

**CITY OF POMONA**  
**Administrative Policy**

SUBJECT:			EFFECTIVE DATE:
PRIVACY AND CUSTOMER CONFIDENTIALITY			OCTOBER 1, 2020
POLICY #:	SUPERSEDES	STAFF CONTACT	# OF PAGES:
PCE-02	N/A		3

1.0 Purpose:

To establish a Privacy and Customer Confidentiality Policy for Pomona Choice Energy.

2.0 Organizations affected:

City of Pomona  
All City of Pomona Departments  
Pomona Choice Energy

3.0 References:

California Public Utilities Commission (CPUC) Decision 97-10-031  
CPUC Decision 12-08-045

4.0 Definitions:

- 4.1 Aggregate Data – has a meaning in accordance with the “15/15 Rule” as adopted by the CPUC in Decision 97-10-031.
- 4.2 Confidential Information – has a meaning in accordance with CPUC Decision 12-08-045, which extends privacy protections to customers of community choice aggregation programs.
- 4.3 Customer Data - includes individual names, addresses and electricity energy usage data of customers that is collected via Southern California Edison’s (SCE) metering systems.

5.0 Policy – Notice of Accessing, Collecting, Storing, Using and Disclosing Energy Usage Information:

- 5.1 Pomona Choice Energy, its employees, agents, contractors, and affiliates shall maintain the confidentiality of the “confidential information” of individual customers, including name(s), service address(es), billing address(es), telephone number(s), email address(es), account number(s), social security number(s), taxpayer ID number(s), and electricity consumption information; except as reasonably necessary to conduct Pomona Choice Energy’s business operations, to provide services to customers, and/or as required by the CPUC.
- 5.2 Examples circumstances constituting reasonably necessary disclosures, sharing, or transmitting of confidential information include, but are not limited to, when necessary to:
- a) Comply with any law, regulation, or court order;
  - b) Enable Pomona Choice Energy to provide services to its customers;
  - c) Collect unpaid bills;
  - d) Obtain and provide credit reporting information;
  - e) Resolve customer disputes or inquiries;
  - f) Communicate about demand response, energy efficiency, energy management and conservation programs; or
  - g) In situation of imminent threat to life or property, or to prevent or resolve service interruptions.
- 5.3 Pomona Choice Energy shall not, under any circumstances, disclose customer confidential information for third-party telemarketing, email, or direct mail solicitation purposes. Aggregated data that cannot be traced to specific customers may be released at Pomona Choice Energy’s discretion.
- 5.4 Pomona Choice Energy may share Customer Data with contractors and vendors for purposes of providing services and operating programs. Contractors and vendors are required to agree to only use Customer Data for program operational purposes and protect it under the same standards as Pomona Choice Energy. Pomona Choice Energy retains customer-specific energy usage and billing information only as long as reasonably necessary for business and legal purposes, and such retention period is typically not more than five (5) years unless otherwise required by law or regulation.
- 5.5 Notice of this policy will be provided when confirming a new customer account, and annually, inclusive of any updates or revisions to this policy, to customers via an on-bill message to guide customers to the most updated version on Pomona Choice Energy’s website at [www.PomonaChoiceEnergy.org](http://www.PomonaChoiceEnergy.org). Any changes to this policy between notification periods will be communicated through Pomona

Choice Energy's website. Previous versions of this policy can be requested via email at [CustomerService@PomonaChoiceEnergy.org](mailto:CustomerService@PomonaChoiceEnergy.org) or by mailed request to Pomona Choice Energy, Attn: Water Resources Department, 505 South Garey Ave, Pomona, CA 91766.

- 5.6 Customers having any questions or concerns regarding the collection, storage, use or distribution of customer information, or who wish to view, inquire about, or dispute any customer information held by Pomona Choice Energy or limit the collection, use or disclosure of such information may contact Pomona Choice Energy by phone at (909) 620-3400 or via email at [CustomerService@PomonaChoiceEnergy.org](mailto:CustomerService@PomonaChoiceEnergy.org) or by mail at Pomona Choice Energy, 505 South Garey Ave, Attn: Water Resources Department, Pomona, CA 91766.
- 5.7 Employees of Pomona Choice Energy shall be provided a copy of this policy, and it shall be construed and implemented by such employees consistent with Policy PCE-01 - Protection of Confidential Information policy to protect confidential customer information.

  
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James W. Makshanoff, City Manager

  
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Date