

**CITY OF BALDWIN PARK
Administrative Policy**

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

1.0 Purpose:

To establish a Privacy and Customer Confidentiality Policy for Baldwin Park Resident Owned Utility District (BPROUD).

2.0 Organizations affected:

City of Baldwin Park
All City of Baldwin Park Departments
Baldwin Park Resident Owned Utility District

3.0 References:

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

4.0 Definitions:

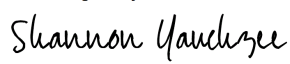
- 4.1 Aggregate Data – has a meaning in accordance with the “15/15 Rule” as adopted by the CPUC in Decision 97-10-031.
- 4.2 Confidential Information – has a meaning in accordance with CPUC Decision 12-08-045, which extends privacy protections to customers of community choice aggregation programs.
- 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 Baldwin Park Resident Owned Utility District (BPROUD), 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 BPROUD’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 BPROUD 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 BPROUD 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 BPROUD’s discretion.
- 5.4 BPROUD 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 BPROUD. BPROUD 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 BPROUD’s website at www.bproud.baldwinpark.com. Any changes to this policy between notification periods will be communicated through BPROUD’s website. Previous versions of this policy can be requested via email at

bproudhelpp@baldwinpark.com or by mailed request to Baldwin Park Resident Owned Utility District, 14403 E. Pacific Ave., Baldwin Park, CA 91706.

- 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 BPROUD or limit the collection, use or disclosure of such information may contact Baldwin Park Resident Owned Utility District by phone at (626) 214-1662 or via email at bproudhelpp@baldwinpark.com or by mail at Baldwin Park Resident Owned Utility District, 14403 E. Pacific Ave., Baldwin Park, CA 91706.
- 5.7 Employees of BPROUD shall be provided a copy of this policy, and it shall be construed and implemented by such employees consistent with Policy BPROUD-01 - Protection of Confidential Information policy to protect confidential customer information.

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Shannon Yauchzee, Chief Executive Officer

8/20/2020

Date