

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

IT IS ORDERED that South Central Bell Telephone Company ("South Central Bell") shall file the original and 12 copies of the following information with the Commission with a copy to all parties of record no later than seven days from the date of this Order. If the information cannot be provided by this date, South Central Bell should submit a motion for an extension of time stating the reason a delay is necessary and include a date by which it will be furnished. Such motion will be considered by the Commission. South Central Bell shall furnish with each response the name of the witness who will be available at the public hearing for responding to questions concerning each item of information requested.

1. a. Does South Central Bell provide customer list services on an interstate basis?

b. If so, is the service provided through a central office customer information agreement rather than a tariff?

c. Is the copy of the central office customer information agreement supplied in response to interrogatories from

the Tennessee Public Service Commission filed by South Central Bell with the Kentucky Commission on April 8, 1992 the agreement that is currently in use?

d. Does South Central Bell impose the identical restrictions on the interstate service as reflected in the proposed intrastate tariff?

2. Does South Central Bell have any other tariffed service in Kentucky that is similar to customer list services? For example, local directory assistance service located at A3.13.1 and following of the Basic Local Exchange Service in the General Subscriber's Service Tariff.

3. The New York Public Service Commission in a "statement of policy on privacy and telecommunications," issued and effective September 20, 1991, adopted the following principle regarding customer information:

Unless a subscriber grants informed consent, subscriber-specific information generated by the subscriber's use of a telecommunications service should be used only in connection with rendering or billing for that service or for other goods or services requested by the subscriber. Except for directory listing information not subject to copyright protection, it may not otherwise be made available except as required by law. Regulated companies would be obligated to adopt technical measures, operating procedures, and tariff provisions to limit the likelihood that information would be used for unauthorized purposes, either by themselves or by their subscribers. Customers should be permitted to require compensation for the use of information about themselves, but in providing for such compensation, consideration should be given to whether similar requirements had been imposed on non-regulated companies.

Would South Central Bell be opposed to including in the customer list services tariff the conditions listed in the principle of the

New York Public Service Commission cited above? Explain in detail.

4. Would South Central Bell be opposed to modifying the proposed tariff to include in the customer lists only those nonpublished and unlisted subscribers who had consented in writing to have information available to interexchange carriers for marketing purposes?

5. Is customer list services offered in any other BellSouth Telecommunications' state? If so, are the restrictions identical to those contained in the proposed tariff for Kentucky? What differences, if any, exist? Provide copies of Commission Orders addressing customer list services from the other BellSouth Telecommunications' states.

Done at Frankfort, Kentucky, this 10th day of July, 1992.

PUBLIC SERVICE COMMISSION

  
For the Commission

ATTEST:

  
Executive Director, Acting