

DRAFTER'S NOTE
FROM THE
LEGISLATIVE REFERENCE BUREAU

LRB-0135/1dn
MGG:kmg:km

October 22, 1998

1. Please review and think through this draft carefully. In so doing please consider the following:

a. I have drafted this bill in this manner so that businesses may still ask for personally identifiable information to verify checks, check credit limits, etc.

b. It is my understanding that this bill will prohibit the use of discount cards at certain businesses such as grocery stores since when the card is scanned information is collected as to the type of products the customer is buying. This information is then used to send free offers or other advertising to customers for products that they often purchase. There may be other marketing scenarios to which this prohibition will apply.

2. I arbitrarily picked the penalty; let me know what penalty you do want. If no penalty is specified, the penalty will be a forfeiture of \$200. See s. 939.61 (1).

Mary Gibson-Glass
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