

Assembly

Record of Committee Proceedings

Committee on State Affairs

Assembly Bill 172

Relating to: consumer data protection and providing a penalty.

By Representatives Zimmerman, Sortwell, Allen, Armstrong, Behnke, Dittrich, Duchow, Goeben, Gustafson, Knodl, Kreibich, Krug, Kurtz, Maxey, Melotik, Murphy, Mursau, Nedweski, O'Connor, Penterman, Piwowarczyk, Pronschinske, Snyder, Steffen, Tittl, Tusler, Wittke and Moses; cosponsored by Senators Quinn, Nass, Roys and Marklein.

January 16, 2026 Referred to Committee on State Affairs

January 21, 2026 **Public Hearing Held**

Present: (10) Representative Swearingen; Representatives Green, Summerfield, Moses, Wittke, Spiros, Piwowarczyk, Sinicki, Kirsch and Roe.

Absent: (0) None.

Excused: (0) None.

Appearances For

- Rep. Shannon Zimmerman - 30th Assembly District

Appearances Against

- None.

Appearances for Information Only

- None.

Registrations For

- Tyler Clark - Microsoft
- Tom Fonfara - Microsoft
- Sen. Romaine Quinn - 25th Senate District
- Mark Anstinson - WI Technology Council

Registrations Against

- Susan Quam - Wisconsin Restaurant Association
- Evan Umpir - Wisc. Manufacturers and Commerce
- Bill Esbeck - WI State Telecommunications Association
- Hannah Huffman - TDS Telo
- Amanda Merkwae - ACLU of Wisconsin
- Jordan Lamb - Consumer Healthcare Products Association

Registrations for Information Only

- None.

January 28, 2026

Executive Session Held

Present: (10) Representative Swearingen; Representatives Green, Summerfield, Moses, Wittke, Spiros, Piwowarczyk, Sinicki, Kirsch and Roe.

Absent: (0) None.

Excused: (0) None.

Moved by Representative Wittke, seconded by Representative Sinicki that **Assembly Bill 172** be recommended for passage.

Ayes: (10) Representative Swearingen; Representatives Green, Summerfield, Moses, Wittke, Spiros, Piwowarczyk, Sinicki, Kirsch and Roe.

Noes: (0) None.

PASSAGE RECOMMENDED, Ayes 10, Noes 0

Zach Schmidt
Committee Clerk