



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

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 3<sup>rd</sup> 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