

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	\$120,000.00
Government Policy Solutions, LLC			\$120,000.00
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			\$0.00
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	4.75 Hours	13.75 Hours	\$120,000.00

Allocation of Lobbying Effort	Percent
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.

