

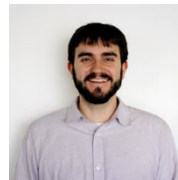
Staff Subcommittee on Electricity

Utility Data Privacy in the Wake of Cambridge Analytica

- **Moderator:** Hon. Matt Schuerger, Minnesota
- **Panelists:**
 - David Batz, EEI
 - Michael Murray, Mission:data Coalition
 - Dave Kolata, Illinois Citizens Utility Board
 - Richard Caperton, Arcadia

Utility Data Privacy in the Wake of Cambridge Analytica

Michael Murray, President
Mission:data Coalition





Cambridge Analytica The Cambridge Analytica Files

Revealed: 50 million Facebook profiles harvested for Cambridge Analytica in major data breach

Whistleblower describes how firm linked to former Trump adviser Steve Bannon compiled user data to target American voters

- [‘I made Steve Bannon’s psychological warfare tool’: meet the data war whistleblower](#)
- [Mark Zuckerberg breaks silence on Cambridge Analytica](#)



What are we talking about?



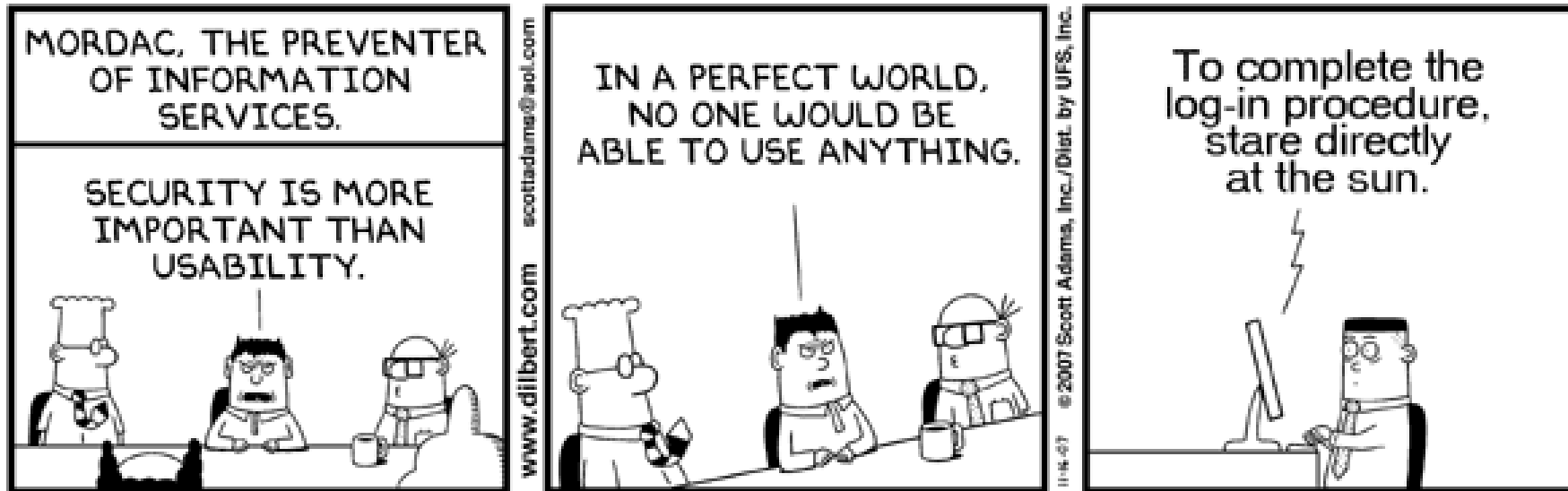
Individual,
consent-based

Aggregated/
anonymized



Centralized generation,
transmission & distribution
operations and planning
data

A balanced approach



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Edison Electric
INSTITUTE

(Dis)Information Warfare

The Challenge

*"A lie gets halfway
around the world
before the truth has a
chance to get its
pants on."*

September 11, 2014

<https://tinyurl.com/y79elp9u>



EDITION: INTERNATIONAL | U.S. | MÉXICO | ARABIC
TV: CNN | CNN en Español
Set edition preference

Home Video World U.S. Africa Asia Europe Latin America Middle East Business World Sp

September 11, 2014 -- Updated 1310 GMT (2110 HKT) Edited by Peter Wilkinson in London

EDITOR'S CHOICE Scenes from the field · Pistorius verdict · ISIS threat · Apple Watch · Scotland vote ·

Obama: 'We will degrade, ultimately destroy' ISIS

"Difficult speech" for Barack Obama: President announces U.S. airstrikes will hit targets in war-ravaged Syria as well as Iraq. **FULL STORY**

- Obama's address, as it happened
- Watch the full address
- Obama: 'ISIL is not Islamic'

ISIS ADDRESS ANALYZED

Plant Explosion in Centerville Caused Panic

The plant explosion at Columbian Chemicals Company, Centerville, LA, caused the wave of panic among the residents of the nearest towns.

Murder verdict: How the judge will decide

Pistorius: Triumph and tragedy mark life

Meet woman deciding Oscar Pistorius' fate

RETWEETS **637** FAVORITE **1**

5:57 PM - 11 Sep 2014

Flag media



GregSpicy @GregSpicy

The explosion occurred at the [#ColumbianChemicals](#) Co. Chemical plant located in Centerville, St. Mary Parish, LA.

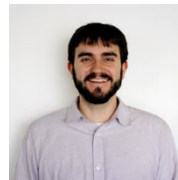
Reply Retweet Favorite Instapaper More

Responding



Utility Data Privacy in the Wake of Cambridge Analytica

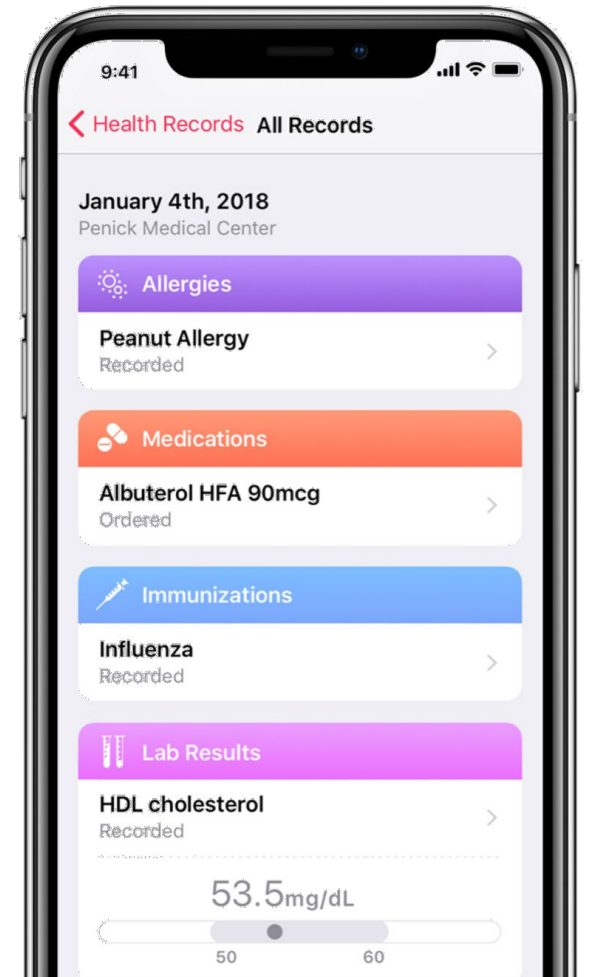
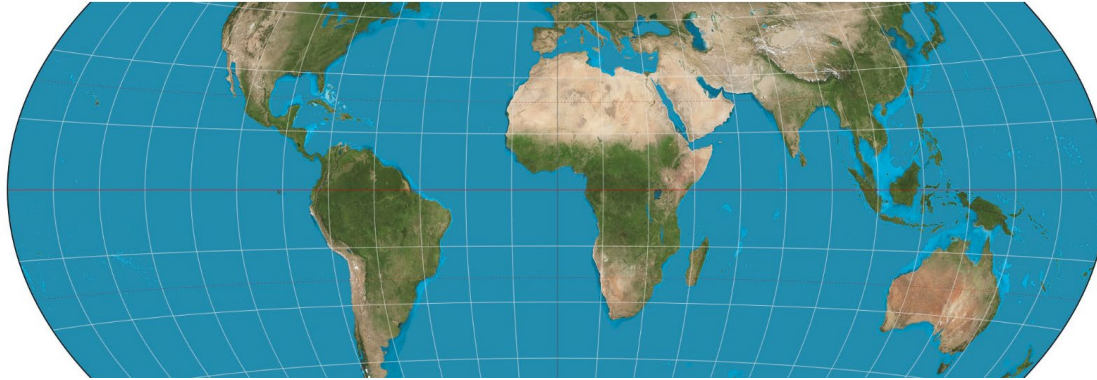
Michael Murray, President
Mission:data Coalition



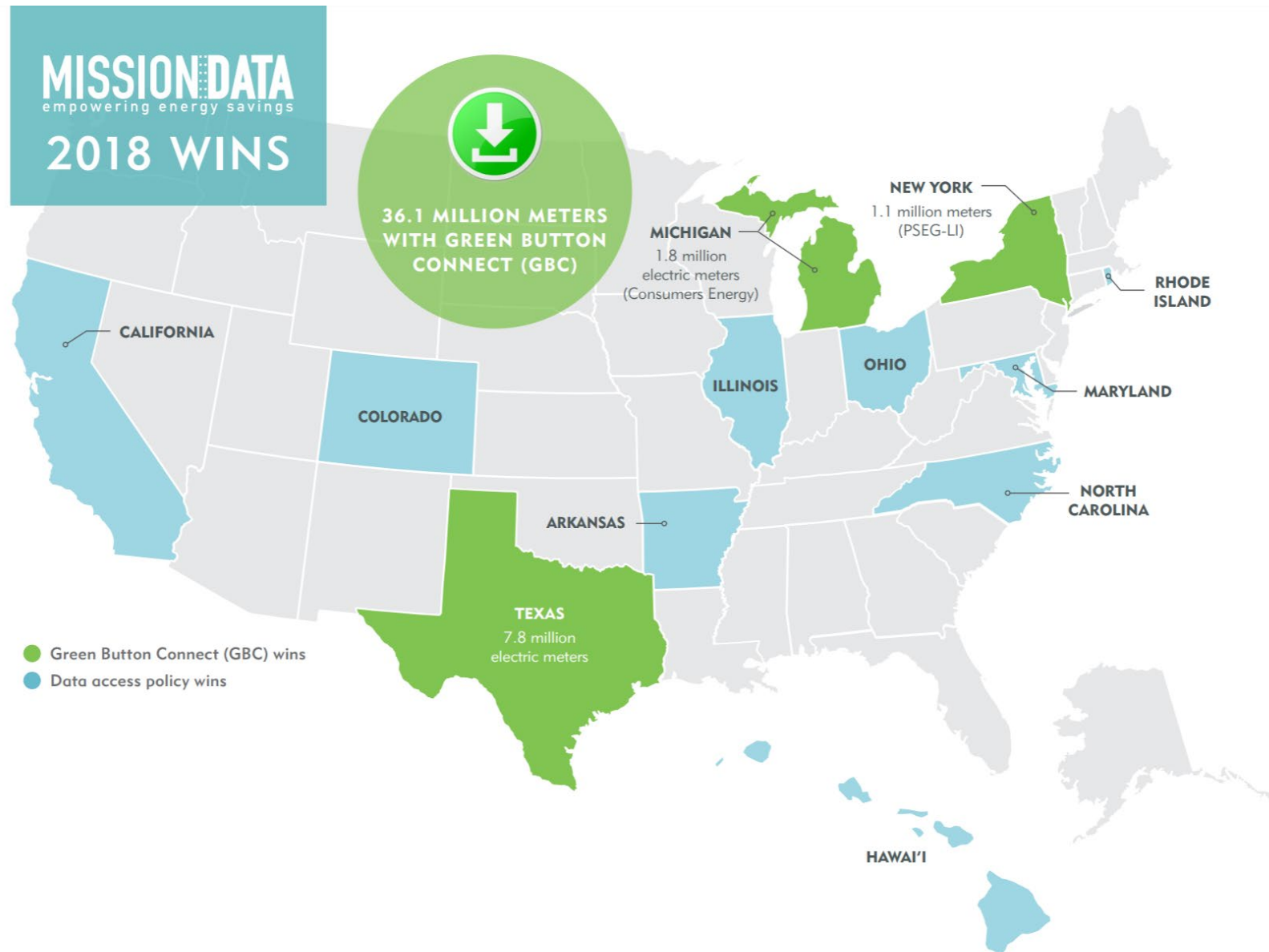


I Agree ☐

Global movement toward data portability



More info: <https://bit.ly/2yVCHPv>



Access Asymmetry



Third Party Access

Account Number: *



Primary Phone Number: *



Theodore Roosevelt

Immediate access



Complete dataset

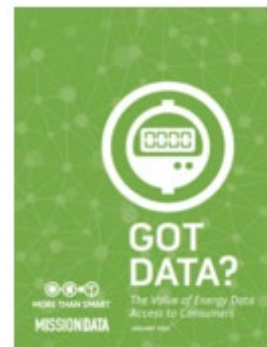


Security



Thank You!

Michael Murray, President
michael@missiondata.io
(510) 910-2281



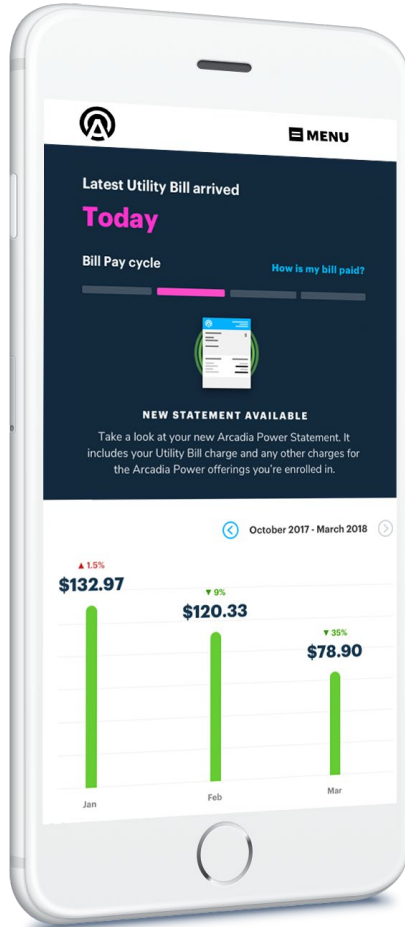
www.missiondata.io



Arcadia Power

How a third party provider uses data to serve customers

Meet Arcadia Power, a digital energy services company



**Access clean energy and savings.
For free.**



Sign up online for free

Customers connect their utility account in two obligations, they may start or stop their



Automatically save

Customers enjoy savings on their monthly energy in community solar, home efficiency, and price

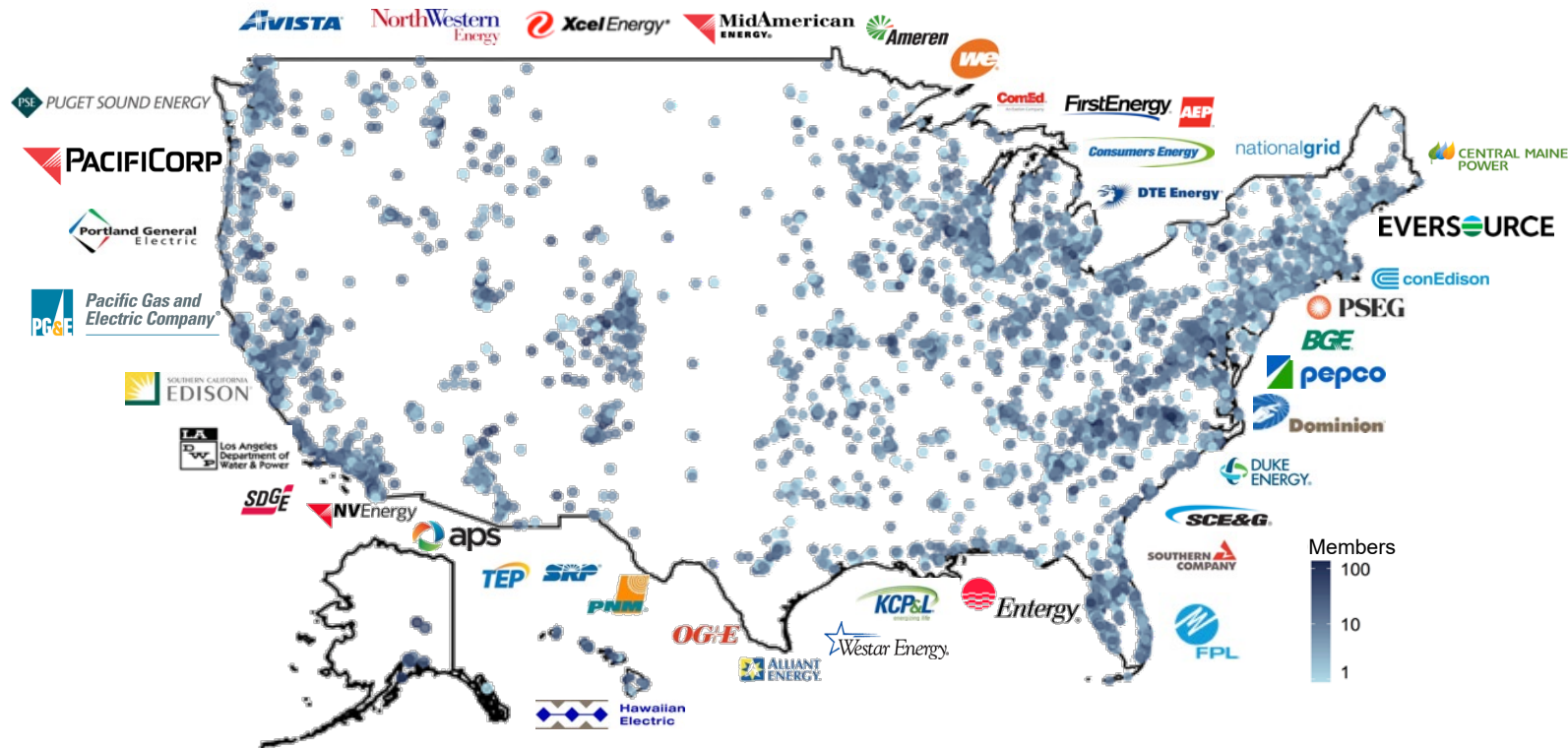


Use renewable energy

Customers support clean renewable energy reducing their impact on the environment every

Arcadia Power has a nationwide customer base

Over 190,000 members across 100+ utilities in all 50 states



Bill payment: How much does the customer owe?

01 12000008 00000007

pepco
An Exelon Company

Your electric bill - Oct 2018
for the period September 5, 2018 to October 1, 2018

Energy for a Changing World.®

KATHERINE WASAFF

Account number: [REDACTED]
Your service address: WASHINGTON DC 20011

Bill issue date: Oct 3, 2018

Summary of your charges

Balance from your last bill	\$191.99
Your payment(s) - thank you	\$191.99
Balance forward as of Oct 3, 2018	\$0.00
New electric distribution charges - Pepco	\$39.25
New electric supply charges - SOS Provider	\$67.46
Pepco	
Total amount due by Oct 24, 2018	\$106.71

After Oct 24, 2018, a Late Payment Charge of \$1.07 will be added, increasing the amount due to \$107.78.

Visit pepco.com/dctariffs and click "DC Terms and Conditions" for information on how payments are applied to balances from Pepco and any competitive supplier.

Your smart electric meter is read wirelessly. Visit My Account at pepco.com to view your daily and hourly energy usage.

If you are moving or discontinuing service, please contact Pepco at least three days in advance.

Residential customers will get a credit on their bills starting 8/15/2017. The Exelon Base Rate Credit, a benefit from Pepco's merger with Exelon, fully offsets a residential customer rate increase for two years.

How to contact us

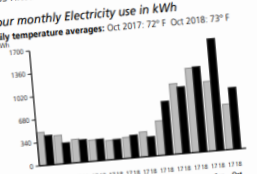
Customer Service (Mon-Fri, 7am - 8 pm) 202-833-7500
Customer Service (TTY) 202-872-2369
Hearing Impaired (TTY) 202-833-7500
Electric emergencies & outages (24 hours) 1-877-737-2662

Visit pepco.com for service, billing and correspondence information.

Pepco is regulated by - DC Public Service Commission, dcpsc.org
1325 G St NW, Suite 800, Washington DC 20005, 202-626-5100
Consumer Advocate - Office of People's Counsel, opc-dc.gov
1133 Fifteenth St NW, Washington DC 20005, 202-727-3071

Your monthly Electricity use in kWh

Daily temperature averages: Oct 2017: 72° F Oct 2018: 73° F



Information regarding rate schedules and how to verify the accuracy of your bill will be mailed upon request.

Follow us on Twitter at twitter.com/PepcoConnect. Like us on Facebook at facebook.com/PepcoConnect.

Please tear on the dotted line below. Invoice Number: 200270899452 Page 1 of 3

Return this coupon with your payment made payable to Pepco

Account number [REDACTED]
Total amount due by Oct 24, 2018 **\$106.71**
Total amount due after Oct 24, 2018 **\$107.78**

Amount Paid: \$ [] [] [] [] [] [] [] []

PO BOX 13608
PHILADELPHIA PA 19101

KATHERINE WASAFF
1416 SHEPHERD ST NW
WASHINGTON DC 20011-5409

7000015 [REDACTED] 0000000000000106710000000106711012

Arcadia Power

SEPTEMBER 2018
Statement Summary
Service Period: Sep 05 - Oct 01

Arcadia Power account number [REDACTED]

Service address
1416 SHEPHERD ST NW, Washington DC, 20011

Payment method
Visa ending in 2002

This statement was created for
Richard Caperton

Payment scheduled for
Oct 09, 2018

Amount Due: \$106.71

Bill Summary

Local Utility Charge	\$106.71
Wind Energy Charge	\$0.00
Total	\$106.71
Automatic Payment	- \$106.71
Amount Due	\$0.00

Your Impact

This month you used a total of **909 kWh** of energy. **909 kWh** came from clean energy.

Clean kWh
Clean kWh purchased
909

Clean Impact
CO2 equivalent
1,382


Have Questions?

Our team of customer support managers are exceptionally well-trained and are always happy to help. Email us at billing@arcadiapower.com or visit our [FAQ page](#).

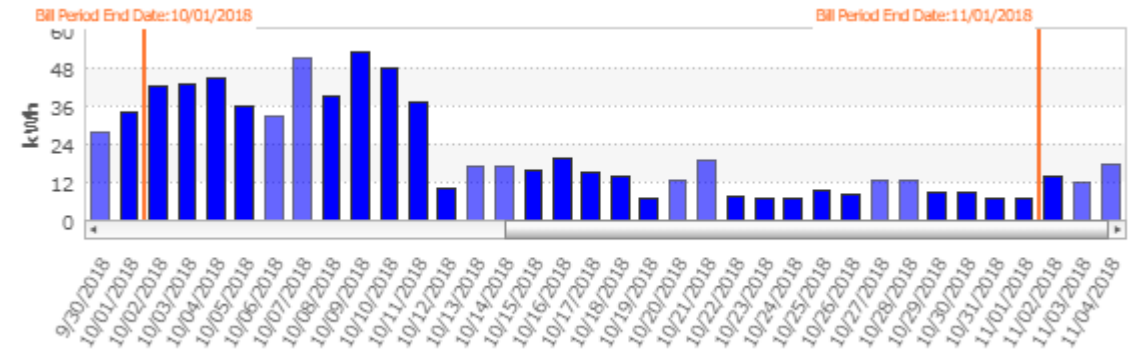
Community solar: Who's a good subscriber?

- Payment history is a useful substitute for credit score

<input type="checkbox"/>	Payment Date	Payment Amount	Account	Payment Type	Status
<input type="checkbox"/>	10/11/2018	\$106.71		Electronic	Paid
<input type="checkbox"/>	09/12/2018	\$191.99		Other	Paid
<input type="checkbox"/>	08/28/2018	\$145.49		Other	Paid
<input type="checkbox"/>	07/10/2018	\$110.29		Other	Paid
<input type="checkbox"/>	06/27/2018	\$97.47		Other	Paid
<input type="checkbox"/>	05/11/2018	\$43.14		Other	Paid
<input type="checkbox"/>	04/26/2018	\$40.63		Other	Paid
<input type="checkbox"/>	03/26/2018	\$50.00		Other	Paid
<input type="checkbox"/>	02/20/2018	\$46.42		Other	Paid
<input type="checkbox"/>	01/16/2018	\$46.43		Other	Paid
<input type="checkbox"/>	12/12/2017	\$45.90		Other	Paid
<input type="checkbox"/>	11/13/2017	\$59.89		Other	Paid
<input type="checkbox"/>	10/12/2017	\$83.74		Other	Paid
<input type="checkbox"/>	09/20/2017	\$120.42		Other	Paid
<input type="checkbox"/>	08/25/2017	\$145.09		Other	Paid
<input type="checkbox"/>	07/31/2017	\$122.99		Other	Paid
<input type="checkbox"/>	07/06/2017	\$65.03		Other	Paid
<input type="checkbox"/>	05/16/2017	\$50.61		Other	Paid
<input type="checkbox"/>	04/14/2017	\$44.36		Other	Paid

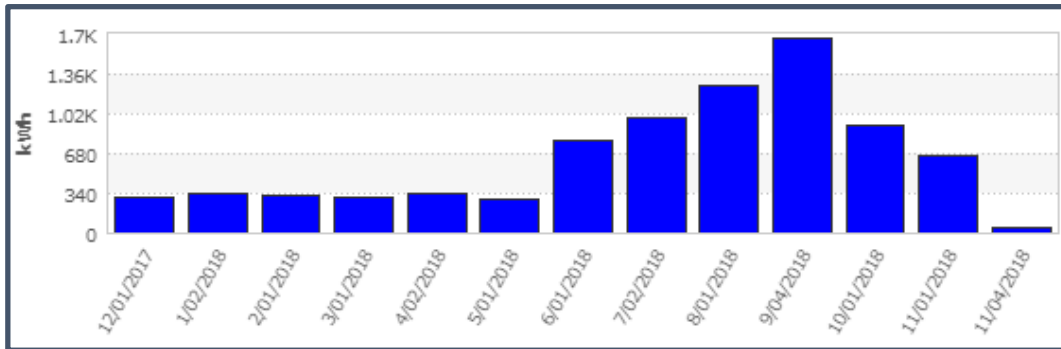


Zero-down efficient products: What tools will lower the customer's bill?



- Demand charges?
- Time-of-use rate?
- Peak pricing?
- Supply vs. delivery charges?

Retail brokerage: Which customers should switch?



Question 1: How much energy will the customer use?

<u>Company</u>	<u>Generation and Transmission Rates</u>	<u>Monthly Bill Amount for 700 kWh Usage</u>
Pepco's Standard Offer Service (SOS) Rates* Effective 6-1-17 <u>Contact Information:</u> www.pepco.com 202-833-7500	<ul style="list-style-type: none">7.95 cents per kWh - winter (November - May bills)7.20 cents per kWh - summer (June - October bills)7.64 cents per kWh - annual average	<ul style="list-style-type: none">Summer Bill - \$83.05

Question 2: How much will the customer pay on the standard offer service rate?

A reasonable approach to privacy

Arcadia Power may share certain data with third parties, per our privacy policy:

- **Affiliates.** We may share Personal Information within Arcadia Power among our various subsidiaries and affiliates.
- **Service Providers.** We rely on third-party service providers to perform a variety of services on our behalf. To do so, we may need to share your Personal Information with them.
- **Other Parties When Required by Law or as Necessary to Protect Our Sites.** There may be instances when we disclose your Personal Information to other parties:
 - To comply with the law or respond to legal process or a request for cooperation by a government entity
 - To prevent fraud or verify and enforce compliance with the policies governing our Sites
 - Where permitted by law, to protect the rights, property, or safety of Arcadia Power, or any of our respective affiliates, business partners, customers or employees
- **Other Parties In Connection With A Corporate Transaction.** We may disclose your Personal Information to a third party in the event we sell or transfer all or a portion of a business or our assets to a third party, such as in connection with a merger or in the event of a bankruptcy reorganization or liquidation.
- **Other Parties With Your Consent At Your Direction.** In addition to the disclosures described in this Privacy Policy, we may share Personal Information about you with third parties when you consent to or request such sharing. For example, in order to fulfill enrollment in our services, we must share your Personal Information with your local utility company. We also may share your Personal Information with third parties that provide products or services that may be of interest to you and you may opt-out of the sharing of this information.
- **Aggregated and Non-Personal Information.** We also may share data that is not reasonably linkable to a particular consumer or device (for example, information that has been aggregated with other records) for general business purposes. We may also share aggregated or anonymized information, which may be shared with third parties without your consent. For example, we may share your aggregated and anonymous information to publish trends about energy use and conservation and help utility companies provide demand-response services.

Thank you!

richard.caperton@arcadiapower.com

Staff Subcommittee on Electricity

Up Next...

Tandem Troubles: Aging Infrastructure and Workforce

Joint with the Subcommittee on Supplier Workforce and Diversity and the Staff Subcommittee on Electric Reliability