



7 Facts About the DataGuard Energy Data Privacy Program

- 1 DataGuard is a voluntary program.**

DataGuard is not a standard, regulation, or mandate. It is a voluntary program that provides utilities and other companies that access consumer energy usage data with a framework for protecting, using, and sharing that information.
- 2 It's not just for utilities.**

Utilities, electricity marketers, third party technology providers or other companies that provide services to consumers and may seek access to consumer energy data can join DataGuard.
- 3 The concepts and principles were developed by industry stakeholders.**

While the U.S. Department of Energy (DOE) is facilitating the program, DataGuard's concepts and principles were established by a group of industry stakeholders that included utilities, consumer advocates, privacy advocates, regulators, and third parties.
- 4 Companies develop their own policies and processes.**

While each adopting company must address each of DataGuard's concepts and principles, companies have the flexibility to determine how and to what extent each principle is implemented.
- 5 DataGuard is self-regulated.**

Companies adopting DataGuard determine how they will meet the guidelines set by the program and self-certify that they have met the guidelines. The Federal Trade Commission (FTC), under its mission to protect consumers from unfair, deceptive, or fraudulent practices in the marketplace can take action if the company does not adhere to its commitments as they can with any public statement the company makes.
- 6 DataGuard is specific to customer energy usage data.**

DataGuard was developed to address rising concerns around customer energy usage data as a result of new technologies being deployed, and not because of new issues related to personal information (such as social security numbers, data of birth, etc.), which are already regulated by state and federal laws.
- 7 DataGuard will stay current through regular reviews.**

As technology and laws governing data privacy evolve, so will DataGuard through the same open, stakeholder-driven process that developed it. DOE will establish a Revisions Working Team that will review DataGuard's concepts and principles for updates and revisions every two years.