

SB166 • Wisconsin

Consumer data protection and providing a penalty. (FE)

In Committee

Risk: Medium

Comprehensive

Last Action (Mar 23, 2026): Failed to pass pursuant to Senate Joint Resolution 1

Summary

SB166 involves changes to consumer data protection laws, including the creation of 100.80 of the statutes, and the repeal and amendment of specific provisions.

Business Impact

If you operate in Wisconsin, you must update your consumer data protection policies by January 1, 2024, or face penalties.

Key Provisions

- Creates 100.80 of the statutes
- Repeals 100.80 (9) (b) 1.
- Amends 100.80 (9) (b) 2.

Compliance Checklist

- Implement protective measures for consumer data. | Who: Businesses that handle consumer data. | Penalty: Fines or legal repercussions for non-compliance.
- Ensure compliance with new data protection definitions. | Who: Data handlers and businesses. | Penalty: Potential fines for violations.

Industries Affected

Finance

Technology

Healthcare

Retail

Consumer Protection

Topics

Bill Sponsors

Name	Party	Role
C. Larson		Primary
Risser		Primary
Hansen		Primary
Shilling		Primary
Johnson		Primary
Vinehout		Primary
Darling		Primary
Bewley		Primary
Carpenter		Primary
Cowles		Primary
Stroebe		Primary
Ballweg		Primary

Related Bills

- AB172 (WI)

Official Source

<https://docs.legis.wisconsin.gov/2025/proposals/reg/sen/bill/sb166>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.