
 - Scope of uses
- No unintended consequences
 - Deminimus Use
 - Data Brokers
 - Marketers



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Concerns in Data Usage

- Security/privacy of customer data by the utility
- Maximizing the efficiency of utility systems
- Material harms to consumers through third party uses
- 3rd party snooping, tracking, and decision making to the detriment of customers based on data amalgamation

Put Fences Around...

- Definitions - to protect data we are concerned about
- Uses – to manage uses we are concerned about



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Provide Flexibility Around...



- Uses that further the long term interest of our customer

Wrapping It All Up

- Certain data is less sensitive than others
- Certain uses are less sensitive and more useful than others
- Business realities and customer advantages are important



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Wrapping it Up/Q&A



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