



# Public Notice of Specified Penalty

Date of issue: <b>November 7, 2019</b>	Payment due date: <b>December 9, 2019</b>	AUC penalty number: <b>AUC2019-078</b>
Entity required to pay: <b>Direct Energy Marketing Limited</b>	Total penalty amount: <b>\$1,175</b> Amount per day (if applicable):	
Amount payable to General Revenue Fund: <b>\$1,175</b>	Customer name: [REDACTED] Customer Site ID: [REDACTED]	

Contravention date(s): <b>June 19, 2019</b>	AUC rule(s) contravened: <b>AUC Rule 003, Subsection 3.4.1(2)</b>	Contravention(s) within the 120-day rolling period: <b>Tenth</b>								
Description of conduct that resulted in the contravention	<p>AUC Rule 003: <i>Service Standards for Energy Service Providers</i>, Subsection 3.4.1(2) states: An ESP must not issue (a) an incorrect customer bill; (b) a late customer bill; (c) an unexpected customer bill; or (d) more than one customer bill in a calendar month unless it has a reasonable explanation for issuing multiple bills.</p> <p>Direct Energy Regulated Services (DERS) self-disclosed that it had issued incorrect customer bills. A customer's mailing address was updated incorrectly causing the customer to not receive bills dated April 17, 2019, May 21, 2019, and June 19, 2019. DERS filed a disconnection request on June 11, 2019. The customer's service was disconnected on June 20, 2019. The customer reported that service was reconnected on June 24, 2019.</p>									
Facts relied upon	DERS self-disclosed that it had contravened AUC Rule 003, Subsection 3.4.1(2). DERS stated that it had paid the customer a \$150 service guarantee as required by Subsection 3.4.2(1) of AUC Rule 003. The Commission is satisfied that a contravention has occurred.									
Adjustments made to specified penalty Payment of service guarantee: <b>Yes</b> Self-disclosed: <b>Yes</b>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Tenth contravention of AUC Rule 003, Subsection 3.4.1(4) within 120 days</td> <td style="text-align: right;">\$2,500</td> </tr> <tr> <td>Payment of service guarantee to customer</td> <td style="text-align: right;">(\$150)</td> </tr> <tr> <td>*Reduction for voluntary disclosure</td> <td style="text-align: right;">(\$1,175)</td> </tr> <tr> <td><b>The final adjusted penalty amount</b></td> <td style="text-align: right; border-top: 1px solid black;"><b>\$1,175</b></td> </tr> </table> <p>*The Commission has further reduced the penalty by 50 per cent because the contravention was voluntarily disclosed and the actions taken by the entity subsequent to its becoming aware of the contravention.</p>		Tenth contravention of AUC Rule 003, Subsection 3.4.1(4) within 120 days	\$2,500	Payment of service guarantee to customer	(\$150)	*Reduction for voluntary disclosure	(\$1,175)	<b>The final adjusted penalty amount</b>	<b>\$1,175</b>
Tenth contravention of AUC Rule 003, Subsection 3.4.1(4) within 120 days	\$2,500									
Payment of service guarantee to customer	(\$150)									
*Reduction for voluntary disclosure	(\$1,175)									
<b>The final adjusted penalty amount</b>	<b>\$1,175</b>									
Commission order	<p>The Commission orders that \$1,175 be paid to the General Revenue Fund, further to Section 63.1(5) of the <i>Alberta Utilities Commission Act</i>.</p> <p>Mark Kolesar, Chair    Signature: <u>          (original signed)          </u>    Date: <u>November 7, 2019</u></p>									
Payment instructions	<p>Payments made to the General Revenue Fund are to be made payable to the "General Revenue Fund c/o Minister of Finance." All payments to the General Revenue Fund are to be made by cheque or certified funds and delivered to the Alberta Utilities Commission at: <b>1400, 600 Third Avenue S.W., Calgary, Alberta, T2P 0G5</b> and must reference the AUC penalty number.</p> <p>All other payments are to be made payable to the person(s) named above in "Amount payable to." If the person named above is a customer of the utility, then the amount payable may be credited to that person's utility account. For all other circumstances, including payment to a third party, the amount payable must be made to the person named by cheque, certified funds or electronic funds transfer. A copy of the payment or credit with reference to the AUC penalty number must be provided to the Alberta Utilities Commission by email at <a href="mailto:enforcement@auc.ab.ca">enforcement@auc.ab.ca</a>.</p> <p>Questions can be directed to <a href="mailto:enforcement@auc.ab.ca">enforcement@auc.ab.ca</a>, 310-4AUC in Alberta, or 1-833-511-4282 outside of Alberta.</p>									
Dispute or failure to pay	A party may dispute this notice prior to the payment due date by notifying <a href="mailto:enforcement@auc.ab.ca">enforcement@auc.ab.ca</a> . Dispute of this notice or failure to pay the total penalty amount by the due date will result in a hearing or other proceeding before the Commission.									