



PG&E CCPA Financial Incentive Notice

PG&E (hereafter “PG&E “we,” “us,” or “our”) offers programs, benefits, and other offerings to consumers related to the collection, retention, or sale of Personal Information that may be deemed a “financial incentive” or “price or service difference” under the California Consumer Privacy Act (“CCPA”). These offerings may involve collecting the following categories of Personal Information from customers who participate: identifiers; customer records; protected class and demographic information; commercial information and preferences; internet or other electronic network activity information and device information; audio, electronic, visual, or other sensory information; and inferences. We are providing you with this information so that you may make an informed decision on whether to participate in our programs.

Surveys: We offer our customers opportunities to participate in surveys. In exchange for participation you may be offered a financial incentive, such as a discount or a coupon.

- For completion of this survey about your experience with power outages, the respondents will receive a one-time incentive for completing the survey based on their customer class:
 - Residential - \$20 electronic gift card
 - Small/medium commercial - \$50 electronic gift card or check
 - Large commercial - \$100 electronic gift card or check

For this survey, we will provide The U.S. Department of Energy's Lawrence Berkeley National Laboratory and their contractor, Resource Innovations, the following categories of personal information:

- Customer Population Characteristics Data
 - Historical Power Interruption Data
 - Residential Sample Contact Information Data
 - Non-residential Sample Contact Information Data
- PG&E is conducting this study to understand the costs that customers could potentially experience due to power outages. This study is part of a larger initiative led by LBNL and Resource Innovations to update and upgrade the ICE Calculator - a publicly available electric reliability planning tool to estimate interruption costs and/or the benefits associated with reliability improvements in the U.S.
 - Participation in surveys is governed by the applicable terms and conditions for the survey, which will also describe any financial incentives associated with that survey and how to participate. You can terminate participation at any time as will be explained in the survey terms. Our good-faith estimate of the value of your Personal Information is the value of the benefit we offer to you. We have calculated such value by using the expense related to the benefit. The amount and terms of such offers will be presented to you at the time of the offer. You can terminate participation at any time by contacting us at 1-800-743-5000. Our good-faith estimate of the value of your Personal Information is the value of the benefit we offer to you. We have calculated such value by using the expense related to the benefit.

By participating in any of the above promotional programs, you agree that the benefits are reasonably related to the value of the Personal Information collected and retained.

Participation in our promotional programs is always optional, and you can terminate program participation at any time as explained in the applicable program terms. You can also contact us at 1-800-743-5000 or visit [Contact Us](#) to unsubscribe or cancel your participation in any program.

For additional information about our handling of Personal Information, please see our Privacy Policy at [PGE Privacy](#).