



Summary of the potential electricity designation under the Customer and Product Data Bill

The Ministry of Business, Innovation, and Employment is seeking feedback on the potential designation of the electricity sector under the Customer and Product Data Bill.

Consultation and process

Public consultation will close at **5pm on Thursday 10 October 2024**. This is part of a series of consultation measures that are required before any decisions about sector designations are made.

What is the Customer and Product Data Bill?



The Bill creates a framework for timely, secure, standardised data exchange in designated sectors that hold data about consumers. In essence, the Bill creates a 'consumer data right' (CDR) enabling consumers to access data that is held about them, and about products, and share it with trusted third parties.

Why do we need a consumer data right?



Businesses today hold a lot of data about their customers. When businesses, such as power companies, provide us with services, data is created. In the electricity context, this data could be your power usage which is recorded as consumption data or personal information such as account histories. This is 'customer data'. This data could be used to improve the lives of customers, but customers are often prevented from unlocking its full value. Equally, companies hold 'product data' such as tariffs and pricing plans which can be used with customer data to support customer choice, especially in choosing electricity plans that work for their usage.



Customer and product data in the electricity sector holds enormous value and opportunity, but only if customers are able to make full use of it. Unfortunately, customers are generally unable to access or exchange this electricity data in a timely, secure and automated way that enables its full potential to be used. For example, a person or small business may want to share information about their power usage with a price-comparison application that holds information about all available retail plans to find out which power provider would be cheapest for them based on their consumption habits. However, they cannot easily access or share this data under the status quo.

How would the Customer and Product Data Bill enable a consumer data right?



The aim of the Customer and Product Data Bill is to give customers greater control over their data, and ready access to product data, allowing them to choose to exchange it with trusted third parties. The Customer and Product Data Bill seeks to unlock the value of data for people and their businesses by:

- improving customers' access to and control over their own data and access to product data,
- allowing for customers to request that their data be exchanged in a standardised way, and
- ensuring those who access data using the legislation are accredited as trustworthy.



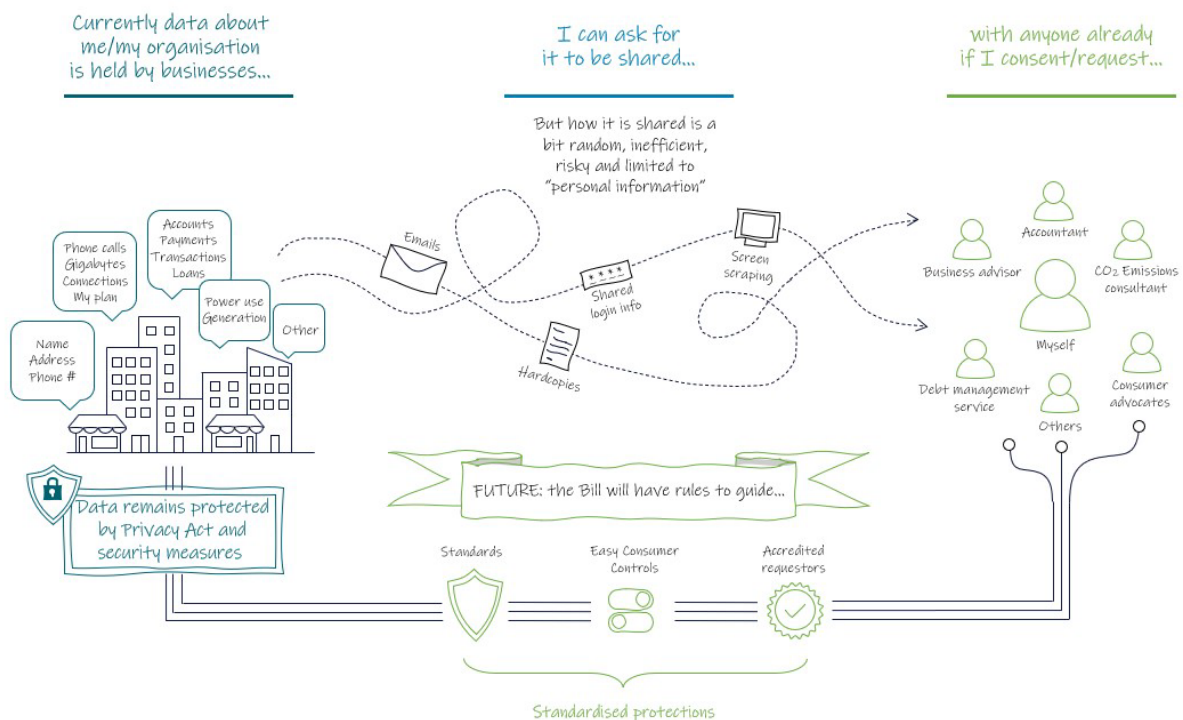
Our vision is that the status quo can be transformed into near instantaneous transfer, download and access of data via electronically standardised mechanisms. A consumer should be able to request or consent to their data being exchanged from a designated data holder and supply this data to third parties or accredited requestors to support consumer decision making and use this data in combination with product data to make informed choices.

This will improve outcomes for customers and create opportunities for new and exciting products and services



The Bill is intended to help innovators in our economy create new products and services and increase competition. This in turn is expected to benefit customers by leading to reduced prices, improved product offerings and greater productivity. The Bill also creates opportunity for business-to-business solutions, and improved accessibility and inclusion.

Consumer data now and under the proposed CDR regime



How might this affect the electricity sector



Electricity could be 'designated' under the Bill through designation regulations and standards. This means that the Government would create regulations, and MBIE as the Regulator would create the rules around which data (both customer and product) must be shared (if requested) and to whom. This paper sets out our initial thinking on how a potential electricity designation could work and seeks your feedback.

MBIE is seeking feedback on this potential designation, including:

- Whether the electricity sector is suitable for potential designation under a CDR regime.
- The scope of a CDR for electricity – such as what customer and product data could be designated and who could be the data holders.
- The cost, benefits and risks associated with a potential electricity designation.
- Experiences of people who have tried to access their own electricity data and have encountered problems.

Read the discussion document [PDF 1.5MB]. Submissions close at 5pm Thursday 10 October 2024