

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

APPLICATION OF SOUTH CENTRAL BELL )  
TELEPHONE COMPANY TO INTRODUCE ) CASE NO. 92-057  
CUSTOMER LIST SERVICES )

O R D E R

This matter arising upon petition of South Central Bell Telephone Company ("South Central Bell") filed February 7, 1992 pursuant to 807 KAR 5:001, Section 7, for confidential protection of the cost support data developed in connection with its proposed tariff to introduce Customer List Services on the grounds that disclosure of the information is likely to cause South Central Bell competitive injury, and it appearing to this Commission as follows:

South Central Bell seeks to protect as confidential the cost support data developed in connection with its proposed tariff to introduce a new offering, Customer List Services. South Central Bell maintains that disclosure of this information is likely to cause it competitive injury.

The information sought to be protected is not known outside of South Central Bell and is not disseminated within South Central Bell except to those employees who have a legitimate business need to know and act upon the information. South Central Bell seeks to preserve and protect the confidentiality of the information through all appropriate means.

KRS 61.872(1) requires information filed with the Commission to be available for public inspection unless specifically exempted by statute. Exemptions from this requirement are provided in KRS 61.878(1). That section of the statute exempts 10 categories of information. One category exempted in subparagraph (b) of that section is commercial information confidentially disclosed to the Commission. To qualify for that exemption, it must be established that disclosure of the information is likely to cause substantial competitive harm to the party from whom the information was obtained. To satisfy this test, the party claiming confidentiality must demonstrate actual competition and a likelihood of substantial competitive injury if the information is disclosed. Competitive injury occurs when disclosure of the information gives competitors an unfair business advantage.

The Billing and Collections services offered by South Central Bell could be offered by other telecommunications carriers, credit card companies, or by any company which currently provides or could provide data processing and billing services. The Billing and Collections Cost Model and Software Programs identify the cost of billing intraLATA and interLATA messages, including the cost of recording, message and bill processing, billing analysis, and billing information.

The Cost Model and Software Programs are economic study analyses which reflect the cost methodology, cost factors, labor rates and estimates of work time required for maintenance and administration of Billing and Collections. The costs identified are primarily Central Office costs relative to the recording or

the Automatic Message Accounting process, Revenue Accounting costs, Business Office activities related to toll billing service order activities, and the Message Investigation Center.

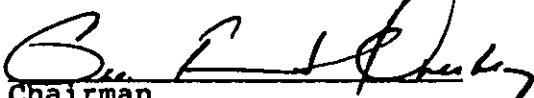
The information sought to be protected would give competitors a clear picture of the resources required to provide billing and collections services similar to those being offered by South Central Bell. Such competitors could use this information to develop competing strategies which would undermine South Central Bell's activities in this area. Therefore, disclosure of the information is likely to cause South Central Bell competitive injury and the information should be protected as confidential.

This Commission being otherwise sufficiently advised,

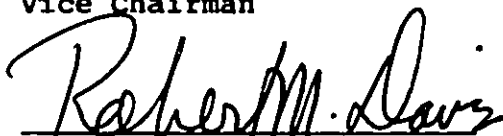
IT IS ORDERED that the cost support data developed in connection with its proposed tariff filing to introduce a new offering, Customer List Services, which South Central Bell has petitioned be withheld from public disclosure, shall be held and retained by this Commission as confidential and shall not be open for public inspection.

Done at Frankfort, Kentucky, this 19th day of March, 1992.

PUBLIC SERVICE COMMISSION

  
Chairman

  
Vice Chairman

  
Commissioner

ATTEST:

  
Executive Director