

## 2001 ASSEMBLY BILL 176

March 7, 2001 - Introduced by Representative POWERS, by request of Governor's Task Force on Privacy. Referred to Committee on Personal Privacy.

1     **AN ACT to create** 19.68 of the statutes; **relating to:** collection of personally  
2     identifiable information by certain state entities from Internet sites.

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### *Analysis by the Legislative Reference Bureau*

This bill provides that if a state officer, agency, authority, or governmentally related corporation maintains an Internet site, the officer, agency, authority, or corporation may not use that site to obtain personally identifiable information from any person who visits that site without the consent of the person from whom the information is obtained. Under the bill, "personally identifiable information" means information that can be associated with a particular individual through one or more identifiers or other information or circumstances. Violators are subject to a forfeiture (civil penalty) of not more than \$500 for each violation.

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

3     **SECTION 1.** 19.68 of the statutes is created to read:  
4     **19.68 Collection of personally identifiable information from Internet**  
5     **users.** No state authority that maintains an Internet site may use that site to obtain

**ASSEMBLY BILL 176**

1 personally identifiable information from any person who visits that site without the  
2 consent of the person from whom the information is obtained.

3 (END)