



The Consumer Voice in Europe

# Consumer views on privacy & security in smart metering

How to face this  
challenge?

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# BEUC ? BERRK ? BEUIK ?



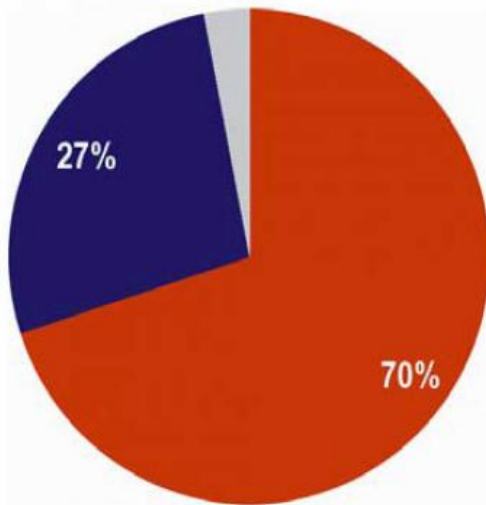
- ❑ No matter how you pronounce it, BEUC is the European Consumer Organisation
- ❑ Acts as a strong consumer voice in Brussels
- ❑ 42 independent national consumer organisations from 31 European countries (2012)



- Consumer's privacy and security are key aspects in the change towards smart energy systems
- Consumer trust plays an essential role for successful deployment of smart meters
- Data access and ownership and the permission to gather data need to be carefully considered
- Consumers should have control over who collects & processes their personal data

# Consumers' perception

QB26. Companies holding information about you may sometimes use it for a different purpose than the one it was collected for, without informing you (e.g. for direct marketing, targeted online advertising). How concerned are you about this use of your information?



- Total 'Concerned'
- Total 'Not concerned'
- Don't know

Don't Know: 3%

QB24. Should your specific approval be required before any kind of personal information is collected and processed?

Yes, in all cases 74%

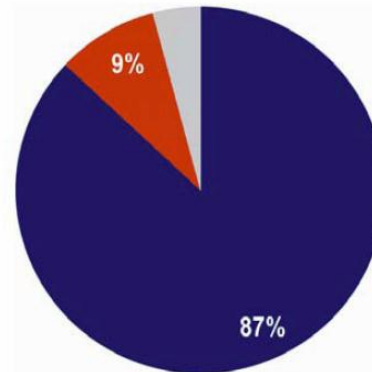
Yes, in the context of personal information asked on the Internet 12%

Yes, in the case of sensitive information (health, religion, political beliefs, sexual preferences, etc.) 8%

No 5%

Don't know 3%

QB31. Would you want to be informed by a public authority or by a private company whenever information they hold about you is lost or stolen?



- Yes
- No
- Don't know

Don't Know: 4%

# Privacy and security concerns

□ Increasing collection of personal data 1/4h reading => 96 values a day => 35.040 values/year/customer



**real privacy & security concerns:**

Information proliferation

Lax control

Insufficient oversight

**Library of personal information**

(potential risks: fraud, misuse of information, competition issues, malicious attacks...)

- ❑ Consumer **trust** is the core issue for the successful deployment of smart meters (confidence, satisfaction & engagement); consumers need **choice** about their own role
- ❑ System security and data protection are crucial issues for success (smart meters = smart solutions?)
- ❑ Smart meters must be **reliable, secure and under individuals' control**;
- *Key questions: How do we ensure that people are not subjected to unwanted marketing? How do we protect smart meters and grids against hackers? Will relevant technical standards be developed in time for their roll-out?*

- Compliance with & enforcement of DP rules
- Consumer information & education
- Consumers' control over their personal data
- Transparent data processing
- Purpose limitation
- End-to-end security
- Effective consumer redress mechanism

# Data ownership & control

- Because consumers own their data, they need to have control over their data – who deals with their personal data, when and for what kind of purpose their data is collected, processed and stored
- Consumer should be the only ones to have unlimited access to both detailed meter readings and historic data (accessible at any time and free of charge)
- Personal data is best protected if stored at the consumer side to the maximum possible extent
- Right to access, rectify, object and erase data at any time
- Data retention should not exceed what is absolutely necessary for specific and lawful purpose and only for as long as it is necessary



- If consumers do not know how their personal data is being used, for what purpose and by whom, they will not be in a position to exercise and enforce their rights
- Specific & lawful purpose
- Third party access
- Consumer's meaningful consent = free, informed, specific (consumers should understand all the implications of using smart meters); Right to withdraw consent

- ❑ Privacy by design to be integrated **from the very inception** of the Smart Metering Project and at all stages of its development
- ❑ Using **privacy-enhancing technologies**
- ❑ All solutions should comply with the principles of **data minimisation, transparency, data confidentiality, purpose limitation** and foster **consumer empowerment**

# What has to be kept in mind

*The simple fact that smart metering may be necessary for the society as a whole should not suffice to override the fundamental right to protection of privacy.*



**BEUC** The European  
Consumer  
Organisation

**Thank you for your  
attention**

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