

# Requests for retailer product information

## Procedures

Effective from 30 October 2026

# Version Control

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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 any person information about their electricity products, and the applicable product information code for those products, upon request.
- 1.2. This document sets out procedures that apply to retailers when they respond to such requests. The document also contains information that will assist any person making a request for product information.
- 1.3. A “retailer”<sup>1</sup> includes any participant that supplies electricity to another person for any purpose other than for resupply by the other person. This includes those not trading in the wholesale market.
- 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](mailto:consumer.mobility@ea.govt.nz).

## What information must retailers provide?

Code reference: clause 11.32G

- 1.5. The retailer must provide the requested information in the EIEP14A format, when any person asks a retailer to provide information about:
  - (a) one or more of the retailer’s current generally available retail tariff plans or their applicable product identification code, or
  - (b) tariff plans that were, but are no longer, generally available retail tariff plans but which remain active and are supplied to existing consumers, or their applicable product identification code
- 1.6. The retailer must provide the most up-to-date information it holds about applicable electricity products.

## When must a retailer provide product information upon request

Code reference: clause 11.32G

- 1.7. Retailers must provide the requested product information to the person no later than five business days after receiving the request.

## A retailer and a requestor may agree alternative arrangements

Code reference: clause 11.32G(3) – (5)

- 1.8. If a retailer and a requestor agree, information may be provided:
  - (a) in an alternative manner or format different to EIEP14A

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<sup>1</sup> As defined in Clause 1.1 of the Code

- (b) within a different timeframe, which may be more than five business days following receipt of the request.

## How any person can request a retailer's product information

- 1.9. Any person must be able to request a retailer's product information via:
  - (a) a phone call to the retailer
  - (b) written request to the retailer, transmitted by email or post.
- 1.10. In addition to the methods identified in paragraph 1.9, if the retailer has provided a suitable facility, any person may request a retailer's product information by electronic request, eg via a website or a smartphone application.

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

Code reference: clause 11.32G(5)

- 1.11. A retailer must not charge a fee for responding to a request for their product information.
- 1.12. However, if a retailer's costs have increased due to them providing requested information in an alternative manner or format, a retailer may impose a reasonable charge for providing that information that reflects the increase in costs.

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

Code reference: clause 11.32F and clause 11.32G

- 1.13. Clause 11.32F(1) requires that the Authority must publicise, and keep publicised, procedures for responding to consumer requests for consumption information.
- 1.14. The Authority's published procedures consist of:
  - (a) this document
  - (b) the EIEP14A protocol, which specifies the format that must be used when providing product information to consumers, their authorised agents, or third-party service providers about both generally available plans, and "legacy" plans (plans that are not promoted but still provided to consumers) available in the market.
- 1.15. Clause 11.32G requires retailers to comply with the procedures and any relevant EIEP published by the Authority under clause 11.32F.
- 1.16. EIEP14A is published on the Authority's [website](#).<sup>2</sup>

## EIEP14A: Detailed electricity product information for generally available retail tariff plans or legacy plans

- 1.17. EIEP14A: Retailer product information:

<sup>2</sup> See <http://www.ea.govt.nz/operations/retail/eiep/regulated-electricity-information-exchange-protocols/>

- (a) is a file format used by a retailer to respond to a request from a consumer or its authorised agent for the consumer's consumption information
  - (b) is designed as a standardised information exchange format to report a retailer's product information relating to their current generally available retail tariff plans, and plans that are no longer advertised, but which remain active and are supplied to existing consumers, or their applicable product identification code.
  - (c) specifies both CSV and JSON as acceptable file formats for the standardised exchange of product information
  - (d) can be requested by anyone, but is primarily expected to be used by third-party service providers that help consumers compare electricity plans.
  - (e) is transmitted in the EIEP14A-prescribed format electronically via the Electricity Information Exchange (EIE) system.
- 1.18. To receive product information in the EIEP14A format via the EIE system, a third-party agent must initially request access to the EIE system from the Authority. If the Authority approves the request, the agent will be required to agree to an access agreement and will be:
- (a) allocated a unique four-character non-participant identifier
  - (b) granted SFTP access to the EIE system.
- 1.19. Once an agent has requested product information via the EIE system, the requested information will be transferred via their allocated registry transfer hub. They should proactively check their allocated registry outbox to confirm the information has been received. Further information about the EIE system can be found on the Authority's [website](#).<sup>3</sup>

## 2. What to do if you receive a request for information outside of the EIE system?

- 2.1. As noted, any person may request a retailer's product information. Individuals making a one-off request may not be registered to use the EIE system. In this situation, the individual could initially talk directly to their retailer to request their product information in the EIEP14A prescribed format. Otherwise, they should contact the Authority's Consumer Mobility team ([consumer.mobility@ea.govt.nz](mailto:consumer.mobility@ea.govt.nz)) for advice.

## 3. Product identification codes

- 3.1. The Code requirement for retailers to assign product identification codes will come into effect on 30 October 2026, aligned with the implementation of EIEP14A. Guidance on how these codes are assigned to retail plans was developed in consultation with industry stakeholders, and will shortly be published on the Authority's website.

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<sup>3</sup> The Authority has prescribed the registry transfer hub as the EIE system.