April 13, 2007 – Introduced by Representatives HIXSON, TOWNSEND, BERCEAU, BOYLE, CULLEN, HILGENBERG, MUSSER, POPE-ROBERTS, SINICKI, TRAVIS, VAN AKKEREN and YOUNG, cosponsored by Senators LEHMAN and LASSA. Referred to Committee on Consumer Protection and Personal Privacy.

AN ACT to create 100.55 of the statutes; relating to: retention of personal identification data by retailers.

Analysis by the Legislative Reference Bureau
This bill prohibits a retailer from retaining a customer’s personal identification data for longer than necessary to complete a transaction with the customer.
For further information see the state fiscal estimate, which will be printed as an appendix to this bill.

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

SECTION 1. 100.55 of the statutes is created to read:

100.55 Personal identification data retention. (1) In this section, “personal identification data” means a series of digits or other symbols used by a person to authorize a purchase using an account that pertains to the person.
(2) A retailer may not retain a customer’s personal identification data for a period of time that is longer than necessary to complete a transaction with the customer.

(END)