

# SGCC/CSWG Smart Grid Privacy Subgroup

## January 25, 2013

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We're going to begin with a roll call:

- Rebecca Herold – Lead
  - Ken Wacks – GridWise Architecture Council
  - Steve Daugherty – IBM
  - Krystina Schaefer - PUCO
  - Pat Drummond
  - Brandon Robinson – Southern Co
  - Chris Villarreal - CPUC
  - Eve Schooler – Intel
  - Paul Zumo – APPA
  - Paul Molitor – NEMA/SGIP
  - Amanda Stallings - PUCO
  - Tanya Brewer - NIST
  - Leonard Tillman – Balch & Bingham
  - Anan Sokker – FPL
  - Andrew Clearwater – Future of Privacy Forum
  - Catherine Thompson – IPC
  - Dan Friedman
  - Lee Aber – OPower
  - Richard Scott
  - Tony Munoz – Col PUC
  - David Mitton – Ambient Corp.
  - Roger Levy -
  - Bruce McMillin – University of Missouri - Rolla
  - Chelsey Tanaka
  - Irene Gassko - FPL
  - Richard Scott
  - Steve Willks
  - Ward Pyles – Southern Company
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- First, we will discuss SGIP 2.0. - We are currently in transition and will be fully transitioned to 2.0 in March. You may be wondering how does one become a member.
    - Paul Molitor is currently heading up transition to SGIP 2.0. What's going to be the same is the organizational structure – it will be seamless from 1.0 to 2.0. What is different is

the membership dues because NIST funding has been greatly reduced. The second thing that will be different will be the participation rules; the old participation rules go away. You will have to be a dues paying member in order to have the ability to participate, and there will still be the same structure of voting members.

- Two ways to join: [sgip.org](http://sgip.org). There is a membership request on the home page. Or you can send an email to [sgipmembership@sgip.org](mailto:sgipmembership@sgip.org) and receive a membership application. Paul monitors that box regularly and will get back to you shortly.
- The group moved into Lee Aber's presentation. Last March, Lee and one of his colleagues presented a new Facebook application ("OPower Social") used to manage energy usage in the home. This is a great opportunity to get an update of that app and how it's working after being deployed. The presentation may be available with these notes shortly after the meeting if Lee can get release of the presentation approved (NOTE: to date we've not heard that this is possible).
  - OPower wanted to explore an experiment with using social media and engagement using a game. Presents some interesting energy insight and works with your Facebook friends. The company is trying to build communities around energy through team building energy challenges. Set up milestones for achieving intangible rewards for positive changes.
  - From a utilities perspective, they are really excited and interested in working with OPower to develop this application. Secondly, OPower was hoping to increase activity on utility websites in conjunction with trying to increase utility branding.
  - Launched with 17 utilities including PG&E (CA) and Direct Energy (TX). If the utility does not partner with OPower, consumer must enter data manually which reduces engagement. In terms of number of households, the partnering utilities represent about 2 million customers. OPower also supports the Green Button initiative.
  - Since this is a privacy data and working group, they discussed privacy first. There are guiding themes and principles in this application – the first being the opt-in feature. Users have to choose whether or not they want to use the application – they are not automatically enrolled by the utility or OPower. From the perspective of sharing, OPower asks for user permission before anything is shared via Facebook. There is also an ability to turn off some of the sharing features. Third, there are certain spaces where data may be shared with non-Facebook persons. When a user enters one of these spaces, the user is prompted with a notice and asked to give additional permission to share with non-FB friends. Fourth, in terms of data ownership, all data is stored with OPower and not shared outside OPower. Aggregated information is shared with FB and the NRDC through a partnership agreement. No one else has access to the raw data. All data is stored and secured using enhanced OPower privacy and security policies.
  - With regard to aggregate data, that is something our group has looked at closely. Q: When you're talking about aggregate data, does that data includes things such as location or anything else that may point to specific residences. A: it does not to the granularity where someone would be able to make inferences regarding location. The

application states that some people came from the west coast of the country but not specific states.

- Customers are able to benchmark their usage to other customers but if there are not more than 100 customers, data is not shared at all.
- In terms to reactions to privacy and data policies, both policies have been well-received by both utilities and customers. Only about 1% of consumers have contacted OPower regarding privacy. There have been less than 10 customers that have asked to leave the service. Customers also have the ability to disconnect the Facebook account which leaves the app stranded. Customers can go further by calling OPower to remove the application, which they will comply with with no issues.
- They have had in-depth conversations with utilities regarding data privacy. All of the utilities are on board with this application in terms of privacy; only reason for not choosing app has mainly been budget constraints.
- Lastly, there have been no data breaches to date or any requests for information from legal authorities. Since OPower is not the primary source of data, any request for information would typically go through the utility.
- Questions regarding presentation:
  - Most of the questions have already been answered and are available with the presentation.
  - OPower did their own assessment on privacy concerns and assures that they're application conforms to California privacy standards. OPower also has 6 data privacy principles that they use as a common thread throughout all of their products and services.
    - Q: In the last slide, you featured several different badges. Is that "you've reduced your consumption" badge coming from that appliance or is that a way to rate energy? What does that mean?
      - A: Basically wanted to give context to what 10/50/100 kWh means. They use a pictorial equivalent to allow people to visualize a comparison.
    - Q: What is the format of the data received and was it difficult to get the utility to cooperate with formatting?
      - A: There is a standard data format for all utilities. There is a master license to get data from a utility and then an application license to use that data. In terms of difficulty to get the data, it's usually somewhat difficult to get data from a utility but it's doable.
    - Q: Do the majority of customers have smart meters or do they go by monthly billing?
      - A: There is a mixture of people. The application is created to work with multiple types of customers and reading cycles. A smart meter is not necessary.

Please see documentation for a list of the privacy principles created by OPower.

- Q: Regarding the aggregated data, in OPower's privacy policy, there is mention of receiving data from other 3<sup>rd</sup> parties. What type of data does that include?
  - A: From the platform itself, when data is pulled, partial data is also pulled including weather information and possibly tax information. Many times, utilities may not have all the data necessary so it's necessary to get it from someone else. There are protocols for receiving this data and preventing access to the 3<sup>rd</sup> parties by mistake.
- Q: Do you also receive billing and pricing information?
  - A: No, they do not receive any of that information. All OPower receives is address points of reference and usage data. There is an optional resource for users to report their individual usage profile (family members, hot tubs, # of bedrooms, etc.) but that is strictly voluntary.
- Correction: OPower does receive pricing information for other services they provide but NOT for the social energy application. Instead of getting the data streamed to them, they receive the data feed from the smart meter and the plan itself. They can then back into what the price per kWh by using reverse mathematics.
- Status Update of NISTIR 7628 Volume 2 v2:
  - Tanya is finishing up a lot of the edits. Marianne has a little more material to edit. Everything should be finished within the next couple of weeks and ready to go out to the SGCC for a semi-internal review. After that, it will go out for a full public review period. That means we will be able to provide a final draft to the privacy subgroup within a couple of weeks. Apologies for the late submission – have been waiting on others to finish their sections.
  - Speaking of transitioning: Moving into 2013, we had a section within the next version that listed 15 different topics listed as “emerging issues”. Have also had a few other issues pop up over the last couple of months. So on Friday, Feb 8, we will have a full-group meeting to discuss the issues we want to tackle in the New Year. Rebecca will send a list of those topics. Please reply to Tanya and Rebecca with a list of topics you think would be beneficial to discuss.
- Miscellaneous:
  - According to Tanya, the DOE SG Taskforce has a subgroup looking at privacy. Tanya has been updating us on this regularly. They are moving forward and are looking at creating a voluntary code of conduct. They have brought a number of utility and communication providers to the table.

**Our next full-group meeting will be Friday, February 8 at 11:00am EST.**