

Alberta Co-operative Energy (ACE)

Code of Conduct Policy

Section: Partnerships

Responsible Authority: CEO

PURPOSE AND INTENT: To provide a process and commitment to properly solicit customers for the purpose of providing energy retail services.

POLICY STATEMENT: All customer solicitation will be conducted in alignment with all provincial and federal Acts and Regulations.

Code of Conduct – Marketing Partner (Energy Marketer)

The Energy Marketer has signed a copy of the Code of Conduct in affirmation of understanding of the requirement to comply with and adhere to the following terms of this Code of Conduct. They have affirmed that they will:

1. indicate that the Energy Marketer is soliciting the Customer for the purpose of marketing electricity, natural gas and/or RECs;
2. allow a Customer to take all the time necessary to review, consider and understand the terms included in the Energy Agreement as presented on the Energy Marketer's website(s) or as detailed on the Alberta Co-operative Energy (ACE) Sign-up Form;
3. ensure that all data to which the Energy Marketer refer are properly established and reliable and support any claim for which the data are cited;
4. ensure that all descriptions and promises made in promotional material are in accordance with actual conditions, situations and circumstances existing at the time the description is provided, or the promise is made;
5. not abuse the trust of a Customer or exploit any fear or lack of experience or knowledge of a Customer;
6. not be intrusive and must not contact Customers between the hours of 9 p.m. and 8 a.m. to solicit them to enter into Energy Agreements;
7. not exert undue pressure on a Customer and must allow sufficient time for a Customer to read thoughtfully and without harassment, all documents that the Energy Marketer provides to a Customer and must accept a Customer's refusal of further discussion;
8. not induce a Customer to breach an agreement with another energy retailer;
9. not make any representation or statement or give any answer or take any measure that is not true or is likely to mislead a Customer;
10. not make any verbal representations regarding agreements, rights or obligations that are not contained in the Energy Agreement;
11. truthfully inform the Customer of the Energy Marketer's identity and role;
12. use only timely, accurate, verifiable, and truthful comparisons;
13. not make any representation that savings, price benefits or advantages exist if they do not exist or if there is no evidence to substantiate the representation;
14. ensure that the Customer understands that Variable Rates are volatile and subject to real market conditions of supply and demand. Furthermore, there is no guarantee that the monthly Variable Rate prices will necessarily be below the government's default Regulated Rate Option (if such Regulated Rate Option exists).
15. always provide representation of not only the total retail published price of Energy but also all component parts of the Energy Plan and price, including but not limited to, the requirement to pay Transaction Fees and Administration Fees; and
16. not switch a Customer's Energy supply without the Customer's written or electronic consent, but the Energy Agreement may be assigned if the Energy Agreement expressly provides that it can be assigned.

Mechanisms

It is acknowledged that Alberta Co-operative Energy (ACE) has implemented the following procedural processes to ensure compliance with this Code of Conduct:

1. A signed copy of this Code of Conduct will be retained on file for each Energy Marketer that has entered into an Energy Marketer Agreement with Alberta Co-operative Energy (ACE);
2. By signing this Code of Conduct the Energy Marketer has confirmed that they have read this document and understand the covenants and obligations hereunder.
3. Within 60 days after the end of each calendar year, the Energy Marketer is required to re-confirm the covenants and obligations by re-reading and resigning this Code of Conduct. This process is intended to confirm that they have undertaken the required review of this Code of Conduct and have acted in accordance with its requirements during the prior calendar year.
4. Signed copies of this Code of Conduct (including any amendments thereto) will be provided to the Market Surveillance Administrator, Utilities Consumer Advocate, or Service Alberta upon request.
5. If there is any breach of this Code of Conduct and if corrective measurements are required, Alberta Co-operative Energy (ACE) will immediately and proactively address the issue in a timely fashion.

Questions or comments concerning this Code of Conduct should be directed to Alberta Co-operative Energy (ACE).

This Code of Conduct Policy Reviewed and Approved by ACE Board: June 4, 2020

Marketing Partner (Energy Marketer)'s Affirmation of Understanding of the requirement to comply with and adhere to the above stated terms of this Code of Conduct:

I, _____ of _____ Alberta,
[INSERT NAME] [INSERT NAME OF BUSINESS AND FULL ADDRESS]

DO SOLEMNLY CONFIRM THAT: I have read, understand, agree to comply with and adhere to, the terms of Alberta Cooperative Energy (ACE)'s Code of Conduct.

I make this solemn assertion, conscientiously believing it to be true and knowing that it is of the same force and effect as if made under oath.

Signature of Marketing Partner (Energy Marketer) & Date of Signature

Print Name