Written by Marco Attard
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Smart meters trigger privacy concerns to people who know more about them, says the Ponemon Institute's latest study.



The U.S. held study finds 39% of respondents believe the smart grid will diminish their privacy.

Meanwhile 24% are unsure of its impact and 37% believe it won't impact or improve their privacy.

What's interesting is the more one's knowledge on smart meters increases, so do the privacy concerns. After all, much more information can be created, collected and analysed by smart meters than data collected by "dumb" meters gathered by meter readings.

The primary concerns expressed by consumers include misuse of personal information by the government and not enough protection of personal data by 3rd-party companies.

The research company concludes utility companies need to expand their consumer education on smart meters' impact-- as well as alleviate many of the more serious privacy concerns through tweaks in data management practices.

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