

SGCC Peer Connect WEBINAR SERIES

DataGuard: Energy Data Privacy and Security

July 20, 2016

Today's Presenters

Nathan Shannon

Deputy Director
Smart Grid Consumer
Collaborative

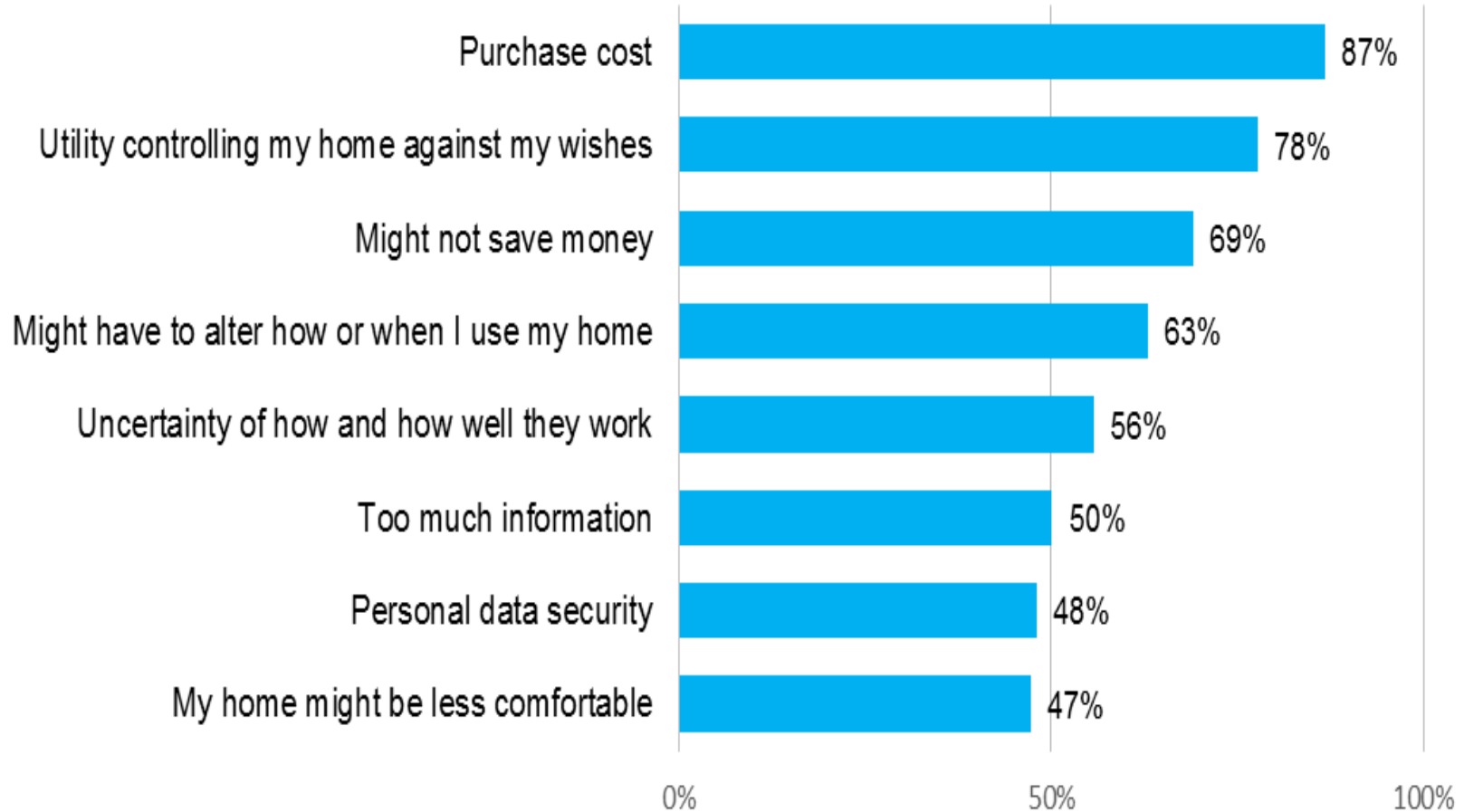



Eric Lightner

Director, Federal Smart Grid
Task Force
Department of Energy



Recognizing Consumer Concerns



<i>Name</i>	<i>Background</i>
<p>Eric Lightner</p> 	<p>Director of the Federal Smart Grid Task Force in the Office of Electricity Delivery and Energy Reliability at the Department of Energy</p> <ul style="list-style-type: none">• Worked in advanced technology development at the DOE for the last 25 years, and for the past 12 years has focused on the modernization of America’s electric grid• Conceived of and championed the smart grid program and its associated activities at the DOE• Currently works to ensure awareness, coordination and integration of smart grid related activities both within the DOE and across other federal agencies• Leads a DOE/GridWise Alliance effort on the Future of the Grid, facilitating the development of an industry led Voluntary Code of Conduct for data Engagement• Bachelor of Science degree in electrical engineering from the University of Maryland and a Master of Science degree in electrical engineering from the Johns Hopkins University



DataGuard

Energy Data Privacy Program



DataGuard Energy Data Privacy Program

Eric Lightner, Director Federal Smart Grid Task Force



- Protecting consumer privacy is important!
- Communicating your commitment to protecting consumer's privacy is critical!
- DataGuard was Developed to provide Utilities & Third Parties
 1. A visible method (i.e., brand mark) for communicating their commitment to their customers.
 2. A framework for handling, sharing and protecting customer's data.



- Frame customer data policies and practices that balance relevant needs/goals:
 - Encourage innovation by making data available to the market
 - Protect customer privacy and confidentiality
 - Provide customers access to their own data
 - Respect existing laws, regulations, governance policies, and business environments
- Principled approach allows maximum flexibility in implementation



For utilities and third parties providing services using consumer energy use data. Focuses on protecting consumers. Establishes a framework on the protection, access, use, and sharing of customers' electricity usage data.

Framework Development

- DOE facilitated; **Industry led and written**
- 2-year multi-stakeholder process
 - Utilities, consumer advocates, vendors, third parties, state & federal governments
- Released on January 12, 2015
- High visibility & support from the Obama Administration
- **Transparent process:** all documents posted at www.smartgrid.gov/privacy
- Framework developed under name of Voluntary Code of Conduct (VCC) for Smart Grid Data Privacy
- Rebranded to be more consumer-friendly



- Marketing theme: **Protection. Knowledge. Choice.**
- Website: www.dataguardprivacyprogram.org
 - Both Consumer and Industry sections
 - Industry section includes toolkit for adopters
 - Toolkit includes fact sheet, newsletter and bill insert examples, social media content, press release template, etc.

Facts About DataGuard



- **For utilities and third parties**
- **Not a regulation. A voluntary program.**
- **High level principles** that allow maximum flexibility in implementation
 - **Application** of the principles and concepts **is entirely up to the adopting entity**
- Adopting companies **expected to publicly commit** to conformance with and observance of DataGuard
- **Legally enforceable** by FTC under their mission to protect consumers from deceptive and unfair practices just like any public statement a company makes
- **Adopted in its entirety, but limited exceptions allowed** (due to laws, regulatory guidance, governing documents) if clearly noted.
Will not supersede, change or modify federal, state, or local laws or regulatory guidance.

DataGuard's 5 Key Principles



1. Customer Notice & Awareness
 - How the customer learns what he or she needs to know to exercise informed choice.
2. Customer Choice & Consent
 - Describes requirements for processes that allow the customer to control access to his or her data for Secondary Purposes
3. Customer Data Access
 - Description for procedures that allow customers to access their data, identify possible inaccuracies, and request they be corrected.
4. Data Integrity & Security
 - Describes requirements for a cyber security risk management program, and methodologies for creating aggregated or anonymized data.
5. Self-enforcement Management & Redress
 - Describes requirements for actions by Service Providers who voluntarily adopt the Code to ensure that they comply with it.



- **Service Provider** – An entity that collects Customer Data directly from individuals to support a Primary Purpose.
- **Primary Purpose** – The use of Account Data or CEUD that is reasonably expected by the customer: (1) to provide or reliably maintain customer-initiated service; and (2) including compatible uses in features and services to the customer that do not materially change reasonable expectations of customer control and third party data sharing.
- **Customer Energy Usage Data (CEUD)** – Reflects an individual customer's measured energy usage but does not identify the customer.
- **Customer Data** – The combination of CEUD and Account Data. CEUD without Account Data is considered anonymous data.



- As a mechanism for utilities and third parties to publicly communicate their commitment to protecting a consumers' privacy
- Provides certainty that adopting companies are following industry accepted practices and principles
- Framework for commissions when evaluating/developing privacy regulations

Focus Groups

Gauging Consumer Sentiment



Objective: To gain an in-depth understanding of consumer perceptions of data privacy in utility companies and to solicit feedback on a Privacy Code of Conduct

- 18 Focus groups conducted by private firm (New South Research)
- Took place across the country
- Partnered with utilities
- Purpose: Determine consumer sentiment regarding
 - How consumers' perceptions and trust vary among different industries
 - Consumer attitudes towards utilities with regard to data privacy
 - Reactions to a Privacy Code of Conduct for energy usage
- Group respondents included
 - Smart meter and Non-smart meter users
 - High income, high education
 - Lower income, lower education
 - Tech savvy
 - Small business users
 - Rural and urban
 - Owners and renters
- Feedback consistent for all groups



Focus Groups

Consumer Reaction to the Code



68% of respondents thought that the Code was a great idea.



Perceived Value of the Code

- **Proactive:** Respondents felt that a utility adopting the code was being proactive about caring for and serving their customers
- **Education:** It educates customers about how their personal usage data is being stored, processed, and disposed.
- **Trust:** Knowing that a provider has opted in to a voluntary code builds trust and improves perceptions of that utility
- **Uniformity:** The code was appreciated because it provided an explanation of how utilities will process sensitive data and respondents are currently unfamiliar with their utility's data privacy habits.
- **Reassurance:** It gave utilities a way to let customers know that their data was being protected and that a company is looking out for their best interest.

"I view it as a good thing because I feel like if they subscribe to it they voluntarily are trying to protect my data which is a good thing."



To learn more and watch the DataGuard video,
visit: www.dataguardprivacyprogram.org.

Interested in Adopting?

Contact: Eric.Lightner@hq.doe.gov

Questions?



Thank you!

You will receive a copy of today's slides at the email address you used to register.

Nathan Shannon
Deputy Director
Smart Grid Consumer
Collaborative



Eric Lightner
Director, Federal Smart Grid
Task Force
Department of Energy

