

# My Energy Target Pilot

## Program Terms & Conditions

Georgia Power Company (“**GPC**”) offers the My Energy Target Pilot (“**Program**”) to eligible residential customers subject to the following terms and conditions (“**Terms**”)

1. **Program Overview.** The My Energy Target Pilot is a limited-duration energy engagement program designed to help participating customers better understand and manage their home energy usage. The Program uses Advanced Metering Infrastructure (“**AMI**”) data and related analytics to: (a) develop a personalized energy reduction target for each Participant; (b) provide progress updates and energy-saving tips; and offer incentives for engagement and for achieving specified energy reduction targets. The Program is a pilot initiative and is offered for a limited time.
2. **Program Term.** The Program will run from January 1, 2026, through December 31, 2026 (“**Program Term**”). The primary engagement and incentive opportunities will occur during: (a) Spring 2026 (goal-setting and engagement activities); and (ii) Summer 2026 (June through September) (“**Summer Challenge**”). GPC may modify timelines as necessary to support Program implementation.
3. **Eligibility.** To participate in the Program, a customer must:
  - a. Be a residential electric customer of GPC located in GPC’s Georgia service area;
  - b. Have an active account in good standing;
  - c. Have sufficient AMI usage history to allow energy analysis; and
  - d. Not have opted out of the Program.

Customers are automatically selected for participation based on Program criteria. Participation is voluntary.

#### 4. How the Program Works

- 4.1. **Personalized Energy Target.** Each Participant will receive: (a) a customized energy reduction target based on historical, weather-normalized energy consumption and home characteristics; (b) communications explaining how the target was developed; and (c) tips and recommendations to help reduce energy usage.
- 4.2. **Engagement Emails.** Participants will receive a series of emails that may include, goal-setting activities, interactive content (such as polls or mini-challenges), progress updates, and energy efficiency education and cross-program information. Participants are encouraged to open and interact with these emails to qualify for engagement incentives.
5. **Incentives.** Participants may earn incentives in two phases.
  - 5.1. **Spring Engagement Incentives.** Participants may earn \$10 per completed engagement activity, up to three (3) activities, for a maximum of \$30 in engagement initiatives. GPC will determine whether an engagement activity has been successfully completed.
  - 5.2. **Summer Challenge Incentives.** During the Summer Challenge (12:00 a.m. June 1 through 11:59 p.m. September 30, 2026), Participants may earn:
    - a. \$75 for achieving the Tier 1 energy reduction target; or
    - b. \$100 for achieving the Tier 2 energy reduction target.Only one Summer Challenge incentive may be earned per Participant. To receive a Summer Challenge incentive, a Participant must: (i) Achieve the applicable energy reduction target as determined by GPC or its Program implementer; and (ii) complete the required end-of-season customer survey.
  - 5.3. **Maximum Incentive.** The maximum total incentive available under the Program is \$130 per Participant.
  - 5.4. **Incentive Delivery.** Incentives will be delivered in the form of a gift card or other reward method determined by GPC. GPC reserves the right to substitute an incentive of equal value. Incentives may be subject to federal or state tax reporting requirements.
6. **Survey Requirement.** Participants who achieve a Summer Challenge target must complete a Program survey to receive the applicable incentive. The survey will assess: (a) customer experience; (b) actions taken to reduce energy usage; and (c) overall satisfaction with the Program. Failure to complete the survey may result in forfeiture of the Summer Challenge incentive.

## 7. Data Collection and Use

- 7.1. Data Used.** The Program uses residential AMI energy usage data and related account information to: (a) develop personalized energy reduction targets; (b) measure progress toward targets; (c) evaluate overall Program performance; and (d) support energy savings measurement and verification.
- 7.2. Access to Data.** Customer data may be accessed by GPC, ICF Resources, LLC (“**Program Implementer**”); BrightLine (“**Evaluation Vendor**”), and authorized members of GPC’s internal Program team.
- 7.3. Data Security.** Program data will be transmitted and stored using secure systems consistent with Southern Company data security requirements.
- 7.4. Customer Data Rights.** Participants may request access to or correction of account-related information maintained by GPC in accordance with applicable law and GPC policies. Requests may be submitted through GPC’s online customer portal, customer service by phone, or a written request to GPC’s customer service address.
- 7.5. Data Retention.** Program data will be retained only for as long as necessary to administer the Program, evaluate results, comply with legal obligations, or as otherwise required by contract or applicable laws. Upon conclusion of the Program, data will be retained or securely deleted in accordance with GPC’s data retention policies, contractual obligations, and all applicable data protection laws. Participation in the Program constitutes consent to the use of AMI usage data as described in these Terms.
- 8. Customer Responsibilities.** Participants agree to: (a) maintain an active GPC residential electric account during the Program Term; (b) review Program communications; provide accurate survey responses; and (c) comply with all applicable laws and GPC policies applicable to these Terms. Participants remain responsible for all electric service charges regardless of Program participation.
- 9. No guarantee of Savings.** Energy reduction targets are based on historical usage and analytical modeling. Actual results may vary. GPC does not guarantee bill savings, achievement of energy reduction targets, or continued availability of the Program.
- 10. Modifications, Suspension, or Termination.** GPC reserves the right to modify the Program or these Terms, suspend or terminate the Program, or disqualify a Participant for failure to comply with these Terms. If the Program is terminated early, GPC will determine incentive eligibility based on available data at that time.
- 11. Accessibility and Equal Opportunity.** The Program is administered in a nondiscriminatory manner and is available to eligible residential customers without regard to race, color, national origin, religion, sex, disability, age, or other protected status under applicable law. GPC will make reasonable accommodations to ensure accessibility for individuals with disabilities in accordance with applicable federal and state law. Customers needing assistance may contact GPC customer service for support.
- 12. Opt-Out and Communications.** By participating in the Program, customer agrees to receive Program-related communications via email or other contact information on file with GPC. Customers may opt out of the Program at any time by calling GPC customer service or submitting a written request to GPC. Opting out will discontinue future Program communications and participation in future incentive opportunities, but will not affect previously earned incentives.
- 13. Dispute Resolution.** If a Participant has a concern or dispute relating to the Program, Participant should first contact GPC customer service to seek information resolution.
- 14. Limitation of Liability.** To the maximum extent allowed by applicable law, GPC is not liable for indirect, incidental, special, consequential, or punitive damages, loss of profits or anticipated savings, or technical failures affecting communications or data transmission. Nothing in these Terms limits liability for gross negligence or willful misconduct.
- 15. Compliance with Law.** The Program will be administered in compliance with all applicable federal and state laws and regulations.
- 16. Governing Law.** These Terms will be governed by and construed in all respects according to the laws of the State of Georgia. In the event of any dispute or claim related to these Terms, any lawsuit or other legal action or proceeding will be filed in either a state or federal court sitting in Atlanta, Georgia.
- 17. Program Participation Constitutes Acceptance.** Customer agrees that participation in the Program constitutes Customer’s acceptance of, and agreement to be bound by these Terms. Customer acknowledges that it has had the opportunity to review these Terms prior to participation in the Program.