



SHANNON ZIMMERMAN

STATE REPRESENTATIVE • 30th ASSEMBLY DISTRICT

Assembly Bill 824 Assembly Committee on State Affairs February 7, 2024

Thank you Chairman Swearingen and committee members for hearing testimony on Assembly Bill 824 today.

Data is a powerful resource that, when shared responsibly and securely between separate entities, can generate numerous public benefits. From informing decision-making and policy formulation, to fostering innovation and economic growth, to monitoring and improving public health and safety, data-driven approaches have the potential to significantly transform the lives of individuals and communities.

When relevant data is shared responsibly and securely, public and private organizations can fulfill their respective missions with greater speed and efficacy – and their collaboration can yield even greater value to their constituencies than each one acting alone.

While data sharing offers numerous benefits, it can be challenging for many reasons, including:

1. **Privacy and Security Concerns:** Sharing data, especially sensitive or personally identifiable information, raises significant privacy and security concerns. Ensuring that data is handled safely and responsibly is critically important. Data breaches and unauthorized access could lead to severe consequences for individuals and organizations involved.
2. **Data Ownership and Control:** Determining who owns the data and who has the right to control its sharing can be complex, especially in collaborations involving multiple stakeholders. Concerns over data ownership and control may hinder sharing, as organizations may be reluctant to give up control over valuable information.
3. **Legal and Regulatory Compliance:** Data sharing must comply with relevant statutes, regulations, such as HIPAA, FERPA, and other data protection laws. Navigating complex legal requirements can be a barrier to data sharing, especially when sharing data with different organizations.
4. **Institutional Barriers:** Different organizations may have different data-sharing policies. Some institutions may be more open to collaboration and sharing, while others might be more protective of their data due to competitive or legal reasons.

5. **Trust and Collaboration:** Building trust among community members and stakeholders is vital for successful data sharing. Concerns about data misuse or misinterpretation may hinder collaboration and open sharing among parties.
6. **Data Governance and Ethics:** Establishing clear data governance frameworks and ethical guidelines is essential for responsible data sharing. Addressing issues related to consent, data access, and data usage can be complex and may require careful consideration and consultation.

This bill aims to mitigate these challenges and create the conditions for both responsible and impactful collaborative data sharing by:

- Strengthening consumer data privacy and security, thus ensuring the identities and rights of all constituents are fully protected.
- Providing a clear and easily navigable “roadmap”, including legal guidance and best practices, for participating data-sharing entities to follow.
- Securing and streamlining the data sharing and integration process to increase the efficiency and efficacy of decision-making and collaborative action.

To accomplish these aims, this bill specifically provides the following:

- Clear definitions of stakeholder roles in the data sharing and integration process.
- Detailed descriptions of stakeholder responsibilities, including steps each stakeholder must take and requirements each stakeholder must meet to abide by the statute.
- The structure and required elements for data sharing agreements between separate entities.
- A directive to identify and comply with applicable data privacy and security statutes (Federal and state) that govern the collection, sharing, and use of sensitive or personally identifiable information.

Ultimately, this bill will enable optimized resource allocation – through both the identification of collective impact opportunities and the reduction of inefficient or redundant programs and services – that results in greater Social Return on Investment (SROI).

Thank you for your time and attention today.

Sincerely,

Shannon Zimmerman
State Representative
District 30

Testimony – AB 824
Assembly Committee on State Affairs
Wednesday, February 7, 2024

Thank you, Chairperson Swearingen, and Members of the Wisconsin Assembly Committee on State Affairs.

I am the CEO and Chairwoman of SysLogic, Inc, an Information Technology services company based in Brookfield. In addition to providing software and cyber-security solutions, SysLogic has been building data solutions for clients for over 28 years.

One year ago, we began working with Representative Zimmerman on this legislation because we recognized and appreciated his expertise in technology and data management. Today, as recent federal hearings related to modern technology advancements (involving digital giants like Facebook and Google) have demonstrated, the urgent need for comprehensive legislation to govern data sharing and usage is something we can all appreciate.

In this digital age, data and information are powerful commodities. As such, it is imperative that we recognize this power and enact legislation that ensures its responsible and respectful use. The bill before you does just that. To be clear, this bill does not contain any kind of mandate for data sharing. Instead, it lays a framework and roadmap for entities sharing sensitive data outside their organizations. This framework provides essential best practices to safeguard the movement and usage of data.

If you believe this legislation makes sense – especially in the context of recent events – you are absolutely right. It does. It promotes responsible data ownership, custodianship, and stewardship without presenting undue regulation or hindering healthy competition. While many entities already adhere to best practices, a standardized framework will make it easier for all types of entities to stay ahead of them.

Again, I want to remind you that this legislation does not apply to all data. It applies to sensitive data being shared between separate entities. Absent this framework, you can count on a “wild west” of data sharing where our sensitive information will continue to travel without the proper protections.

In conclusion, I urge the committee to support this legislation. By establishing clear guidelines for data sharing, we can protect sensitive information, promote responsible practices, and uphold the trust of our constituents. Thank you for your consideration.


Tina Chang

February 7, 2024

RE: Support for Assembly Bill 824 *(Relating to: establishing standards for the sharing of sensitive information between separate legal entities)*

Chairman Swearingen and members of the Committee on State Affairs:

I am writing to express my support for Assembly Bill 824.

I have over 20 years of experience with software and information systems design and analysis, including developing frameworks and processes for regulatory compliance. I believe **the framework described in AB824 represents a reasonable set of best practices** that should not be overly burdensome for entities involved in handling sensitive data.

Many organizations don't know where to begin in developing internal processes and safeguards to ensure responsible and secure sharing of sensitive information. This legislation gives them a solid starting point:

- It will help them understand how to structure agreements that clearly define the roles and responsibilities for the entities involved, as well as the permitted uses and restrictions of the data sharing arrangement.
- It will also help them understand how to establish and enforce good internal processes (if they do not already have them), so they can proceed confidently knowing they are holding up their end of the agreement.

This bill will help to create a common language and framework for how to do this important work securely. It will also ensure trust and effective governance among the participating entities—for their benefit and the benefit of their constituents and stakeholders.

I urge you to support AB824. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Tilney Fitzpatrick".

Tilney Fitzpatrick
Senior Consultant

Wauwatosa resident

Testimony – AB 824
Assembly Committee on State Affairs
Wednesday, February 7, 2024

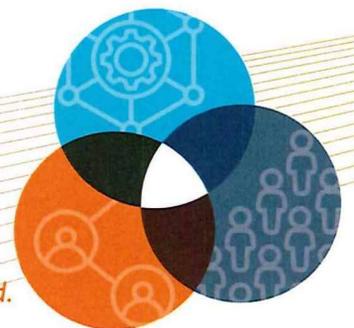
Thank you, Chairperson Swearingen, and Members of the Wisconsin Assembly Committee on State Affairs.

I am honored to serve as the Co-Founder and Executive Director of WillBridge, a Wisconsin Public Benefit Corporation headquartered in Brookfield. WillBridge's mission is to accelerate how organizations across multiple sectors leverage data, technology, and tech talent to pursue and achieve transformational community change.

With over 20 years of experience in the non-profit sector at the local, state, and national level, I come before you today to ask for your support of AB 824. Prior to conceiving and launching WillBridge with Tina Chang, I served as the Executive Director of Achieve Brown County in Green Bay, an organization that champions the very principles this legislation aims to inspire and enable: data sharing for collective impact. This entails organizations and leaders from multiple sectors working together to make data-informed decisions for systematically addressing complex social issues and achieving sustainable social change.

Our journey at Achieve Brown County taught us the intricacies of data sharing, not just from a technological standpoint, but crucially, from a governance standpoint. While we were blessed with smart and thoughtful leaders from various entities – including healthcare, education, non-profits, and government – it took us years to navigate the complexities that this legislation aptly addresses and resolves. And while the eventual outcome was nationally recognized as groundbreaking and the benefits our collaboration yielded were extraordinary, it was a really heavy lift.

WillBridge was founded with an explicit social impact mission of helping collective impact stakeholders make this lift. We firmly believe that organizations, leaders, and community members striving to harness the transformative power of data should have the necessary tools, resources, and knowledge to do so. But we learned there is only so much we or any single organization can do. That's where this legislation comes in. Currently active data-driven initiatives across the state – including those in public health, homelessness prevention, substance abuse prevention and treatment, community safety, economic development, and crisis response – underscore the urgency and relevance of this legislation. With your and your fellow lawmakers' support, this legislation can close critical gaps and make an immediate difference in the success of these efforts.



Throughout my career and service to communities across Wisconsin, I have witnessed the power of people and organizations coming together for the common good. The spirit of collaboration and the willingness to prioritize community well-being over competition is not unique to one community but resonates in communities across the entire state. To truly unlock the power of data to improve lives, we must make it easier for organizations to share data responsibly, efficiently, and effectively. This legislation, with its playbook for responsible and impactful data sharing, precisely addresses that need.

Thank you for your consideration and support.



Spencer Bonnie

DATA YOU CAN USE



February 1, 2024

The Honorable Rob Swearingen
Chair, Assembly Committee on State Affairs
Room 123 West, State Capitol
PO Box 8953
Madison, WI 53708

Subject: Support for AB 824 re: establishing standards for the sharing of sensitive information between separate legal entities

Dear Chairman Swearingen and Members of the Assembly Committee on State Affairs:

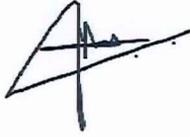
I am writing on behalf of Data You Can Use to express our wholehearted support for Assembly Bill 824, which is aimed at creating the conditions conducive to responsible and impactful data sharing between governmental and non-governmental agencies in Wisconsin. We strongly believe this legislation will enable more data-driven approaches that have the potential to transform the lives of individuals and communities across the state.

We applaud the comprehensive approach of the legislation and how it safeguards the rights and interests of all constituents and stakeholders, instilling greater trust in the data-sharing process. Similarly, we appreciate the inclusion of a clear and easily navigable "roadmap" within the legislation. Providing legal guidance and best practices is instrumental in facilitating the participation of data-sharing entities, ensuring adherence to ethical standards and compliance with regulations. This guidance not only mitigates uncertainties, but also fosters a collaborative environment where entities can contribute to shared goals confidently. Furthermore, by enhancing efficiency and efficacy in joint decision-making and action, this guidance paves the way for multi-sector collective impact that maximizes resources and yields even greater value to communities than through each entity acting alone. This will undoubtedly catalyze innovation and enable more informed, data-driven approaches to addressing societal challenges.

Overall, as an organization invested in responsible data practices, we believe this legislation represents a significant stride towards a future where data sharing is not only secure and efficient, but also a greater force for positive change. We are eager to contribute to the realization of these goals and look forward to the positive transformations this legislation can bring to our communities.

Thank you for your dedication to advancing responsible and impactful data sharing. We stand ready to support and collaborate in the successful implementation of this crucial legislation.

Sincerely,



Dr. Victor Amaya
President and Executive Director



Audit Trail

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February 1, 2024

The Honorable Rob Swearingen
Chair, Assembly Committee on State Affairs
Room 123 West, State Capitol
PO Box 8953
Madison, WI 53708

Subject: Support for AB 824 re: establishing standards for the sharing of sensitive information between separate legal entities

Dear Chairman Swearingen and Members of the Assembly Committee on State Affairs:

I am writing on behalf of Building Our Future to express our wholehearted support for Assembly Bill 824, which is aimed at creating the conditions conducive to responsible and impactful data sharing between governmental and non-governmental agencies in Wisconsin. We strongly believe this legislation will enable more data-driven approaches that have the potential to transform the lives of individuals and communities across the state.

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Sincerely,



Tatjana Bicanin
Executive Director



Audit Trail

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Feb. 7, 2024

TO: Assembly Committee on State Affairs
FROM: Tom Still, president, Wisconsin Technology Council
RE: AB-1068

Chairman Swearingen and members of the committee:

Society has been here many times before. A little more than 200 years ago, a group of English textile workers called the Luddites took to destroying mill machinery -- not because they were inherently anti-technology -- but mainly to protest labor conditions at the time. The movement faded in a few years and the textile industry continued down an inevitable road to automation.

The history of technology reveals many such examples of innovation being met with suspicion and worries that mankind would lose its moral compass. From Gutenberg's printing press to the dawn of the computer age, people have fretted that new ways and machines would erode the ability of people to discern good from bad while dangerously accelerating change.

Today, it's the explosion of artificial intelligence technologies that frightens some people. This time, however, it's not just modern-day Luddites but people who understand tech and who actively push the innovation envelope themselves.

Familiar names such as Elon Musk (PayPal, Tesla, SpaceX, and X) and Steve Wozniak (Apple) are among at least 1,000 tech leaders, researchers, and others who signed an open letter in 2023 urging a moratorium on the development of the most powerful artificial intelligence systems.

There is no denying the race is on. Companies such as Microsoft, Google, IBM, Amazon, and Tencent are all investing heavily in AI, which may be defined as the simulation of human intelligence processes by machines, especially computer systems leveraging large sets of data. Millions of people have toyed with the free version of ChatGPT, introduced by OpenAI and Microsoft, which can do everything from answering questions in poetic verse to engaging in human-like banter. We're up to Chat GPT4.

From deep fakes to misinformation that could start wars, and from education plagiarism to simple errors based on incorrect data, many AI risks are there.

But so are opportunities to improve health care, transportation, financial services, environmental mitigation, and what computer scientists call "natural language processing." The latter describes giving computers the ability to understand text and spoken words in much the same way human beings do.

“Artificial intelligence would be the ultimate version of Google. The ultimate search engine that would understand everything on the web. It would understand exactly what you wanted, and it would give you the right thing. We’re nowhere near doing that now. However, we can get incrementally closer to that, and that is basically what we work on.”

LARRY PAGE, CO-FOUNDER, GOOGLE

“I’m increasingly inclined to think there should be some regulatory oversight, maybe at the national and international level, just to make sure that we don’t do something very foolish. I mean with artificial intelligence we’re summoning the demon.”

ELON MUSK AT MIT’S AEROASTRO CENTENNIAL SYMPOSIUM

“What’s coming stands to dwarf every technological creation in living memory: the internet, the personal computer, the atom bomb. It may well be the most consequential technology in all of human history. Artificial intelligence will ... help us make miraculous, life-saving discoveries. The danger lies in outsourcing our humanity to this technology without discipline...”

ADRIENNE LAFRANCE, EXECUTIVE EDITOR, THE ATLANTIC

“The development of full artificial intelligence could spell the end of the human race ... It would take off on its own, and re-design itself at an ever-increasing rate. Humans, who are limited by slow biological evolution, couldn’t compete, and would be superseded.”

THE LATE STEPHEN HAWKING TO THE BBC, DECEMBER 2014

“I believe there are more reasons than not to be optimistic that we can manage the risks of AI while maximizing their benefits. But we need to move fast.”

BILL GATES, CO-FOUNDER MICROSOFT

“Over the past decades computers have broadly automated tasks that programmers could describe with clear rules and algorithms. Modern machine learning techniques now allow us to do the same for tasks where describing the precise rules is much harder.”

JEFF BEZOS, AMAZON

HOW IS AI INFLUENCING 2024 WISCONSIN GOVERNOR'S BUSINESS PLAN CONTEST?

At least 21 entries use AI in different sectors:

Underground resource exploration

Market analysis

Recruitment/training/career platforms (6)

Home improvement

Soil sensors to quantify nutrients

Facial recognition

Health care

Logistics

Personalized education

Wealth management

Math education

Visual entertainment forum

Restaurant industry

Wound management

Honey pollen counting and analysis

Search for novel therapeutic molecules

AI ADOPTION BY WISCONSIN MANUFACTURERS RUNNING BEHIND

Survey results from the Wisconsin Center for Manufacturing & Productivity:

51% of manufacturers believe that AI will not have an impact on their businesses over the next few years

72% have never used and have no plans to use AI

The Wisconsin Manufacturing Report, 2023-24, 415 executives