

Legislative Bill/Resolution

2023-2024 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