Lobbying And Time Expenditures

2023-2024 Legislative Session

July-December 2024

Apple Inc.

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars			
Lobbyists	4.75	13.75	\$30,000.00			
Government Policy Solutions, LLC	\$30,000.00					
Forbes McIntosh	4.75	13.75	\$0.00			
Comments:						
Non-Lobbyist Employees	0.00	0.00	\$0.00			
Comments:						
Overhead			\$0.00			
Payments to Officials ²	\$0.00					
Travel and Living Expenses						
a) Lobbyist Employees	\$30,000.00					
b) Non-Lobbyist Employees	\$0.00					
All Other Lobbying Expenses	\$0.00					
Total Lobbying Time And Expenditures:	\$30,000.00					

Allocation of Lobbying Effort	
Legislative Proposals	0%
Budget Bill Subjects	0%
Administrative Rulemaking Proceedings	0%
Topics Not Yet Assigned A Bill Or Rule Number	80%
Matters related to 2024 Legislative Council Study Committee on the Regulation of Artificial Intelligence in Wisconsin	25 %
Matters related to electronic messaging apps & ensuring consumer data privacy.	25 %
Matters related to data privacy.	15 %
Matters related to information technology & social media platform policies.	15 %
Minor Efforts	20%
All Other Matters	0%
Total Reported Lobbying Effort:	100%

Report Certified On: Thursday, January 30, 2025

Certification and Electronic Signature

I certify I am Erin Lama and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Apple Inc..

I further understand that if I know or believe that the records I submit are not complete or that any part of it is not true, I may be fined \$10,000 or imprisoned for 5 years or both. I understand that Wisconsin Statutes require me to retain until 3 years from the date that the records are filed documents necessary to substantiate these reports.