

1999 ASSEMBLY BILL 294

April 22, 1999 – Introduced by Representatives STASKUNAS, SCHNEIDER, FREESE, MUSSER, BRANDEMUEHL, MILLER, HASENOHRL, LADWIG, OWENS, PLOUFF, GUNDERSON, BERCEAU, J. LEHMAN, POCAN, BOCK, CULLEN and BLACK, cosponsored by Senators ERPENBACH, LAZICH, HUELSMAN and FARROW. Referred to Committee on Judiciary and Personal Privacy.

1 **AN ACT** *to create* 134.44 of the statutes; **relating to:** the disclosure of personally
2 identifiable information by businesses and their employes and providing a
3 penalty.

Analysis by the Legislative Reference Bureau

This bill prohibits a business from disclosing to another person any information received from a customer that may identify or be associated with that particular customer.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

4 **SECTION 1.** 134.44 of the statutes is created to read:
5 **134.44 Disclosure of personally identifiable information by**
6 **businesses.** (1) In this section, “personally identifiable information” has the
7 meaning given in s. 19.62 (5).

