# Fiscal Estimate - 2023 Session

<table>
<thead>
<tr>
<th>LRB Number</th>
<th>23-2848/1</th>
<th>Introduction Number</th>
<th>SB-0642</th>
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## Description
consumer data protection and providing a penalty

### Fiscal Effect

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

**Local:**
- [ ] No Local Government Costs
- [ ] Indeterminate
  - [ ] Increase Costs
    - [ ] Permissive
    - [ ] Mandatory
  - [ ] Decrease Costs
    - [ ] Permissive
    - [ ] Mandatory
  - [ ] Increase Revenue
    - [ ] Permissive
    - [ ] Mandatory
  - [ ] Decrease Revenue
    - [ ] Permissive
    - [ ] Mandatory

### Fund Sources Affected
- [ ] GPR
- [ ] FED
- [ ] PRO
- [ ] PRS
- [ ] SEG
- [ ] SEGS

### Affected Ch. 20 Appropriations

### Agency/Prepared By
DATCP/ Waylon Hurlburt (608) 224-4857

### Authorized Signature
Waylon Hurlburt (608) 224-4857

### Date
11/8/2023
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

Unknown.