



Data Privacy



Shift

3 Privacy questions you should ask
when choosing a smart thermostat for your customer

According to a report from the Smart Energy Consumer Collaborative (SECC), data security and privacy remain a top concern for consumers when it comes to smart home technology.



Nearly **two out of three** of all survey respondents said they are concerned about potential data leaks.



45% of those who do not have a smart home device see data privacy as a barrier to purchasing.

One smart home device that is growing in popularity with homeowners are smart thermostats. This is in part to the many benefits it offers, including the ability to save money, use energy more efficiently and have a comfortable house year-round. To be most effective, a smart home device can virtually “feel” and “listen” to what is happening in a user’s home. That’s why, as your customers are considering a smart thermostat from one of the many companies in this fast-growing market, you should be prepared to answer a few key questions to help them better understand how thermostats are using their information.

1. What data are they collecting –and what will they do with it?

Review the company’s terms of service and privacy policy carefully to understand the type of information it is collecting and how it will use it. Reputable companies should have strong consent management that puts consumers in the driver’s seat of their own information.

In particular, watch for how companies use activity data. Even if a company confirms it does not share or sell customer data to third parties, it is possible they may still be using their

thermostat data (such as when they are home or not home) for other purposes beyond heating and cooling their house.

2. Does the thermostat require users to integrate with a larger platform?

Does the product require consumers to use its smart home platform or have other requirements to use the basic features of the thermostat? Activities like these often give companies easy access to their data. Consumers should be able to easily use their thermostat without jumping through hoops.

3. Are they recording what consumers say?

Some smart thermostats include a microphone so consumers can use their voice to interact with the thermostat. If it has a microphone, do you know how that information is being used or stored? If this is a concern for your customer, there are smart thermostat options without microphones available.

Selecting the right smart thermostat

Smart thermostats are increasingly common in homes worldwide –and for good reason. They enable homeowners to easily control their ideal temperature and even lower their energy costs through the touch of a smartphone. The key with any smart home product is to do your research to ensure your customers are buying a smart thermostat that meets their needs without sacrificing their privacy.

Emerson, a trusted thermostat manufacturer with over a 100-year history in the HVAC industry, offers one such option that respects your customer’s privacy with its Sensi smart thermostats.

- Upon initial account setup, Emerson only collects basic information
- Does not sell your personal information*
- Does not leverage your thermostat activity data for other targeting or advertising purposes*

Your customers do not need to trade their privacy for energy savings and a comfortable home. To learn more about how Emerson prioritizes data privacy, visit Sensi.Emerson.com/DataPrivacy



Sensi™ Touch smart thermostat



Sensi™ smart thermostat



* For full details, review the Sensi Privacy Policy at <https://sensi.emerson.com/en-us/legal>. Note: if you sign up for a program with a third party, such as a utility or controller, details and terms for that program are between you and the third party, not Emerson, and may include additional data collection. Certain add-on services require additional data to operate as intended. These services are not required and are optional.