



## Fiscal Estimate Narratives

DNR 05/24/2001

LRB Number	<b>01-2534/1</b>	Introduction Number	<b>SB-181</b>	Estimate Type	<b>Original</b>
<b>Subject</b>					
Individual's ownership of personal identifiers					

### Assumptions Used in Arriving at Fiscal Estimate

#### Bill Summary:

This bill prohibits a person from selling, renting or trading a personal identifier of an individual for marketing purposes unless the individual has given written permission for such use. The bill also prohibits a person from buying or obtaining by rental or trade an individual's personal identifier for marketing purposes unless the person receives written assurance that the person providing the personal identifier has written from the individual identified by the personal identifier.

#### Fiscal Estimate:

The Department of Natural Resources (DNR) sells lists of individuals who purchase hunting and fishing licenses and boat, snowmobile and all-terrain vehicle registrations. The DNR currently allows individuals to remove their names ("opt out") from lists provided to others; they can do this verbally when they purchase a recreational license or register a recreational vehicle, or they can inform the department in writing. They can also reverse the decision to "opt out" either verbally or in writing. This is the only provision in any of the DNR's recreational licensing or registration processes to enable individuals to give permission for their personal identifiers to be used for marketing purposes.

Under the bill, the DNR would set all licensing and registration records to indicate that the personal identifiers may not be included in lists sold to others. The only identifiers that would be sold would belong to those individuals who gave the department permission to do so. It is likely that very few, if any, individuals would give permission, and the resulting lists would be so small as to be useless for marketing purposes. The department would continue to fulfill requests for lists of personal identifiers for purposes other than marketing, mostly from governmental agencies and persons performing statistical analyses.

The department uses the revenue from the sale of recreational lists to cover its costs of producing those lists. If the lists became useless and few were sold, there would be no costs incurred and no revenue collected, with no net fiscal impact.

### Long-Range Fiscal Implications

## Fiscal Estimate Worksheet - 2001 Session

Detailed Estimate of Annual Fiscal Effect

Original     
  Updated     
  Corrected     
  Supplemental

LRB Number <b>01-2534/1</b>		Introduction Number <b>SB-181</b>	
<b>Subject</b>			
Individual's ownership of personal identifiers			
<b>I. One-time Costs or Revenue Impacts for State and/or Local Government (do not include in annualized fiscal effect):</b>			
<b>II. Annualized Costs:</b>		<b>Annualized Fiscal Impact on funds from:</b>	
		Increased Costs	Decreased Costs
<b>A. State Costs by Category</b>			
State Operations - Salaries and Fringes	\$		
(FTE Position Changes)			
State Operations - Other Costs			
Local Assistance			
Aids to Individuals or Organizations			
<b>TOTAL State Costs by Category</b>	<b>\$</b>		<b>\$</b>
<b>B. State Costs by Source of Funds</b>			
GPR			
FED			
PRO/PRS			
SEG/SEG-S			
<b>III. State Revenues - Complete this only when proposal will increase or decrease state revenues (e.g., tax increase, decrease in license fee, etc.)</b>			
	Increased Rev	Decreased Rev	
GPR Taxes	\$		\$
GPR Earned			
FED			
PRO/PRS			
SEG/SEG-S			
<b>TOTAL State Revenues</b>	<b>\$</b>		<b>\$</b>
<b>NET ANNUALIZED FISCAL IMPACT</b>			
	State	Local	
NET CHANGE IN COSTS	\$		\$
NET CHANGE IN REVENUE	\$		\$
<b>Agency/Prepared By</b>		<b>Authorized Signature</b>	<b>Date</b>
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