

## Overview: Privacy Notice

The Southern California Edison Privacy Notice was updated on October 27, 2016

Protection of your information is important to Southern California Edison (SCE) and we want you to know how we collect, use, share and store your information that we receive as a result of our interactions with you, including through your computer or mobile device or as an SCE customer through our Advanced Metering Infrastructure, which includes our Edison SmartConnect™ and Real Time Energy Meter systems.

Please take a moment to familiarize yourself with our Privacy Notice and feel free to contact us in the manner described in the below Contact Us section.

[Website Privacy Notice](#)

[Notice of Accessing, Collecting, Storing, Using, and Disclosing Energy Usage Information](#)

### PERSONAL INFORMATION

We define Personal Information as any information used alone or combined with other information that can uniquely identify, contact, or locate an individual, groups of individuals, or a business entity.

This information includes first name or initial and last name, home or business address and telephone number, government issued identification numbers, bank account numbers, email addresses, user names, passwords, security question answers, customer or service account numbers, or other information that is specific to you as our customer. Detailed Energy Usage Information (of less than 60-minute intervals) obtained through SCE's Advanced Metering Infrastructure, when associated with any information that can reasonably identify an individual, family, household residence, or other non-residential customer is also considered Personal Information.

### PROTECTION OF PERSONAL INFORMATION

We have measures in place designed to secure your information from accidental loss and from unauthorized access, use, and disclosure. SCE complies with applicable privacy and security laws and generally-accepted information security standards to maintain reasonable safeguards assuring the security, integrity, and privacy of your Personal Information in our possession, including those established by the California Public Utilities Commission. However, SCE is not responsible for unauthorized circumvention of any privacy settings or security measures contained on our website or any Advanced Metering Infrastructure devices.

## OUR COMMITMENT TO YOUR PRIVACY

To assure your Personal Information is secure, we regularly communicate and train our privacy and security expectations to SCE employees and enforce privacy safeguards within SCE.

## PRIOR PRIVACY NOTICES

Prior versions to our Privacy Notice may be found [here](#). Please take a moment and review the Website Privacy Notice and the Notice of Accessing, Collecting, Storing, Using, and Disclosing Energy Usage Information (linked above) to understand what information SCE may obtain when using our website or through our Advanced Metering Infrastructure.

## JURISDICTIONAL ISSUES

This website is controlled and operated by us from the State of California in the United States, and operation of this website is not intended to subject us to the laws or jurisdiction of any other state, country or territory. Your use of our website will indicate your acceptance and consent to the terms in this Notice and applicable California Public Utilities Commission (CPUC) approved tariffs.

## CONTACT US

If you have questions or concerns regarding this Privacy Notice, please contact us at:

Southern California Edison  
Attention: Chief Ethics & Compliance Officer  
Post Office Box 800  
Rosemead, CA 91770

Residential Customers: (800) 655-4555  
Business Customers: (800) 990-7788

## Website: Privacy Notice

The Southern California Edison Website Privacy Notice was updated on October 27, 2016

Southern California Edison (SCE) wants you to know how we collect, use, share, and store your information that we receive as a result of our interactions with you, either through your computer or mobile device. These interactions include interactions through: (a) www.sce.com and the other websites operated by us from which you are accessing this Privacy Notice (the "**Websites**"); (b) our social media pages that we control from which you are accessing this Privacy Notice (collectively, our "**Social Media Pages**"); (c) HTML-formatted email messages that we send to you that link to this Privacy Notice (the "**Emails**"); and (d) discussions with you, our customers, either in person or over the phone or through written correspondence (the "**Customer Interactions**"). Collectively, the Websites, our Social Media Pages, the Emails and the Customer Interactions are considered the "**Services**."

Please take a moment to familiarize yourself with our Website Privacy Notice and feel free to contact us in the manner described in the below Contact Us section.

[Overview Privacy Notice](#)

[Notice of Accessing, Collecting, Storing, Using, and Disclosing Energy Usage Information](#)

## Information We Collect

When you visit our website there are different types of information we may collect:

### 1. **Personal Information You Voluntarily Provide.**

Click [here](#) to understand how SCE defines Personal Information.

We will not automatically collect Personal Information through your access or use of our website unless you voluntarily provide it to us. However, you must provide us with Personal Information when you create a SCE.com User ID when using SCE's digital services, such as SCE.com My Account, send us an email, or complete a self-service transaction with us via our website, which we will use your Personal Information, including your Internet Protocol (IP) address, to identify and authenticate you and fulfill your service request. If you are a current SCE customer we may obtain demographic information about you from public sources to provide interest-based communications regarding our products and services.

At any time, you may opt out of providing us with any such Personal Information by not providing it to us or by discontinuing your use of our website.

## 2. Aggregated Non-Personal Information

Understand how SCE defines [Personal Information](#).

We collect certain non-personal information automatically through use of technology as you navigate and use our website. “Non-Personal Information” means information that does not uniquely identify an individual, groups of individuals or non-residential customer. This type of information includes IP address, browser type, device type, operating system, page views, referring URLs, destination URLs, dates and times of site visits, and other information collected primarily for statistical purposes. We maintain this information in the aggregate, so we do not know the identity of any particular user or groups of users.

In order to improve your experience with our Services, and regardless of your browser’s “Do Not Track” setting we may collect information on

- The number of users that use our Services
- The number of users that access our Services via a mobile device
- How users navigate through our Services
- Which Internet Service Providers (ISPs) are being used to access our Services and
- What Internet browsers are being used to access our Services

## 3. Information Collected by Cookies, Web Beacons, and Other Technologies

We use “cookies” and analogous technologies such as web beacons, JavaScript, pixel tags, locally shared objects, and clear GIFs to collect Non-Personal Information to provide a more convenient experience for you. However, we do not collect your Personal Information to track your online activities on our site or any third-party website or digital services over time.

*What is a Cookie?*

A “cookie” is a small bit of record-keeping information websites often store on a user's computer or mobile device. Our cookies do not collect Personal Information and are typically used to quickly identify your computer or mobile device to “remember” you. You may disable cookies or set your Internet browser to alert you when cookies are being sent to your computer’s browser or mobile device; however, disabling cookies may affect your ability to use certain features on our website.

*What Are Web Beacons, Action Tags, Pixel Tags and Clear GIFs?*

A web beacon, action tag, JavaScript pixel tag, or clear GIF is an electronic image allowing us to count users who have visited certain pages on our Services. Like cookies, these do not collect Personal Information.

## Use of Cookies, Web Beacons, and Other Technologies

We use cookies, web beacons, and other technologies for two purposes:

- **Interest-Based Communications** - Our website pages may contain pixels allowing us to display interest-based communications on third-party websites and mobile applications, including social media sites such as Facebook or Twitter.

We use cookies and web beacons, and other technologies that allow us to learn about what interest-based communications you see and interact with. This allows us to provide you with more useful and relevant communications. We do not associate your interactions with unaffiliated sites with your identity in providing you with interest-based communications.

Interest-based communications from other advertisers or third parties may also use cookies to measure the effectiveness of their ads and to personalize ad content. We do not have access to or control over cookies or other features advertisers and third party sites may use, and the information practices of these advertisers and third party websites are not covered by our Website Privacy Notice. Please contact them directly for more information about their privacy practices.

To find out more about these types of communications and ways to opt-out with participating companies who have enabled interest-based communications, consult with the Digital Advertising Alliance, <http://www.aboutads.info/choices/>.

- **Measuring Interactions** - Emails, digital ads displayed on third-party websites, social media messages, and other electronic communications we send to you may contain pixel tags enabling us to track your usage of an electronic communication, including whether you opened the communication or followed a link in such communication (if any).

## Targeted Communications On Social Media Sites

We use social media sites like Facebook and Twitter to communicate with you about our programs and services. You can follow us on these social media sites to receive regular updates. These social media sites also allow us to target ads to you using Personal Information they maintain about you, even if you do not specifically follow us

on their site. We may target ads to you using information such as cookies, pixels, zip codes, and interests. We may also target communications to you using Personal Information we maintain, such as your email address or phone number.

You will only see our targeted ads if you agreed to receive this type of communication through your social media provider. You may be able to disable some or all of the advertising targeted to you on a social media site by adjusting your privacy settings on their site.

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- [Instagram](#)

In accordance with our [Notice of Accessing, Collecting, Storing, Using, and Disclosing Energy Usage Information Notice](#), we will not share your Energy Usage Information with social media sites.

## Social Login Option

To assist with logging in to SCE digital services, such as SCE.com My Account, we may provide the option for identifying yourself by using a social media login, such as Amazon or Facebook, instead of (or in addition to) an SCE.com User ID and password. If you choose to use a social media login, the social media provider you select will send us only the data we need to verify your identity, which typically includes only your first and last name, and primary email address. The exact information provided to us by your social media provider will be clearly disclosed at the time you choose to use the social media login on SCE.com. You may choose to discontinue the use of the social media login at any time; however, if the social media login is your sole means of accessing SCE digital services, you will need to create a separate SCE.com User ID and password if you wish to continue to use our digital services.

## Use of Social Media And Other Public Forums

Information you post to a public forum, such as a blog, chat room, or wiki, is available to all users accessing these sites. Any information you share is available to any user and may be read, collected, or used by other people for any purpose, including sending you unsolicited information.

We are not responsible for any information you provide to other individuals or post on these websites. To protect your information from potential misuse, we recommend never sharing your Personal Information with anyone who you do not trust.

## Linked Websites And Online Web Services

Our Services contain links to other websites, including social media sites, and icons to launch online web services. These websites may place a cookie on your computer or mobile device, enabling that site to recognize users who may have visited our site. Your use of any third party site or web service may result in the collection or sharing of information about you, depending on the third party's site or web service. We do not control those third party sites or web services, or their privacy practices, which may differ from our practices. We do not endorse or make any representations about third party sites or web services.

The Non-Personal and Personal Information you choose to provide to share or is collected from you by such third parties is not covered by this Notice. We encourage you to review the privacy notices and settings on these third party sites and services with which you interact to make sure you understand how your information is collected, used, and shared by those third parties.

## California "Do Not Track" Disclosures

Most browsers are programmed to accept cookies or other similar technologies to collect Non-Personal Information. You may set your browser to notify you when you receive a cookie, providing you the opportunity to accept or decline it. Declining a cookie, or similar technology, may affect your ability to use certain features on our Services. You may stop accepting cookies from a particular website, or by changing your browser's settings, which are usually found in the 'options' or 'preferences' menu. You may also visit [AboutCookies.org](http://AboutCookies.org) for instructions, by browser type, regarding how to control your cookies' settings within your browser.

We do not collect Personal Information about your browsing habits over time and across third-party websites or online services. However, our Services contains links and icons to other websites, including social media sites, and we do not control their collection or sharing of information about you. Refer to the above Linked Websites And Online Web Services section for more information.

## Other Ways SCE May Collect Your Information

If you are an SCE customer, there may be other instances when SCE collects information about you. Please read the [Notice of Accessing, Collecting, Storing, Using and Disclosing Energy Usage Information](#).

## Disclosure of Information to Third Party

Except as outlined above, we do not disclose your Personal Information to third parties without your prior written consent, except in the following circumstances:

- We are required by law, such as to comply with a subpoena, or similar legal process;
- We believe in good faith that disclosure is necessary to law enforcement or the United States' Government, to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to the request of a governmental agency;
- Ordered by the California Public Utilities Commission, or other state or federal governmental agencies with jurisdiction over us, when legally entitled to such information;
- The third parties we contract with to provide utility-related services such as needing access to such Personal Information, but only (a) to the extent necessary to render utility-related services; and (b) provided they have agreed in writing to adhere to certain confidentiality and security obligations consistent with the terms of this Privacy Notice.

## How You Can Manage And Control Your Personal Information

We offer certain choices about how we communicate with you and what Personal Information we obtain. You have the right to limit, or opt-out, the information you provide to us.

One of the ways we provide you instant access to your bill, make payments, and receive important alerts is by registering for the SCE.com My Account service, which requires you to provide us your email address. You have the right not to provide us your email address; however, you will not be able to take advantage of our digital services such as electronic billing and payments.

If you believe any of your Personal Information that we collect or maintain is incorrect, please contact us in the manner described in the below Contact Us section.

## Email Communications

Email communication gives us another convenient method to communicate with our customers, including responding to your inquiries. By sending us an email, we will consider your email as consent for us to reply to you via email. We may use email to periodically inform our customers about new rates, products, and services benefiting you. You will receive emails from us (or our authorized third-party fulfilling agent) if you have signed up to receive email notifications of certain news or events, or if you have requested certain information; however, in some cases you have the option to stop receiving emails from us.



If we send you a promotional email regarding our products and services, you will be provided the option to opt-out of receiving these notifications by clicking on the link located at the bottom of the email in order to unsubscribe from future mailings or by contacting us in the manner described in the Contact Us section. If you are a customer who has registered to use SCE.com My Account to access your account on our website, you can opt out of future mailings by updating the preferences section within [My Account](#). We will process your request within the legally required timeframe and stop sending you promotional emails unless you opt back in to receive such communication.

Operational emails for non-promotional, utility-related purposes, such as billing, outage, conservation, or safety may continue to be sent to SCE utility customers, regardless of the email choice options.

We do not, however, control the information you provide to us via email. Email messages in transit are not confidential and are not secure. We are not liable for any use, disclosure, or modification of such messages. As a result, please do not submit any Personal Information or other information that you deem to be confidential or sensitive via email.

## **Children**

Although our website provides educational information on energy usage and safety, we do not knowingly solicit any information from or market to children under the age of 13. If you are a parent or legal guardian who discovers that your child provided us with information without your consent, you may contact us in the manner described in the below Contact Us section. If you discover we have collected any Personal Information from a child under the age of 13, we will immediately remove that information.

## **Security Safeguards**

We share your concerns regarding the safeguarding of your Personal Information. SCE complies with applicable privacy and security laws and generally-accepted information security standards to maintain reasonable safeguards assuring the security, integrity, and privacy of your Personal Information in our possession. The Personal Information provided to or collected by us through your use of our Services is stored in secure operating environments not available to the public. However, SCE is not responsible for unauthorized circumvention of any privacy settings or security measures contained on our website or any Advanced Metering Infrastructure devices.

## **Jurisdictional Issues**

Our Services are controlled and operated by us from the State of California in the United States, and operation of our Services is not intended to subject us to the laws or jurisdiction of any other state, country or territory. Your use of our Services will indicate

**Valid October 27, 2016 – January 31, 2018**

your acceptance and consent to the terms in this Notice and applicable California Public Utilities Commission (CPUC) approved tariffs.

## **Acceptance of Terms In This Notice**

We may change the terms in this Notice. Any changes made to the Notice will be posted on our website as soon as reasonably possible and the superseded Notices will be archived. We recommend you periodically review this Notice to find out if any changes have been made to this Notice since your last visit to our website. Any changes made to the Notice will be effective as of the date at the beginning of this Notice. **Your use of our website will indicate your acceptance and consent to the terms in the Notice then in effect.**

## **Contact Us**

If you have questions or concerns regarding this Website Privacy Notice, you may contact us at:

Southern California Edison  
Attention: Chief Ethics & Compliance Officer  
Post Office Box 800  
Rosemead, CA 91770

Residential Customers: (800) 655-4555  
Business Customers: (800) 990-7788

# Notice of Accessing, Collecting, Storing, Using, and Disclosing Energy Usage Information

*The Energy Usage Notice was updated on October 27, 2016*

This Notice applies to you if you received electric utility service from us. Southern California Edison (SCE) understands the importance for protecting your Energy Usage information assuring it is appropriately collected, secured during transfer and stored. Please take a moment to familiarize yourself with our Notice of Accessing, Collecting, Storing, Using, and Disclosing Energy Usage Information Notice and feel free to contact us in the manner described in the below Contact Us section.

[Overview Privacy Notice](#)

[Website Privacy Notice](#)

We define Energy Usage Information in our Notice as detailed electrical consumption data (of less than 60-minute intervals) obtained through SCE's Advanced Metering Infrastructure, which includes our Edison SmartConnect™ and Real Time Energy Meter systems, when associated with any information that can reasonably identify you, your family, household residence, or other non-residential customer. Examples of this information include detailed electrical consumption data combined with your name and utility account number. We regard Energy Usage Information as a type of Personal Information. For more detail on other types of Personal Information, please click [here](#).

To help ensure your Energy Usage Information is appropriately managed, SCE complies with applicable privacy and security laws and generally-accepted information security standards to maintain reasonable safeguards assuring the security, integrity, and privacy of your Personal Information in our possession.

## WHY SCE COLLECTS ENERGY USAGE INFORMATION

Consistent with our [Rule 3 tariff](#), Application for Service, SCE collects, stores, uses, and under limited circumstances, discloses Energy Usage Information to provide essential services to its customers. An SCE activity is an essential service if it is in connection with:

- Providing your electrical power;
- Generating your electric bill;
- Fulfilling system, grid, or operational needs;
- Providing you the ability to see your energy usage on a next-day basis, for customers with an Edison SmartConnect™ meter, by logging into My Account on SCE.com;
- Providing other services as required by state or federal law, or by an order of the California Public Utilities Commission (CPUC); and/or

- Planning, implementing, or evaluating SCE's Demand Response, Energy Management, or Energy Efficiency programs.

## DISCLOSURE OF ENERGY USAGE INFORMATION TO THIRD PARTIES

We do not disclose your Energy Usage Information to third parties without your prior explicit written consent, except in the following cases:

- **Contracted Third Parties:** To provide the essential services described in the prior section. Our contracts with the third-party contractors require them to have policies and procedures to protect our customers' Energy Usage Information from being disclosed.
- **Non-Governmental Third Parties:** Under contract with the California Public Utilities Commission (CPUC) or when the CPUC issues an order directing us to share your Energy Usage Information with a non-governmental third party.
- **Government Agencies:** With government agencies using, collecting, and storing Energy Usage Information to perform energy efficiency, energy evaluation, or other specified services and have obtained a CPUC Order or Resolution directing us to disclose your Energy Usage Information.
- **Legal Requests, Imminent Threat or CPUC Order:** We may disclose your Energy Usage Information under the following circumstances:
  1. Required by law, such as to comply with a warrant, subpoena, or similar legal process;
  2. Good faith disclosure is necessary to law enforcement or the United States' Government to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to the request of a governmental agency;
  3. Ordered by the CPUC, the California Energy Commission, or other state or federal governmental agencies with jurisdiction over us, when legally entitled to such information; and
  4. Eligible academic researchers, local government entities, state and federal agencies authorized to receive Energy Usage Information through the [Energy Data Request Program](#).

Under all circumstances, we will limit the type and amount of Energy Usage Information shared with third parties to that which is reasonably necessary for the third party to accomplish the purpose for which it needs access to your Energy Usage Information.

## HOW YOU CAN MANAGE AND CONTROL YOUR PERSONAL INFORMATION

We offer certain choices about how we communicate with you and what Personal Information we obtain. In some cases you have the right to limit, or opt-out, the information you provide to us. You may use one of the methods in the Contact Us section to learn more about ways to limit, or opt-out, of the collection and sharing of your information.

- As stated in [Rule 6, Establishment and Re-Establishment of Credit](#) you may be asked to provide your Social Security Number for us to determine if you are subject to a deposit. **You have the right to not provide us your Social Security Number** but you may be charged a deposit or have the deposit waived if enrolled in Direct Payment.
- One of the ways we provide you instant access to your bill, make payments, and receive important alerts is by registering for the SCE.com My Account service, which requires you to provide us your email address. **You have the right not to provide your email address**; however, you will not be able to take advantage of our digital services such as electronic billing and payments.
- When we send promotional emails for products and services offered by SCE you will be provided the option to opt-out by clicking on the link located at the bottom of the email in order to unsubscribe from future mailings or by contacting us in the manner described in the Contact Us section. We will process your request within the legally required timeframe and stop sending you promotional emails unless you opt back in to receive such communication. If you are a customer who has registered to use SCE.com My Account to access your account on our website, you can opt out of future mailings by updating the preferences section within [My Account](#).
- You will not be able to opt-out of operational emails, which are non-promotional, utility-related communications, such as billing, outage or conservation, and safety messages.

To ensure the confidentiality of your information, we encourage you to never share user name and password, information from your customer bill, including your account number, Energy Usage Information, or other Personal Information, with anyone who could use this information to access your account without your consent. If you believe your Personal Information may have been compromised, contact us immediately.

## **AGGREGATION OF YOUR INFORMATION**

Periodically, we may aggregate your Energy Usage Information with that of others in various formats so your Energy Usage Information becomes anonymous and cannot personally identify you. We use the information for various analysis, reporting and program management purposes, including to analyze rates and rate structures, comply with regulations, such a posting aggregated usage information by census zip code on our website, evaluate energy usage demand needs, and determine potential growth within a geographic area. This aggregated information is not considered Personal or Energy Usage Information and may be shared with third parties we do business with.

## **RETENTION OF ENERGY USAGE INFORMATION**

We will retain your Energy Usage Information in compliance with law and only as long as reasonably necessary or as authorized by the CPUC to accomplish one of the primary purposes described above or for a purpose you specifically authorize.

Valid October 27, 2016 – January 31, 2018

## ACCESS TO SCE'S PAST AND CURRENT PRIVACY NOTICE

We may periodically update this Notice. You can access this Notice, all updates to it, and prior versions of it by clicking [here](#). You may also access this Notice by calling SCE at (800) 655-4555 for residential customers or (800) 990-7788 for business customers. You will annually receive communication from us on how to obtain a copy of this Notice.

## QUESTIONS

If you have any questions about this Notice, or to find out how you can limit, view, or dispute your disclosed information, you may contact us at:

Southern California Edison  
Attention: Chief Ethics & Compliance Officer  
Post Office Box 800  
Rosemead, CA 91770

Residential Customers: (800) 655-4555  
Business Customers: (800) 990-7788

SUPERSEDED