

Wisconsin Consumer Protection Laws

Itinerant Sales

3-Day Right to Cancel

The following Wisconsin laws give consumers a 3-day right to cancel itinerant sales contracts:

- Wisconsin Statutes chapter 423. Consumers may cancel if (1) the transaction is initiated *and* consummated away from the seller's regular place of business, and (2) the transaction is on credit or is for more than \$25 cash. The Wisconsin Department of Financial Institutions administers this law. **For more information, see [Wisconsin Department of Financial Institutions](#).**
- Wisconsin Administrative Code chapter ATCP 127. This rule regulates itinerant sales, including door-to-door sales and promotional meetings. The Wisconsin Department of Agriculture, Trade and Consumer Protection administers this rule. **For more information, see [Itinerant Sales Practices](#).**
- Wisconsin Administrative Code chapter ATCP 109. This rule applies to freezer meat and food service plans, which are often promoted by itinerant sellers. The Wisconsin Department of Agriculture, Trade and Consumer Protection administers this rule. **For more information, see [Food Safety and Labeling](#).**
- Wisconsin Administrative Code chapter ATCP 110. This rule regulates home improvement transactions. The 3-day right to cancel applies to itinerant transactions. The Wisconsin Department of Agriculture, Trade and Consumer Protection administers this rule. **For more information, see [Home Improvement](#).**