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# SCOTT ALLEN

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REPRESENTATIVE • 97<sup>TH</sup> ASSEMBLY DISTRICT

For Immediate Release  
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## **Rep Allen Votes for Consumer Data Protection**

Madison, WI – Today, Rep Allen voted for AB 466, relating to protecting consumer data. The bill would provide greater consumer rights over their personal data such as confirming whether or not their data is being used or sold, correcting inaccuracies in their data, and opting out of their data being used for advertisement. Rep Allen released the following statement:

“In our increasingly digital age, consumer data is a valuable commodity. Wisconsinites want to know that their data is not being misused, and this bill provides individuals tools to control their own data. That data belongs to consumers, and we have a responsibility as the state government to better protect the rights of consumers. Today was a step forward in that regard.”

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Rep. Scott Allen represents the City of Waukesha, the Villages of Dousman, North Prairie, Summit, and Waukesha, and the Towns of Genesee, Mukwonago, and Ottawa.