



2017 Consumer Symposium

Safely Unlocking the Value of Consumer Data

#SGCC2017

Panelists



Judith Schwartz
President
To the Point



Kristin Munsch
Deputy Director
Illinois Citizens Utility
Board



Caitlin Hewitt
Product Marketing
Manager
Oracle | Opower

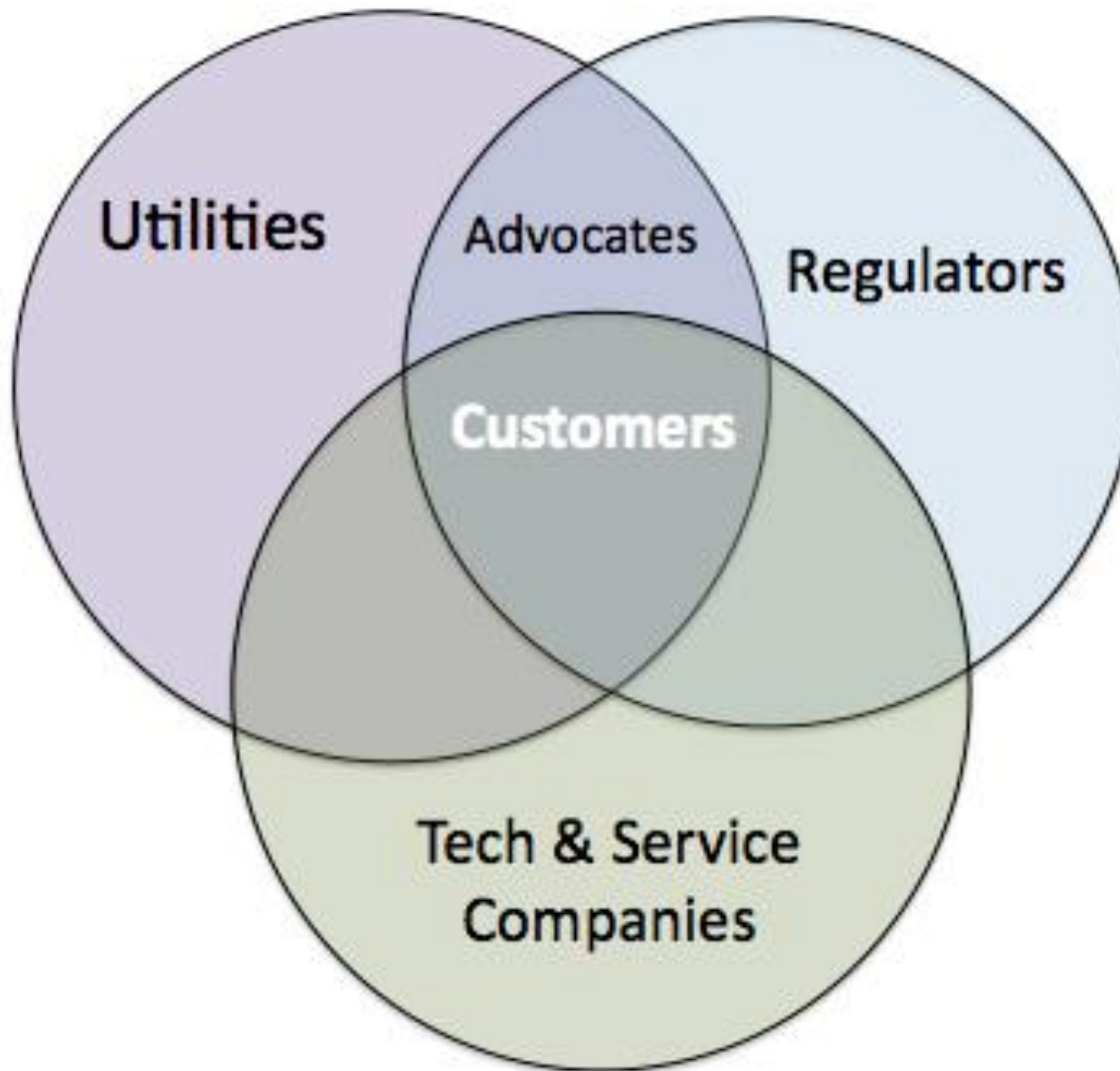


Barry Haaser
Executive Director
Green Button Alliance



David Steiger
NA Analytics Leader
for Energy and Utilities
IBM

Sharing and Protecting Energy Usage Data



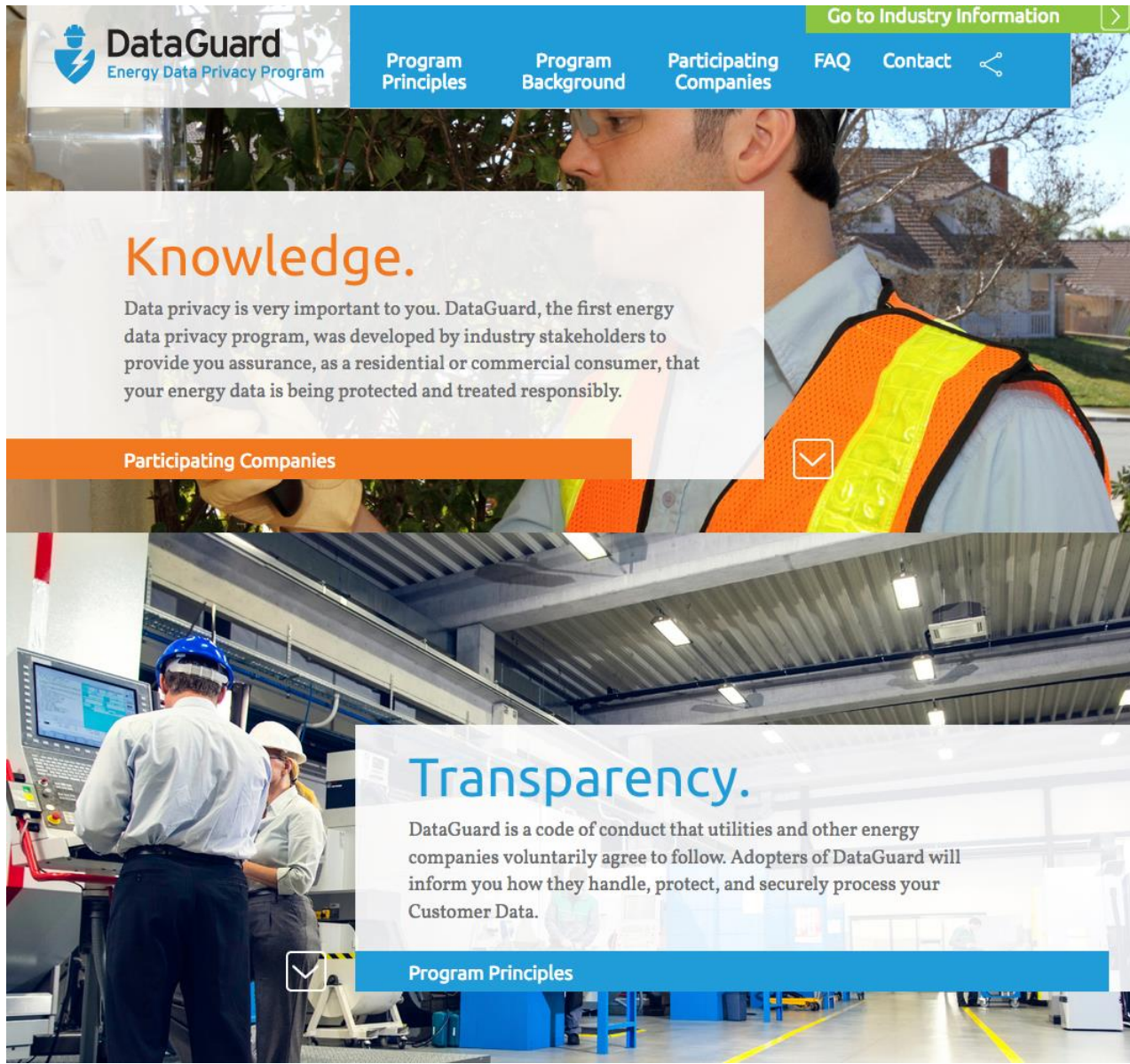
Key Issues

- Access
- Innovation
- Privacy
- Insights

Communication Short Cuts for Consumers



SSL (Secure Sockets Layer)



DataGuard
Energy Data Privacy Program

Go to Industry Information >

Program Principles Program Background Participating Companies FAQ Contact

Knowledge.

Data privacy is very important to you. DataGuard, the first energy data privacy program, was developed by industry stakeholders to provide you assurance, as a residential or commercial consumer, that your energy data is being protected and treated responsibly.

Participating Companies

Transparency.

DataGuard is a code of conduct that utilities and other energy companies voluntarily agree to follow. Adopters of DataGuard will inform you how they handle, protect, and securely process your Customer Data.

Program Principles

Key Tenets of Voluntary Code of Conduct

- **Consumer Notice and Awareness:** Customers should be given prior notice about privacy-related policies and practices.
- **Customer Choice and Consent:** Customers should have a degree of control over access to their own Customer Data.
- **Customer Data Access and Participation:** Customers should have access to their own Customer Data and should have the **ability to participate in its maintenance.**
- **Integrity and Security:** Customer data should be as accurate as reasonably possible and secured against unauthorized access.
- **Self-Enforcement Management and Redress:** Enforcement mechanisms should be in place to ensure compliance with the foregoing principles.