

**FISCAL ESTIMATE**  
DOA-2048 N(R10/94)

- ORIGINAL       UPDATED  
 CORRECTED       SUPPLEMENTAL

LRB or Bill No/Adm. Rule No.  
**AB 287 (99-1635/2)**

Amendment No. If Applicable

**Subject**  
Requests by retailers for social security numbers

**Fiscal Effect**

**State:**  No State Fiscal Effect

Check columns below only if bill makes a direct appropriation or affects a sum certain appropriation

- Increase Existing Appropriation       Increase Existing Revenues  
 Decrease Existing Appropriation       Decrease Existing Revenues  
 Create New Appropriation

Increase Costs - May be possible to Absorb Within Agency's Budget  Yes  No

Decrease Costs

**Local:**  No local government costs

- |   |   |   |
|---|---|---|
| <p>1. <input type="checkbox"/> Increase Costs<br/><input type="checkbox"/> Permissive      <input type="checkbox"/> Mandatory</p> <p>2. <input type="checkbox"/> Decrease Costs<br/><input type="checkbox"/> Permissive      <input type="checkbox"/> Mandatory</p> | <p>3. <input type="checkbox"/> Increase Revenues<br/><input type="checkbox"/> Permissive      <input type="checkbox"/> Mandatory</p> <p>4. <input type="checkbox"/> Decrease Revenues<br/><input type="checkbox"/> Permissive      <input type="checkbox"/> Mandatory</p> | <p>5. Types of Local Governmental Units Affected:<br/><input type="checkbox"/> Towns      <input type="checkbox"/> Village      <input type="checkbox"/> Cities<br/><input type="checkbox"/> Counties      <input type="checkbox"/> Others _____<br/><input type="checkbox"/> School Districts      <input type="checkbox"/> WTCS Districts</p> |
|---|---|---|

**Fund Sources Affected**

- GPR    FED    PRO    PRS    SEG    SEG-S

**Affected Ch. 20 Appropriations**

20.115(1)(a)

**Assumptions Used in Arriving at Fiscal Estimate**

This bill prohibits a retailer from requesting that a customer disclose the customer's social security number.

Currently, requesting and maintaining a customer's social security number is not a prohibited practice. In recent years the Department has seen an increase in consumer concerns about identity theft. Social security numbers are often used as the basis for building a false identity which is then used for fraudulent purpose to the detriment of an unsuspecting consumer. The Department projects that complaints regarding identity theft will increase as electronic shopping continues to grow.

This bill addresses one practice which will help ease the problem. The Department does not know how many retailers currently use Social Security numbers to identify their customers. The Department estimates that complaints and enforcement related to this law will generally be in conjunction with other consumer laws which the Department already enforces with current resources

Based on these assumptions the Department estimates that no additional resources will be necessary for administration and enforcement of this law.

**Long-Range Fiscal Implications**

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Date

4/28/99