

**Entergy Arkansas, Inc.  
Guidelines for Exchanges of Information**

The following guidelines apply to the described exchanges, provision or receipt of information (“information exchanges”) between Entergy Arkansas, Inc. (“EAI”) and other parties.

- I. **Exempted Information Exchanges**. Notwithstanding any other provision herein, these guidelines do not restrict, or require any transfer price, for the following types of information exchanges, and the other provisions herein do not apply to such information exchanges.
  - A. Information exchanges between EAI, Entergy Service Companies<sup>1</sup>, Entergy Operating Companies<sup>2</sup>, Entergy Corporation, System Fuels, Inc., System Energy Resources, Inc., and Arkklahoma Corporation.
  - B. Exchanges of public information.
  - C. Information transfers required by, or necessary to comply with, federal statutes or regulations.
  - D. Information exchanges pursuant to a regulatory approved tariff or contract.
  - E. The provision of information to an EAI customer related to EAI’s service to that customer.
  - F. Information released to parties in a regulatory proceeding.
  - G. Information released pursuant to subpoena, court order, or other applicable statute, rule, or regulation.
  - H. Information release authorized or required by the Arkansas Public Service Commission.

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<sup>1</sup> The Entergy Service Companies include Entergy Services, Inc.; Entergy Operations, Inc.; Entergy Enterprises, Inc.; and Entergy Nuclear Operations, Inc.

<sup>2</sup> The Entergy Operating Companies include EAI; Entergy Texas, Inc.; Entergy Gulf States Louisiana, L.L.C.; Entergy Louisiana, LLC; Entergy Mississippi, Inc.; and Entergy New Orleans, Inc.

- II. **Proprietary Customer Information**<sup>3</sup>. EAI shall not release a retail customer's Proprietary Customer Information to another party, unless the customer consents to the release. Note that even if the customer consents to a release, EAI may provide the requested information directly to the customer for forwarding to the other party.
- III. **Information Having Competitive Value.**
- A. Any information (1) considered by the owner to have competitive value and (2) that is exchanged by EAI with an affiliate or non-affiliate, shall not be subject to any transfer price if the exchange of information is necessary to the reliable provision of public utility service by EAI. If such information is released by EAI to an EAI affiliate, then comparable information will be released to a non-affiliate under similar terms and conditions upon request.
- B. The following transfer pricing provisions shall apply in the case of the other exchanges of information considered to have competitive value between EAI and its affiliates.
1. Any information considered, by EAI, to have competitive value and that is provided by EAI to an affiliate, shall be transferred at a price no less than the higher of market price or fully allocated cost of the information provided.
  2. Any information considered, by the owning EAI affiliate, to have competitive value and that is provided by the affiliate to EAI, shall be transferred at a price no greater than the lower of market price or fully allocated cost of the information.
  3. The above transfer pricing provisions shall not apply if a transfer price has been determined by competitive bidding or pursuant to a regulatory filed or approved tariff or contract.

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<sup>3</sup> Proprietary Customer Information – Name, telephone number, geographic location, address, payment history, usage history, or projected usage specific to an EAI customer that EAI acquired or developed in the normal course of its provision of electric services. Information that is redacted or organized in such a way as to make it impossible to identify the customer to whom the information relates does not constitute Proprietary Customer Information.