



State of Wisconsin  
Governor Tony Evers

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**Department of Agriculture, Trade and Consumer Protection**  
Secretary-designee Randy Romanski

**DATE:** September 24, 2020

**TO:** Board of Agriculture, Trade and Consumer Protection

**FROM:** Randy Romanski, Secretary-Designee  
Lara Sutherlin, Administrator, Division of Trade and Consumer Protection

**SUBJECT: Data Privacy and Security Advisory Committee**

**TO BE PRESENTED BY:** Lara Sutherlin

**REQUESTED ACTION:**

No action required. For information only.

**BACKGROUND:**

In October 2019, DATCP convened the Data Privacy and Security Advisory Committee to discuss the complex issues surrounding data privacy, data security and data breach. On September 1, 2020, DATCP released its final report to its membership, stakeholders, and the public.

The Advisory Committee had four objectives:

- To identify and research possible changes to Wisconsin state law,
- To determine the efficacy of consumer data privacy initiatives,
- To consider how best to protect and secure information received by public and private entities in Wisconsin, and
- To determine the business community's readiness to adopt potential regulatory enhancements.

This report lets the Board know the progress the Advisory Committee made in achieving these objectives.

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