

Lobbying And Time Expenditures

2025-2026 Legislative Session

January-June 2025

Apple Inc.

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Lobbyists	22.00	29.75	\$30,000.00
Government Policy Solutions, LLC			\$30,000.00
Forbes McIntosh	22.00	29.75	\$0.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Overhead			\$0.00
Payments to Officials²			\$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:	22.00 Hours	29.75 Hours	\$30,000.00

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	90%
Matters related to information technology & social media platform policies	10 %
Matters related to data privacy	20 %
Matters related to repairs, claims against manufacturers and suppliers	20 %
Matters related to electronic messaging applications and ensuring consumer data privacy	10 %
Matters related to electronic waste recycling	5 %
Matters related to funding for technology devices	5 %
Matters related to Artificial Intelligence policy	10 %
Matters related to online retail, application regulation and user verifications	10 %
Minor Efforts	10%
All Other Matters	0%
Total Reported Lobbying Effort:	100%

Report Certified On: Wednesday, July 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.

