Requests for consumer product information – EIEP14B and EIEP14C

Procedures

EIEP14B effective from 30 October 2026

EIEB14C effective from 1 April 2027

Requests for consumer product information – EIEP14B and EIEP14C procedures

Version Control

Version	Date amended	Comments
1.0	31 July 2026	Final for publication
2.0	23 October 2026	Updated to include procedures for EIEP14C

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1. Introduction

1.1 Clauses 11.32A to 11.32G of the Electricity Industry Participation Code 2010 (the Code) (as amended from 30 October 2026) require retailers to provide information relating to a consumer's product information, upon request.

1.2 This document sets out procedures that apply to retailers when they respond to requests for consumer product information. The document also contains information that will assist consumers and their authorised agents making a request for consumer product information.

1.3 A "retailer"[1] includes any participant that supplies electricity to any other person for any purpose other than for resupply by the other person. This definition includes retailers that purchase electricity from any other person to on sell to a consumer.

1.4 Any questions about this procedures document should be directed to the Authority's Consumer Mobility team by email to consumer.mobility@ea.govt.nz.

What information must retailers provide?

Code reference: clause 11.32AA and 11.32B

1.5 The retailer must provide the requested information in the EIEP14B format when a valid request is made for consumer product information for a specific consumer and installation control point (ICP).

1.6 The retailer must provide the most up-to-date information it holds about the consumer's current retail tariff plan and associated product information.

When must a retailer provide consumer product information upon request

Code reference: clause 11.32AA and 11.32B

1.7 Retailers must provide the requested product information to the requester no later than five business days after receipt by the retailer of a complete application. A complete application must contain all information reasonably required by the retailer to verify the identity of the consumer to whom the request relates, or the authority of a person acting on behalf of that consumer.

1.8 Where a retailer receives a request via EIEP14C it must undertake all reasonable endeavours to satisfy itself that there are not grounds for refusing the request.

1.9 If the retailer considers that there are grounds for refusing the request, the retailer must, before refusing the request:

(a) consider whether further information could reasonably be provided by the authorised agent to satisfy the retailer

(b) request any such information from the authorised agent.

1.10 A request for further information from an authorised agent must be made within two business days of the receipt of the request.

1.11 If a retailer after receiving further information does not consider that there are any remaining grounds for refusing the request, the retailer must provide the information requested within five business days as calculated from the time the retailer receives the further information.

[1] As defined in Clause 1.1 of the Code

How can consumer product information be requested?

1.12 Consumer product information may be requested by:

(a) the consumer to whom the information relates, or

(b) a person authorised to act on the behalf of the consumer.

1.13 A request may be made by:

(a) a phone call to the retailer

(b) written request to the retailer, transmitted by email or post.

1.14 In addition to the methods identified in paragraph 1.9, if the retailer has provided a suitable facility, a request may be made electronically, eg via a website or a smartphone application.

1.15 Requests may also be submitted through a system specified in EIEP14C. If a consumer authorises an agent to act on its behalf to request the consumer's information from a retailer, the agent is encouraged to make the request by transmitting an electronic request formatted in accordance with EIEP14C. A request submitted using EIEP14C must be transmitted via a system specified in EIEP14C.[2]

Can a retailer charge a fee for providing customer product information?

Code reference: clause 11.32B(3)

1.16 A retailer must not charge a fee for responding to a request for customer product information.

What format and transfer method must the retailer use to provide customer product information?

Code reference: clause 11.32F

1.17 Clause 11.32F(1) requires the Authority to publish, and keep published, procedures for responding to consumer requests for consumer product information. The Authority must also prescribe 1 or more EIEPs with which a retailer must comply when responding to such a request where required to do so under clause 11.32B or 11.32G.

1.18 Clause 11.32B requires retailers to comply with the procedures and any relevant EIEP published by the Authority under clause 11.32F.

1.19 The Authority's published procedures consist of:

(a) this document

(b) the EIEP14B protocol, which specifies the format that must be used when providing consumer product information relating to a specific consumer and ICP

(a) the EIEP14C protocol, which is the electronic file format used to electronically request information from a retailer about a consumer's current retail tariff plan applying to a specific ICP

1.20 EIEP14B supports the exchange of information in both JSON and CSV formats and sets out the detailed technical requirements for those formats.

1.21 EIEP14B is published on the Authority's website.3

[2] The Authority has prescribed the Registry transfer hub as the EIE system

[3] See http://www.ea.govt.nz/operations/retail/eiep/regulated-electricity-information-exchange-protocols/

2. EIEP14B: Consumer product information

2.1 EIEP14B: Consumer product information:

(a) is a file format used by a retailer to respond to a request for information about a consumer's current retail tariff plan applying to a specific ICP

(b) is designed as a standardised information exchange format to provide information relating to a consumer's current retail tariff plan, including the applicable product identification code and other plan information applying to that consumer and ICP

(c) specifies both CSV and JSON as acceptable file formats for the standardised exchange of consumer product information

(d) may be requested by the consumer to whom the information relates, or by a person authorised to act on behalf of that consumer

(e) is transmitted in the EIEP14B prescribed format electronically via the system specified in EIEP14C.

2.2 Further information about the EIEP14B can be found on the Authority's website.[4]

What must retailers do to keep information secure?

Code reference: clause 11.32B / privacy obligations

2.3 Retailers must be satisfied as to the identity of the consumer or authorised person making the request and must ensure that consumer product information is provided only to the consumer or authorised person entitled to receive it. Retailers should develop and implement processes that ensure consumer product information is disclosed only to the appropriate consumer or authorised person and should comply with the Privacy Act 2020 and good business practice.

What if the request comes from an authorised person?

2.4 A consumer may authorise another person to request consumer product information on their behalf.

2.5 An authorised agent may request a consumer's individual product information using EIEP14C.

Product identification code

2.6 The Code requirement for retailers to assign product identification codes will come into effect on 30 October 2026, aligned with the implementation of EIEP14B. Guidance on how these codes are assigned to retail plans was developed in consultation with industry stakeholders, and is available here - Improving electricity billing guidance.

Consumer Authorisation code

2.7 EIEP14B includes a Consumer Authorisation Code field. Where a Consumer Authorisation Code is included in a request, the retailer should include the same code in its EIEP14B response.

2.8 The Consumer Authorisation Code is optional and is only required to be used if the retailer and agent have agreed a code. The purpose of this code is to allow retailers to quickly identify and validate requests for consumer product information as being authorised by the

[4] The Authority has prescribed the registry transfer hub as the EIE system.

consumer. The retailer and authorised agent are responsible for ensuring they have complied with the Privacy Act 2020.

2.9 Authorisation of an agent to request information can be obtained through:

(a) the form provided at Schedule 11.6 of the Code.[5]

(b) other appropriate methods, where a retailer is satisfied that the consumer has given consent to a third party to request their information.

3. EIEP14C: Electronic request format for consumer product information

3.1 EIEP14C will be in use from 1 April 2027.

3.2 EIEP14C – Electronic request format for EIEP14B:

(b) is an electronic file format used to electronically request information from a retailer about a consumer's product information.

(c) can be used by anyone with authorised access to the Registry transfer hub, but is primarily designed for use by an agent (which could include another retailer) authorised by the consumer to act on its behalf

(d) specifies both CSV and JSON as acceptable file formats intended for a machine-to-machine information request

(e) must be transmitted to the retailer via the EIE system[6]

(f) allows an agent to request information about a consumer's current plan and formatted using EIEP14B format

Accepting and rejecting a request

3.3 If a retailer receives an EIEP14C-formatted request, the retailer must assure itself that the EIEP14C format has been complied with.

3.4 If the retailer determines that the request is valid (i.e. accepted), it must transmit an electronic file containing the information to the requester, formatted using EIEP14B file format, within 5 days of receipt.

3.5 If the retailer determines that the request is invalid (rejected), it must transmit an electronic file containing the rejection information to the requestor, within 2 business days of the request being made.

3.6 The response, whether an acceptance or a rejection, must be transmitted to the requester via the EIE system.

[5] Refer Schedule 11.6 – Forms for Authorisation of an Agent to request consumption information

[6] The Authority has prescribed the registry transfer hub as the EIE system