

Protecting Wisconsin Consumers for 75 Years

Wisconsin No Call List – Frequently Asked Questions

FAQ's for consumers

What is the Wisconsin No Call List?

The Wisconsin No Call List is a list of residential telephone numbers of Wisconsin residents who do not want to be called by telemarketers in their homes. The law prohibits telemarketers from calling households that have been added to the list, with some exceptions. You can register all residential home and cell phone numbers.

The Department of Agriculture, Trade and Consumer Protection is collecting the residential phone numbers of consumers who do not want to be contacted by telemarketers and is creating a No Call List.

Registration lasts for two years and there is no cost to consumers.

The list will be updated quarterly:

January 1st – April 1st
July 1st – October 1st

The updated No Call List is given to registered telemarketers quarterly. Therefore, it may take 30 to 120 days for your number to get to telemarketers.

Since January 1, 2003, any business—whether located inside or outside of Wisconsin—soliciting Wisconsin residents by telephone, must obtain a copy of the list and delete the consumers' names from its own calling list.

The law also prohibits businesses from intentionally blocking the Caller ID feature on your telephone.

How do I sign up for the list?

You may sign up for the Wisconsin No Call List one of two ways:

1. Calling toll-free in Wisconsin:

1-866-9NOCALL
(1-866-966-2255)

2. Online: NoCall.Wisconsin.gov

Does everyone in my household need to register?

No. Only one adult in your household needs to register. Be sure to register any additional phone numbers at the same residence.

How much does it cost to join the list?

There is no charge to register for the Wisconsin No Call List.

How long does my number stay on the list once I register?

Your phone number will go on the list approximately 30 to 120 days after you've registered. Your number will stay on the list for two years after it gets added to the list. In other words, if you register before December 1, 2010 to be put on the list starting January 1, 2011, your number will stay on the list until December 31, 2012.

When do I need to renew my registration?

You need to renew your registration two months before it expires to ensure uninterrupted service on the list. For example, if your last day to be on the list is December 31, 2010, then you will need to renew before December 1, 2010. If you fail to renew your registration by that time you may have to wait up until the next quarter for your number to be updated to the list again.

What if I change my mind and want to get off the list?

To have your telephone number(s) removed from the Wisconsin No Call List, you must send a request in writing to:

Department of Agriculture, Trade and Consumer Protection
No Call Program
PO Box 8911
Madison WI 53708-8911

Does the No Call List stop all telemarketing calls?

The No Call List should stop MOST telemarketing calls but there are exceptions for:

1. Calls made to an existing customer—for example, calls from your insurance agent or your phone company.

However, businesses are allowed one telephone call to determine whether a former client mistakenly allowed a contract to lapse. Businesses are also allowed to make telephone calls to determine a former client's level of satisfaction, unless the call is part of a plan or scheme to encourage the former client to purchase property, goods or services.

2. Calls made in response to your written or verbal request or permission.
3. Calls encouraging you to make a donation of property, goods or services to a "nonprofit organization."
4. Calls encouraging you to purchase property, goods or services from a "nonprofit organization" unless sale proceeds are subject to Wisconsin sales tax or federal income tax.

5. Calls made for non-commercial purposes such as polls, surveys and political purposes.
6. Calls made to a business telephone number.
7. A call made by an individual acting on his or her own behalf, and not as an employee or agent for any other person.
8. Calls made by a collection agency.

IMPORTANT: Even if a call is exempt from this law, you can still stop many of these calls just by telling them to not call you again. Federal law requires each and every business to place your name on their "no call" list, if you request it.

When will my name be added to the list/when can I expect the telemarketing calls to stop coming?

That depends on when you registered.

If you register before:	You will be on the list on:
December 1 st	January 1 st
March 1 st	April 1 st
June 1 st	July 1 st
September 1 st	October 1 st

The No Call List is updated quarterly. It will take 30 to 120 days for your number to appear on the list, depending on the date you register.

Can I register my business/office phone on the list?

No. The law excludes businesses and business telephone numbers.

What about my home business phone?

No. Any phone that is a business phone is not eligible to be on the Wisconsin No Call List. If your home office phone is your residential line, then it is eligible to be included on the list.

Who enforces the No Call List?

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is the agency responsible for investigating violations of the Wisconsin No Call List. DATCP can be reached at 608 224-4999 or by e-mail to: DATCPWiNoCall@Wisconsin.gov

DATCP will contact the offending business, making them aware of the No Call List. After a reasonable amount of time to comply, if we receive subsequent complaints about the same business, we may pursue court action and monetary penalties.

What are the penalties if a telemarketer calls me after my name has been added to the list?

Telemarketers who call someone on the No Call List can be subject to a \$100 fine per violation.

What should I do if I get a telemarketing call after I've registered to be on the list?

1. If you have Caller ID, write down the phone number from which they are calling. It is illegal for a telemarketer to block Caller ID.

2. Get the name of the company for which the telemarketer works. Often companies will contract with telemarketing companies to market their services for them. Make sure you get the name of the telemarketing company as well as the company for which they are selling. All telemarketers are required to state their name and their company's name at the beginning of the call. If you didn't hear it, ask them to repeat it.
3. Ask the telemarketer for their Wisconsin telemarketing license number.
4. Try to get their manager's phone number and an address for the telemarketing firm. Make sure you note the date and time the call was made. Then fill out a No Call Complaint questionnaire.
5. Remember you aren't automatically added to the list the day you sign up. Telemarketers are only required to update the list once a quarter. It may take between 30 to 120 days for your name to be added to the telemarketers' lists.

What happens if I move?

That depends. If you are able to keep your old phone number, then nothing changes. You are still on the list. Just remember to renew your subscription to the list before the 2-year period is up.

If you change phone numbers, you need to register your new number on the list.

Does the No Call List stop faxes from telemarketers?

No. The law only covers "voice communications".

Does the No Call List stop those pre-recorded messages from telemarketers?

Yes, as long as they are not from one of the exempt groups. However, if you are a customer of a business, they may not use pre-recorded messages to contact you.

Can telemarketers or anyone else use the list to make sales calls/Will the list be given out for any other purpose?

No. The law very clearly states that any other use of the list is illegal. The list is not subject to an "Open Records" request, unlike most other state documents. If it is discovered that the list is being used for any other purpose, DATCP will prosecute the perpetrators to the fullest extent of the law.

Do I need Caller ID to make the Wisconsin No Call List work?

No. You are not required to have a Caller ID service to receive the benefits of the No Call List. The Wisconsin No Call List works independently of any Caller ID service you may have. Instead of blocking incoming calls, the list requires telemarketers to take people who have registered for the No Call List off of their marketing or calling lists, with some exceptions.

What is the difference between the Wisconsin "No Call" list and the Direct Marketing Association's "Do Not Call" list?

The Direct Marketing Association's list is a nationwide, voluntary list that telemarketers may obtain to avoid calling people who do not wish to receive calls. The Direct Marketing list carries no penalties for calling people on that list, and is not enforceable by any Wisconsin or federal agency. The Wisconsin No Call List is an enforceable mandate by the Wisconsin Legislature to provide protection for those individuals who want to limit telemarketing calls to their residential home or cell phone number(s).

For more information or to file a complaint, visit our website or contact the Bureau of Consumer Protection.

**Bureau of Consumer Protection
2811 Agriculture Drive
PO Box 8911
Madison WI 53708-8911**

E-MAIL: DATCPWiNoCall@Wisconsin.gov

**WEBSITE:
NoCall.Wisconsin.gov**

Toll-free in WI: (800) 422-7128

(608) 224-4999

FAX: (608) 224-4939

TTY: (608) 224-5058