



GTE Florida Incorporated

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October 10, 1997

Ms. Blanca S. Bayo, Director
Division of Records & Reporting
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850

940000-TV

Re: Docket No.
GTE Florida Incorporated's Responses to Data Request for Marketing of
Caller Identification Equipment and Services

Dear Ms. Bayo:

Please find enclosed an original and fifteen copies of GTE Florida Incorporated's Request for Confidential Classification and Motion for Protective Order in connection with the above-referenced matter. If there are any questions regarding this filing, please contact me at (813) 483-2615.

Very truly yours,

Anthony P. Gillman

APG:tas
Enclosures

c: Staff Counsel (w/e)
Walter D'Haeseleer (w/e)

A part of GTE Corporation

DOCUMENT NUMBER-DATE

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FPSC-RECORDS/REPORTING

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: GTE Florida Incorporated's Responses)
to Data Request for Marketing of Caller)
Identification Equipment and Services)

)

Docket No.
Filed: October 10, 1997

**GTE FLORIDA INCORPORATED'S REQUEST FOR CONFIDENTIAL
CLASSIFICATION AND MOTION FOR PROTECTIVE ORDER**

GTE Florida Incorporated (GTE) seeks confidential classification and a permanent protective order for certain information provided in its responses to a Commission data request for marketing of caller identification equipment and services. On September 12, 1997, GTE filed a Request for Confidential Classification relating to confidential subscriber name and telephone number information contained in Attachment I. Since that filing, Staff has requested the addresses of those GTE customers who have been contacted during the marketing campaign in question regarding Caller ID. This information is provided in columns A, B and C on Attachment II. The addresses of GTE's Caller ID customers, like their names and telephone numbers, are also confidential as set forth below.

This information falls within Florida Statutes §364.183(3)(e), which defines the term "proprietary confidential business information" to include "information relating to competitive interests, the disclosure of which would impair the competitive business of the provider of that information." In this case, the information designated as confidential falls within this definition as is explained in detail below. This information is confidential and, if disclosed, could damage GTE's position in the marketplace. The local exchange market is now open to numerous competitors, many of whom are providing, or will provide, Caller ID and other local services. If this information is disclosed, GTE will be disclosing a

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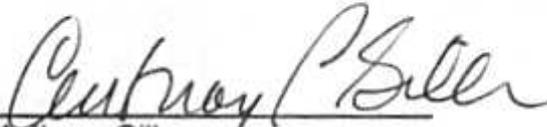
portion of its customer list and providing information about the services which GTE provides to those customers. GTE's competitors could use this information to attempt to take away these customers and to otherwise improve their marketing efforts in the local marketplace. This affords such companies an unfair advantage while severely jeopardizing GTE's competitive position.

In a competitive business, any such knowledge obtained about a competitor can be used to the detriment of the entity to which it pertains. This unfair advantage skews the operation of the market, to the ultimate detriment of the consumer. It is especially unfair that the information would be disclosed to competitors through a regulatory proceeding--rather than through legitimate market trial and error processes. This effect is particularly troublesome in the context of present regulatory environment in Florida which is intended to foster fair, rational and efficient competition, rather than providing any entity a competitive advantage.

While a ruling on this request is pending, GTE understands that the information at issue is exempt from Florida Statutes, Section 119.01(1) and Staff will accord it the stringent protection from disclosure required by Rule 25-22.006(3)(d). One highlighted, unredacted copy of the confidential material, labeled Exhibit A, is attached to the original of this Request. A redacted copy of the information is attached to this Request as Exhibit B.

Respectfully submitted on October 10, 1997.

By:



Anthony Gillman

Kimberly Caswell

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Attorneys for GTE Florida Incorporated

A

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E Attachment II

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name	phone	Address	City	State	Zip
WESLEY CHAPEL			FL		335436629
TEMPLE TER			FL		335372729
LUTZ			FL		335493253
TAMPA			FL		33604
SARASOTA			FL		342317417
ST PETERSBURG			FL		337143626
NEW PRT RICHY			FL		346523327
ZEPHYRHILLS			FL		335443137
HOLIDAY			FL		346913245
SARASOTA			FL		342421948
TEMPLE TER			FL		336171106
BRADENTON			FL		34207
BRADENTON			FL		342087636
BRADENTON			FL		342037740
LARGO			FL		337771040
CLEARWATER			FL		346241174
SARASOTA			FL		342323139
TAMPA			FL		336143628
ST PETERSBURG			FL		337056058
LUTZ			FL		335497500
HOLIDAY			FL		34690
BRANDON			FL		335112119
SARASOTA			FL		342366810
BROKEN ARROW			OK		740147818
GIBSONTON			FL		335345043
ST PETERSBURG			FL		337136339
TAMPA			FL		336341105
SARASOTA			FL		342362637
RIVERVIEW			FL		335693640
HUDSON			FL		346693743
HUDSON			FL		346675326
BRADENTON			FL		342074836
NEW PRT RICHY			FL		346544740
BRADENTON			FL		342073754
LAKELAND			FL		338151246
MULBERRY			FL		338602207
TAMPA			FL		336143235
ST PETERSBURG			FL		337082617
THONOTOSASSA			FL		33592
SARASOTA			FL		342317158
MULBERRY			FL		338609510
TULSA			OK		741455033
TAMPA			FL		336246365
LAKELAND			FL		338034666
BRADENTON			FL		342074511
MAC DILL			FL		336211311
TAMPA			FL		336025902
ST PETERSBURG			FL		337024337

REDACTED

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BRADENTON	FL	342104514
CLEARWATER	FL	346151224
PORT RICHEY	FL	346681555

REDACTED