

Fiscal Estimate - 2021 Session

Original
 Updated
 Corrected
 Supplemental

LRB Number 21-4835/1	Introduction Number AB-0957
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Description
 consumer data protection and providing a penalty

Fiscal Effect

State:

- No State Fiscal Effect
- Indeterminate
 - Increase Existing Appropriations
 - Decrease Existing Appropriations
 - Create New Appropriations
- Increase Existing Revenues
- Decrease Existing Revenues
- Increase Costs - May be possible to absorb within agency's budget
 - Yes
 - No
- Decrease Costs

Local:

- No Local Government Costs
- Indeterminate
 - 1. Increase Costs
 - 2. Decrease Costs
 - 3. Increase Revenue
 - 4. Decrease Revenue
- Permissive Mandatory
 - Permissive Mandatory
 - Permissive Mandatory
 - Permissive Mandatory
- 5. Types of Local Government Units Affected
 - Towns Village Cities
 - Counties Others
 - School Districts WTCS Districts

Fund Sources Affected **Affected Ch. 20 Appropriations**

GPR FED PRO PRS SEG SEGS

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Fiscal Estimate Narratives

DATCP 2/15/2022

LRB Number 21-4835/1	Introduction Number AB-0957	Estimate Type Original
Description consumer data protection and providing a penalty		

Assumptions Used in Arriving at Fiscal Estimate

This bill establishes requirements for controllers and processors of the personal data of consumers. The bill defines a "controller" as a person that, alone or jointly with others, determines the purpose and means of processing personal data, and the bill applies to controllers that control or process the personal data of at least 100,000 consumers or that control or process the personal data of at least 25,000 consumers and derive over 50 percent of their gross revenue from the sale of personal data.

The bill gives exclusive authority to the Attorney General to enforce violations. Since DATCP would not have enforcement authority in the proposed Wis. Stat. § 134.985, there would be no substantial fiscal impact to the agency.

Long-Range Fiscal Implications