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BULLETIN

DATE ISSUED: March 15, 2012

**TO: All Licensed Natural Gas Marketers
All Licensed Electricity Retailers
All Other Interested Parties**

RE: Business Cards and Identification Badges

This Bulletin provides guidance in relation to requirements pertaining to the provision of business cards and to the form, content and displaying of identification badges when retailing or marketing to low-volume consumers.

1. Background

Sections 5 and 6 of Ontario Regulation 90/99 (Licence Requirements – Electricity Retailers and Gas Marketers) (the “OEB Regulation”) made under the *Ontario Energy Board Act, 1998*, together with section 2 of each of the Electricity Retailer Code of Conduct and the Code of Conduct for Gas Marketers (together, the “Codes”), set out requirements applicable to the provision of business cards and the form, content and displaying of identification badges. These requirements apply to licensed gas marketers and licensed electricity retailers (together, “suppliers”) in relation to retailing or marketing to low-volume consumers.

Based on inspections conducted last year in relation to active suppliers, Board staff believes that there are elements of these requirements in relation to which guidance would be of assistance to the industry and consumers.

Suppliers are reminded that, under section 3 of the Ontario Regulation 389/10 (General) made under the *Energy Consumer Protection Act, 2010*, an act or omission by an employee or agent of a supplier is deemed to be the act or omission of the supplier.

Section 1.7 of the Codes has much the same purpose, and also imposes an obligation on suppliers to ensure that their salespersons adhere to the same standards as those set out in the Codes.

2. Business Cards

In accordance with section 5 of the OEB Regulation and sections 2.1 and 2.2 of the Codes, the following requirements apply to the provision of business cards:

1. Every person acting on behalf of a supplier must offer a business card to a low-volume consumer at *every meeting* in person with the low-volume consumer.
2. Where the person is retailing or marketing (as applicable) to a low-volume consumer at a place other than the supplier's place of business, the business card must be provided: (i) *before* making any representation to the low-volume consumer about the supplier's products, services or business; and (ii) *before* requesting any information from the low-volume consumer.
3. The business card must be clear and legible. It must also set out the information required by section 5 of the OEB Regulation and by section 2.2 of the Codes, including the name and address of the supplier, the supplier's toll-free telephone number and the supplier's website address.

3. Identification Badges

In accordance with section 6 of the OEB Regulation and sections 2.3 to 2.5 of the Codes, the following requirements apply to identification badges:

1. A photo identification badge ("ID badge") must be issued by a supplier to every person who meets in person with a low-volume consumer while acting on behalf of the supplier.
2. The photo ID badge must be clear and legible. It must also comply with the requirements as to form and content set out in section 6 of the OEB Regulation and section 2.4 of the Codes, including stating on its face that the person is acting on behalf of the supplier, is not a representative of the low-volume consumer's electricity and/or gas distributor (as applicable) and is not associated with the Ontario Energy Board or the Government of Ontario.

3. The photo ID badge must be prominently displayed at all times when meeting in person with a low-volume consumer. In accordance with section 2.3 of the Codes, the photo ID badge must be worn on the front of the salesperson's outer clothing. The photograph and all of the information required by section 6 of the OEB Regulation and section 2.4 of the Codes must be on the same side of the ID badge and must at all times be facing the low-volume consumer.

The views expressed in this Bulletin are those of Board staff and are not binding on the Board.

Any enquiries regarding this Bulletin should be directed to the Board's Market Operations hotline, at 416-440-7604 or market.operations@ontarioenergyboard.ca.

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