



State of Wisconsin  
1997 - 1998 LEGISLATURE

LRBa0558/2  
KSH;jlg:km

**ASSEMBLY AMENDMENT 2,  
TO 1997 ASSEMBLY BILL 230**

May 22, 1997 - Offered by COMMITTEE ON CONSUMER AFFAIRS.

1 At the locations indicated, amend the bill as follows:

2 **1.** Page 2, line 3: after that line insert:

3 “(e) “Marketing information” means information about a cardholder’s shopping  
4 patterns, spending history or behavioral characteristics derived from financial  
5 transaction card account activity by a financial transaction card issuer or by an agent  
6 or affiliate of the issuer. Information on behavioral characteristics does not include  
7 information on a cardholder’s credit payment habits.”.

8 **2.** Page 2, line 21: after that line insert:

9 “(d) The disclosure of information does not include marketing information and  
10 is made to or by persons affiliated with the issuer of the financial transaction card  
11 solely for the purpose of offering credit or offering services provided by a financial  
12 institution, as defined in s. 214.01 (1) (jn).”.

13 (END)