**Section 512.160 Online Marketing**

a) Each AGS offering natural gas supply service to customers online shall disclose all items listed in Section 512.110 for any services offered through online enrollment before requiring the customer to enter any personal information other than zip code, natural Gas Utility service territory, and type of service sought unless the AGS secures consent to obtain customer-specific information for the purposes of pricing a product through a verifiable customer consent or another Commission-approved method. The AGS marketing material shall not make any statements that it is a representative of, endorsed by, or acting on behalf of, a utility or a utility program, a consumer group or consumer group program, unless the AGS is, through the consumer group, offering services at prices, terms and conditions that are available solely to members of that organization, or a governmental body or a program of a governmental body.

b) The UDS and contract must be printable in a PDF format and shall be available electronically to the customer.

c) The enrollment website of the AGS shall, at a minimum, include:

1) All disclosures required by Section 512.110;

2) A statement that electronic acceptance of the terms is an agreement to initiate service and begin enrollment; and

3) An email address and toll-free phone number of the AGS where the customer can express a decision to rescind the contract.