

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) [Eli Lilly and Company \(formerly Lilly USA\)](#)

➡ **Other**

Notified Date: 4/17/2025

9) [Great Lakes Credit & Collection Association](#)

? **Undisclosed**

Notified Date: 4/10/2025

10) [Microsoft Corporation](#)



For

Notified Date: 5/7/2025

11) [RELX Inc.](#)



Other

Notified Date: 4/16/2025

12) [TDS Telecommunications Corporation](#)



Against

Notified Date: 5/7/2025

13) [Visa, Inc.](#)



Other

Notified Date: 4/15/2025

14) [Wisconsin Bankers Association](#)



Other

Notified Date: 8/7/2025

15) [Wisconsin Council of Life Insurers](#)



Other

Notified Date: 5/28/2025

16) [Wisconsin Farm Credit Services](#)



Other

Notified Date: 4/11/2025

17) [Wisconsin Fuel & Retail Association \(WFRA\)](#)



Against

Notified Date: 5/8/2025

18) [Wisconsin Grocers Association](#)



Other

Notified Date: 4/17/2025

19) [Wisconsin Hotel and Lodging Association](#)



Against

Notified Date: 5/6/2025

20) [Wisconsin Manufacturers & Commerce](#)



Against 

Notified Date: 5/7/2025

21) [Wisconsin REALTORS Association](#)

➡ **Other**

Notified Date: 4/29/2025

22) [Wisconsin Restaurant Association](#)

⬇ **Against**

Notified Date: 5/6/2025

23) [Wisconsin State Telecommunications Association](#)

⬇ **Against**

Notified Date: 5/7/2025

24) [Wisconsin Technology Council](#)

⬆ **For**

Notified Date: 5/8/2025