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STATE REPRESENTATIVE • 30th ASSEMBLY DISTRICT

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Zimmerman’s Data Privacy Legislation Passes the Assembly

Madison, WI...State Representative Shannon Zimmerman (R-River Falls) joined the full State Assembly today in approving, on a bipartisan vote, his data privacy legislation that would fundamentally shift the balance of power away from big data collection companies back to Wisconsin consumers.

“Big tech companies and other data collectors represent a clear threat to Wisconsin families because privacy violations have become far too common,” said Zimmerman. “Having spent over 25 years in high-tech as an area business owner, I am keenly aware of the positive benefits that technology can bring to our lives. However, when your sensitive information is collected and misused with the same technological capability, it can be a recipe with a disastrous outcome.”

Assembly Bill 466 gives consumers the ability to manage how their personal data is collected, stored and utilized. In short, the bill would allow any consumer in Wisconsin to ask a data collector: What data do you have that identifies me and to whom have you shared or sold that data? The bill also allows a consumer to request that a data collector stop collecting or processing, or correct inaccurate data.

“This bill is about returning privacy to our citizens and taking control of the effects of technology on our society, before it takes us down a dark path” Zimmerman added. “Passage of this measure would place Wisconsin at the forefront in consumer protection on data privacy.”

The bill was recently approved unanimously by the Assembly Committee on Consumer Affairs and now moves on to the State Senate for consideration.

Rep. Shannon Zimmerman represents the 30th Assembly District which includes parts of St. Croix and Pierce Counties.

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