



STRATEGY & GOVERNANCE	
Is there a state agency or taskforce responsible for AI regulation or development?	Yes. The Wisconsin Legislative Council, Study Committee on the Regulation of Artificial Intelligence in Wisconsin ⁴⁷² produced a report highlighting recommendations for regulating AI within the state. Recommendations included focusing on data regulation, prioritizing high-risk areas, ensuring existing laws apply to AI models, developing a permanent body to review emerging technologies, investing in technology that will assist public safety, and ensuring oversight. ⁴⁷³
Is there an enacted AI law or regulation that applies to health insurance?	No.
Is there an official state strategy on AI?	Yes. The Governor's Task Force on Workforce and AI was responsible for gathering and analyzing information on AI to develop an advisory action plan for the state. ⁴⁷⁴ The Governor's Action Plan on AI was launched in 2024 and highlights the impact of AI on the labor market, workforce opportunities, and policy recommendations for education, government agencies, workforce development, and economic development. ⁴⁷⁵
CONSUMER PROTECTIONS	
Is there a state data protection law that applies to AI use of personal data?	No. ⁴⁷⁶ Wisconsin's data protection law focuses on notification requirements for breaches and does not provide consumers with affirmative rights to their data.
Is human oversight of AI required?	No.
Is there a consumer complaint mechanism available?	No. However, consumers can file a complaint with the Wisconsin Commissioner of Insurance if they believe AI has been used improperly within their health insurance. ⁴⁷⁷
Has the state insurance commissioner adopted the NAIC Model Bulletin or a similar bulletin?	Yes. Wisconsin Office of the Commissioner of Insurance issued "The Use of Artificial Intelligence Systems in Insurance" bulletin adopting the NAIC Model Bulletin. ⁴⁷⁸
FUTURE READINESS	
Are there state-based advocacy groups related to AI in health insurance or health care?	No.
Are there state-funded training opportunities on AI?	No.