

Legislative

GENERAL RULES AND REGULATIONS
TABLE OF CONTENTS

Section No. 6
~~1st~~^{2nd} Revised Sheet No. 1
 Cancelling ~~Original~~^{1st} Sheet No. 1

<u>Section</u>	<u>Item</u>	<u>Sheet No.</u>	
SECTION 1 GENERAL SERVICE RULES			
1.1	Application for Service.....	6-3	
1.2	Service Charges.....	6-3	±
1.3	Access to Customer's Premises.....	6-3.1	±
1.4	Continuity of Service.....	6-3.1	±
1.5	Optional Metering Service.....	6-4	
1.6	Deposits and Guarantees.....	6-5	
1.7	Service Calls.....	6-6	±
1.8	Dedicated Switching Service.....	6-7	N
<u>1.9</u>	<u>Customer Data Privacy.....</u>	<u>6-7.1</u>	<u>N</u>
SECTION 2 RATE APPLICATION			
2.1	Classification of Customers.....	6-8	
2.2	Availability of Service Under Rate Schedules.....	6-9	
2.3	Choice of Optional Rates.....	6-9	
2.4	Standby, Supplementary, Emergency, and Incidental Services.....	6-9	
SECTION 3 METERING AND BILLING			
3.1	Metering and Testing.....	6-13	
3.2	Method of Determining Demand for Billing Purposes.....	6-13	
3.3	Monthly Billing.....	6-14	
3.4	Budget Helper Plan.....	6-14	
3.5	Late Payment Charge.....	6-14	
3.6	Bill Date Due.....	6-15	
3.7	Estimated Bills.....	6-15	
3.8	Billing Adjustments.....	6-15	±
3.9	Returned Check Charge.....	6-16	±
3.10	Account History Charge.....	6-16	N
3.11	Synchronized Bill Service.....	6-16	
SECTION 4 USE OF SERVICE RULES			
4.1	Use of Service.....	6-17	
4.2	Customer's Wiring, Equipment, and Property.....	6-20	

(Continued on Sheet No. 6-2)

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SOUTH DAKOTA ELECTRIC RATE BOOK - SDPUC NO. 2

GENERAL RULES AND REGULATIONS (Continued)

Section No. 6
Original Sheet No. 7.1

1.9 CUSTOMER DATA PRIVACY

The Company understands that privacy is important to customers, and respects customer privacy concerns. All Company employees, affiliates, contractors, and agents are subject to this policy in the same manner.

INFORMATION THE COMPANY COLLECTS

The Company may obtain information about customers through various sources, such as:

- Phone, fax, e-mail, social media and other means by which customers communicate with the Company
- A utility meter the Company has installed at a customer's home or business
- Company websites, social media pages, mobile applications and other interactive assets that customers access
- Surveys, contests, sweepstakes and other promotions
- Company parent, affiliate or subsidiary companies
- Company service providers and other third parties

The types of information the Company may obtain about customers include:

- Contact information (such as name, postal address, e-mail address, phone number)
- Customer service addresses and dates of service
- Information about customer participation in Company renewable energy, energy efficiency, or energy conservation programs
- Account history with Company (such as disconnection notices issued, disconnection and reconnection dates, payment arrangement dates, late payment notices, and applied late fees)
- Account notes detailing the Company's interactions with customers via phone, e-mail, fax, and/or social media
- User name or ID and password for an account a customer may establish on Company websites
- Energy Usage Data specific to a customer's account, excluding data that is generated from sources behind the meter
- Customer payment history and details, including: payment amounts and dates, financial account number, routing number, and billing address
- Credit report information
- Demographic data (such as date of birth, home ownership status and household income)
- Details about a customer's home (such as dwelling age, size and type, and details about appliances and other energy-related equipment used in the home) as provided through voluntary participation in a Company energy efficiency program
- Customer Social Security Number (SSN). The Company asks for and uses SSNs when setting up new service to confirm the customer's identity. The Company also uses SSNs to protect against fraud by confirming that the Company is speaking to the customer of record before providing account access or taking action on the account, and to aid the Company's ability to collect on past-due debts.
- Other information a customer may provide to the Company.

(Continued on Sheet No. 6-7.2)

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GENERAL RULES AND REGULATIONS (Continued)

Section No. 6
Original Sheet No. 7.2

1.9 CUSTOMER DATA PRIVACY (Continued)

HOW THE COMPANY USES THE INFORMATION COLLECTED

The Company will only use the information collected about customers for the purposes for which the information was collected, including to:

- Assist customers in establishing accounts with the Company
- Provide, bill and collect for Company products and services
- Communicate with customers, respond to customer questions and comments, and provide customer support
- Provide customer access to their information via the My Account site
- Administer customer participation in events, programs, surveys, and other offers and promotions
- Operate, evaluate and improve Company business and the regulated products and services Company offers (including developing new products and services, analyzing our products and services, optimizing customer experience on websites, managing our energy distribution system and Company communications, reducing costs and improving service accuracy and reliability, and performing accounting, auditing and other internal functions)
- Create aggregated or de-identified energy usage data
- Protect against and prevent fraud, unauthorized transactions, claims and other liabilities, including past due accounts
- Manage risk exposure
- Comply with applicable legal and regulatory requirements

INFORMATION DISCLOSURES

Information Disclosures for Which Customer Authorization Is Not Required

The Company may disclose information about a customer as required or permitted by law or applicable regulations, including to a federal, state or local governmental agency, or in response to a subpoena or court order.

The Company may disclose information about a customer to service providers who perform services on the Company's behalf, such as companies that assist the Company in providing products and services to customers, billing customers, or processing credit card payments. The Company prohibits these service providers from using or disclosing the information the Company provides them, except as necessary to perform specific services on the Company's behalf or to comply with legal requirements.

The Company also may disclose information about customers within the Company's enterprise to those with a business need, or in connection with: (1) referral of past due accounts for collection or sale of such accounts; or (2) a transfer of service rights to another utility provider (which would generally be subject to Public Utility Commission review and approval). Should such a sale, merger or transfer occur, the Company will use reasonable efforts to direct the recipient to use information the customer has provided to the Company in a manner that is consistent with the Company's Privacy Policy. Following such a sale, merger or transfer, a customer may contact the entity to which the Company transferred their information with any inquiries concerning the processing of that information.

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GENERAL RULES AND REGULATIONS (Continued)

Section No. 6
Original Sheet No. 7.3

1.9 CUSTOMER DATA PRIVACY (Continued)

Data Requests

Except for the instances listed in this section, the Company will not disclose to third parties customer Social Security Number, banking or credit card information, driver license number, credit reporting information, bankruptcy or probate information. The Company may disclose aggregated or de-identified energy usage data to third parties. The Company aggregates and/or anonymizes the information in accordance with applicable legal and regulatory requirements, and established practices designed to minimize the risk of re-identification of the information.

Fulfilling certain requests for data in accordance with the provisions in this tariff is consistent with the provision of normal utility service to our customers. When the data that is requested is produced as part of the provision of normal utility service to a customer class, the request will be fulfilled without charge because the associated costs for the service are recovered through base rates. Fulfilling requests for data that extend beyond normal utility service requires special data processing that is not a part of normal utility service and results in expenses that would not otherwise be incurred, resulting in a benefit that is specific to the requestor. Such requests shall be fulfilled at the discretion of the Company within the parameters of this tariff. The costs of fulfilling such special requests shall be borne solely by the requestor, and be based on the specifics of the data request and the associated costs of developing, processing, and transmitting the requested data.

Information Disclosures that Require Customer Authorization

The Company may share certain information about a customer with a third party or non-regulated Company affiliate if the customer has previously authorized the disclosure in writing, including:

- Energy Usage Data
- Service Verification Letters
- Credit Reference Letters
- Disconnection Authorization Forms
- Custom Letters or sets of information – for example, written verification of start/stop orders, disconnection dates, explanation of a payment arrangement, confirmation that the account is current, recap of a phone call, etc. Custom letters typically include the customer's name, account number, service address, and alternate mailing address

Revoking Consent

A customer may at any time terminate or limit any consent previously provided that authorizes a third party or non-regulated Company affiliate to access or use their information by sending a request to the Company.

(Continued on Sheet No. 6-7.4)

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GENERAL RULES AND REGULATIONS (Continued)

Section No. 6
Original Sheet No. 7.4

1.9 CUSTOMER DATA PRIVACY (Continued)

ACCESS AND CORRECTION

Customers may request to confirm the information the Company maintains about them in the ordinary course of business, and request the Company to update, delete or correct inaccuracies in that information, free of charge. In some cases the Company may deny a customer's request for access to information the Company maintains about a customer or a customer's request to update, delete, or correct inaccuracies in that information. If the Company denies a customer's request, it will notify the customer of the reason for the denial.

HOW THE COMPANY PROTECTS CUSTOMER INFORMATION

The Company retains customer information in accordance with applicable record retention requirements, and maintains administrative, technical and physical safeguards designed to protect the privacy and security of the information the Company maintains about customers. Among other protections, these safeguards are designed to restrict access to customer information to those Company employees, other personnel, and contracted agents, that need access for an identified business purpose. No electronic transmission of information can be entirely secure. The Company cannot and does not guarantee that the security measures the Company has in place to safeguard information will never fail, or that those measures will always be sufficient or effective. The Company and each of its directors, officers and employees that appropriately disclose data to Customers, third parties, or others shall not be liable or responsible for any claims for loss or damages resulting from such disclosure for any cause other than gross negligence of the Company.

In the event that the Company experiences a significant data breach involving a customer's personal information, the Company will notify the customer in accordance with the Company's obligations under applicable legal requirements.

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