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

Mordac, the Preventer of Information Services.

Security is more important than usability.

In a perfect world, no one would be able to use anything.

To complete the log-in procedure, stare directly at the sun.
(Dis)Information Warfare
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
Responding
Utility Data Privacy in the Wake of Cambridge Analytica

Michael Murray, President
Mission: data Coalition
I Agree
Global movement toward data portability

Access
Asymmetry

Third Party Access

Account Number: *

Primary Phone Number: *

Immediate access ✔
Complete dataset ✔
Security ✔

Third Party Access:

+ ✔
+ ✔

Theodore Roosevelt
Thank You!

Michael Murray, President
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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
Community solar: Who’s a good subscriber?

- Payment history is a useful substitute for credit score
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?

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.

Source: https://terms.arcadiapower.com/#contract-ry83smxb
Thank you!

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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