Data Privacy and Why It’s Important

Customer and Regulatory Expectations/
Legal Requirements

Business Purpose

Collection
Storage
Use
Uses of Data and Privacy Continuum

More Private

- Personal Data
- Account Data
- Individual Monthly Usage

- Validate Identity
- Billing Collections
- System Operations Reliability

Less Private

- Individual, Anonymous Interval Usage, Demand, and Service Quality Data
- Individual, Anonymous Interval Usage and Demand
- Aggregated, Anonymous Usage and Demand

- Load Forecasting Rate Design
- Resource Planning Community Relations
# NSP Meter Base

<table>
<thead>
<tr>
<th></th>
<th>Manual</th>
<th>AMR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(11,700 meters)</td>
<td>(1.7M meters)</td>
</tr>
<tr>
<td>Push or Pull Information</td>
<td>Pull</td>
<td>Push</td>
</tr>
<tr>
<td>Code Required to Trigger</td>
<td>N/A</td>
<td>Yes</td>
</tr>
<tr>
<td>Transmission</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How Meter Provides Information</td>
<td>Visually</td>
<td>Radio Frequency</td>
</tr>
<tr>
<td>In-Home Device Control</td>
<td>Possible</td>
<td>Possible</td>
</tr>
</tbody>
</table>

*State of Minnesota electric & gas meter counts as of 12/27/11*
Flow of Customer Data

**Sources**
- Customers
  - Participation In Various Regulated Programs
- Meters
  - Usage Data

**Collection**
- L&G and XE Systems

**Uses**
- Individual Monthly Usage; Account Data
  - Billing
  - Collections
- Aggregated, Anonymous Usage and Demand
  - Resource Planning
  - Community Relations
- Individual, Anonymous Interval Usage, Demand, and Service Quality Data
  - System Operations
  - Reliability
- Individual, Anonymous Interval Usage and Demand
  - Load Forecasting
  - Rate Design

*Illustrative uses, non-exhaustive.
Who is Interested in Data?

- **Customers**
  - Release after verification, agreement to terms of service (My Account)

- **Third Parties**
  - No release unless customer provides informed consent

- **Utility Contracted Agents**
  - Release only after securing contractual guarantee of protection

- **Parties with Power to Compel**
  - Only after Xcel Energy provided with judicially enforceable subpoena or other evidence of legitimate authority to compel production
  - Includes MPUC, DOE, and other regulatory bodies

- **Governments**
  - Some AD released to governmental entities on ad hoc basis for environmental reporting

- **Other Third Parties**
  - Not released, including research institutions, marketers, building certification, etc.