

# Legislative Bill/Resolution

2007-2008 Legislative Session

## Assembly Bill 172

Relating to: consumer data protection and providing a penalty. (FE)

### 1) Alliance of Wisconsin Retailers, LLC

 Other

Notified Date: 5/7/2025

### 2) Alliant Energy

 Other

Notified Date: 5/27/2025

### 3) Amazon.com Services LLC

 Other

Notified Date: 7/18/2025

### 4) American Civil Liberties Union of Wisconsin Inc

 Against

Notified Date: 4/27/2025

### 5) AT&T Wisconsin

 Undisclosed

Notified Date: 7/30/2025

### 6) BioForward Inc.

 Other

Notified Date: 4/11/2025

### 7) Consumer Data Industry Association

 Other

Notified Date: 5/7/2025

8)

## Consumer Healthcare Products Association

 **Against**

Notified Date: 10/1/2025

9)

## Eli Lilly and Company (formerly Lilly USA)

 **Other**

Notified Date: 4/17/2025

10)

## Great Lakes Credit & Collection Association

 **Undisclosed**

Notified Date: 4/10/2025

11)

## Kwik Trip Inc.

 **Other**

Notified Date: 9/22/2025

12)

## Microsoft Corporation

 **For**

Notified Date: 5/7/2025

13)

## National Federation of Independent Business

 **Against**

Notified Date: 10/23/2025

14)

## RELX Inc.

 **Other**

Notified Date: 4/16/2025

15)

## State Privacy and Security Coalition, Inc.

 **Other**

**Notified Date:** 9/24/2025

16)

## TDS Telecommunications Corporation

 **Against**

**Notified Date:** 5/7/2025

17)

## Visa, Inc.

 **Other**

**Notified Date:** 4/15/2025

18)

## Wisconsin Bankers Association

 **Other**

**Notified Date:** 8/7/2025

19)

## Wisconsin Council of Life Insurers

 **Other**

**Notified Date:** 5/28/2025

20)

## Wisconsin Farm Credit Services

 **Other**

**Notified Date:** 4/11/2025

21)

## Wisconsin Fuel & Retail Association (WFRA)

 **Against**

**Notified Date:** 5/8/2025

22)

## Wisconsin Grocers Association

 **Other**

**Notified Date:** 4/17/2025

23)

## Wisconsin Hotel and Lodging Association

 **Against**

**Notified Date:** 5/6/2025

24)

## Wisconsin Manufacturers & Commerce

 **Against** 

**Notified Date:** 5/7/2025

25)

## Wisconsin REALTORS Association

 **Other**

**Notified Date:** 4/29/2025

26)

## Wisconsin Restaurant Association

 **Against**

**Notified Date:** 5/6/2025

27)

## Wisconsin State Telecommunications Association

 **Against**

**Notified Date:** 5/7/2025

28)

## Wisconsin Technology Council

 **For**

**Notified Date:** 5/8/2025