



# SHANNON ZIMMERMAN

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FOR IMMEDIATE RELEASE

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## **Rep. Zimmerman Introduces Legislation to Safeguard Your Privacy**

*Bills Constitute Most Comprehensive Data Privacy Package in the United States*

(Madison) Today, Representative Shannon Zimmerman (R-River Falls) released three bills on data privacy that will fundamentally shift the balance power away from data collection companies and back to consumers.

“Privacy is disappearing in this country,” said Rep. Zimmerman. “If a burglar were to enter your home and record your private conversations, rifle through your receipts, or take pictures of your children, you would rightfully be livid! Companies now track every aspect of your life – including your purchases, your moods, your habits, and your travel. This information isn’t just used to sell you things; it can also be used to decide whether you get a line of credit or where you can get a job. It’s time for us to prioritize peoples’ privacy.”

The bills Rep. Zimmerman is introducing are modeled after the European General Data Protection Regulations (GDPR). Not only is this the gold standard for privacy advocates, but US companies that do business in Europe already have to comply with these regulations. Passage of the bills would place Wisconsin at the forefront in consumer protection on data privacy.

“These bills are 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” Rep. Zimmerman added. “These bills are the start of a conversation, and I look forward to the dialogue with my colleagues and the citizens of Wisconsin.”

In addition, please note citizens can go to [DataPrivacyWI.com](http://DataPrivacyWI.com) to have their voices heard on this issue.

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