



2007 ASSEMBLY BILL 267

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.

1 **AN ACT** *to create* 100.55 of the statutes; **relating to:** retention of personal
2 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:

3 **SECTION 1.** 100.55 of the statutes is created to read:
4 **100.55 Personal identification data retention.** (1) In this section,
5 “personal identification data” means a series of digits or other symbols used by a
6 person to authorize a purchase using an account that pertains to the person.

