

1999 DRAFTING REQUEST

Bill

Received: 02/4/99

Received By: gibsom

Wanted: As time permits

Identical to LRB:

For: Jon Erpenbach (608) 266-6670

By/Representing: Julie

This file may be shown to any legislator: NO

Drafter: gibsom

May Contact:

Alt. Drafters:

Subject: Trade Regulation

Extra Copies:

Pre Topic:

No specific pre topic given

Topic:

Disclosure of information obtained by couponless card

Instructions:

See Attached

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/1	gibsom 05/20/99	ygeller 05/22/99	martykr 05/26/99	_____	lrb_docadmin 05/26/99	lrb_docadmin 06/1/99	

FE Sent For:

<END>

↪ Not Needed

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1?	gibson	1/5/99 jlg	kmh	mar 5 km/24			

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<END>

Julie from Sen. Exenbach's office called:
Wants a draft that ~~prohibits~~ ^{requires} stores
like Kohl's, Cops, Super Saver etc. that
issue "bonus cards" or "saver's cards"
(that give holders of the cards discounts
on certain items) ~~from~~ to disclose on
the card application that it may provide
info. ^{given} the application to others -
~~What to do~~

Do you
want me
to enter
this?

Robin

See 99-707
(not drafted)



State of Wisconsin
1999 - 2000 LEGISLATURE

RMR
LRB-2120/81
MGG...
JKg

~~PRELIMINARY DRAFT - NOT READY FOR INTRODUCTION~~

gen cat

released

1 AN ACT ...; relating to: the release of personally identifiable information by
2 businesses and their employes and providing a penalty. ✓

disclosure

Analysis by the Legislative Reference Bureau

This bill prohibits a business who requests personally identifiable information from a customer on an application form to participate in a program that the business operates to provide discounts or other benefits to customers from releasing the information unless the application contains a disclosure concerning the release. The release must state to whom the information may be disclosed, the type of information that may be disclosed, and the purposes for which the information may be disclosed.

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

Disclosure of personally identifiable information by businesses

3 SECTION 1. 134.44 of the statutes is created to read:

4 134.44 ~~134.44~~ (1) In this section, "personally identifiable information" means
5 the name of an individual or other information that can be used to identify that
6 individual.

7 (2) No person who is engaged in or employed by a business for profit and who
8 requests personally identifiable information from a customer on an application form

1 to participate in a program that is operated by the business to offer the customer
 2 discounts on purchases or other benefits ¹ may release the personally identifiable
 3 information to any other person unless ^{the application form contains} there is a written disclosure on the
 4 application form stating all of the following:

5 (a) The types of personally identifiable information that may be ^{released} disclosed.

6 (b) The types of ^{3rd} parties to whom the personally identifiable information
 7 may be ^{released} disclosed.

8 (c) The purposes for which the personally identifiable information may be
 9 ^{released} disclosed.

10 (3) Any person who violates sub. (2) ¹ is subject to a forfeiture of not more than
 11 \$100 ¹ for each violation.

12 (END)

**SUBMITTAL
FORM**

**LEGISLATIVE REFERENCE BUREAU
Legal Section Telephone: 266-3561
5th Floor, 100 N. Hamilton Street**

The attached draft is submitted for your inspection. Please check each part carefully, proofread each word, and **sign** on the appropriate line(s) below.

Date: 5/26/99

To: Senator Erpenbach

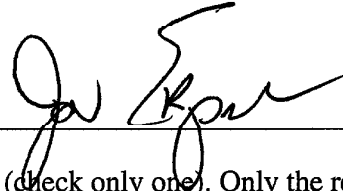
Relating to LRB drafting number: LRB-2120

Topic

Disclosure of information obtained by couponless card

Subject(s)

Trade Regulation

1. **JACKET** the draft for introduction _____ 

in the **Senate** or the **Assembly** _____ (check only one). Only the requester under whose name the drafting request is entered in the LRB's drafting records may authorize the draft to be submitted. Please allow one day for the preparation of the required copies.

2. **REDRAFT.** See the changes indicated or attached _____.

A revised draft will be submitted for your approval with changes incorporated.

3. Obtain **FISCAL ESTIMATE NOW**, prior to introduction _____.

If the analysis indicates that a fiscal estimate is required because the proposal makes an appropriation or increases or decreases existing appropriations or state or general local government fiscal liability or revenues, you have the option to request the fiscal estimate prior to introduction. If you choose to introduce the proposal without the fiscal estimate, the fiscal estimate will be requested automatically upon introduction. It takes about 10 days to obtain a fiscal estimate. Requesting the fiscal estimate prior to introduction retains your flexibility for possible redrafting of the proposal.

If you have any questions regarding the above procedures, please call 266-3561. If you have any questions relating to the attached draft, please feel free to call me.

Mary Gibson-Glass, Senior Legislative Attorney
Telephone: (608) 267-3215