

# Legislative Bill/Resolution

2013-2014 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