



State of Wisconsin  
Governor Tony Evers

**Department of Agriculture, Trade and Consumer Protection**  
Secretary-designee Randy Romanski

## **2020-21 Wisconsin Telephone Solicitor Registration**

### **IMPORTANT INFORMATION**

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) registers telephone solicitors who initiate a telephone conversation or text message to Wisconsin residents for the purpose of encouraging the recipient of the telephone call or text message to purchase property, goods or services. A telephone solicitor is a person or business, other than a nonprofit organization, that employs or contracts with an individual to make a telephone solicitation. The registration year begins December 1 and ends November 30. The telephone solicitor registration is not transferrable. Enclosed is a registration form. First-time registrants may and are encouraged to register online at <https://mydatcp.wi.gov>. Registrants that need to submit their renewal application can login to their account online at <https://mydatcp.wi.gov>.

Under Wis. Stat. § 100.52, Telephone Solicitations, the Wisconsin Legislature directs the WDATCP to register telemarketers who make telephone solicitations and requires that the telephone solicitor provide WDATCP with proof that they have obtained copies and updated versions of the Wisconsin Do Not Call Registry. The law also mandates that WDATCP adopt rules related to the telephone solicitor registration and the Wisconsin Do Not Call Registry. Wis. Stat. § 100.52(1)(i) defines a telephone solicitation as an unsolicited initiation of a telephone conversation or text message for the purpose of encouraging the recipient of the telephone call or text message to purchase property, goods or services.

The Wisconsin Do Not Call Registry consists of local exchange and mobile telephone numbers of Wisconsin residential telephone subscribers who have elected not to receive unsolicited telephone calls and text message solicitations. Telephone solicitors who unlawfully call or text numbers on the registry are in violation of state and federal laws and are subject to forfeitures. Calling or texting consumers on the registry or not registering as a telephone solicitor are separate violations. Wisconsin telephone solicitation laws are vigorously enforced.

Telephone solicitors registering with WDATCP are required to subscribe to the National Do Not Call Registry, maintained by the US Federal Trade Commission (FTC). The Wisconsin Do Not Call Registry is the portion of the National Do Not Call Registry that consists of telephone numbers with Wisconsin area codes. After you register with the National Do Not Call Registry, subscribe to the Wisconsin area codes, pay the appropriate fees and agree to the certification requirements, you will receive a Subscription Account Number (SAN) from the FTC. In order to register as a telephone solicitor with WDATCP, you must prove that you have a subscription to the National Do Not Call Registry by providing WDATCP with your organization name and ID, your SAN and the SAN expiration date.

You can register with the National Do Not Call Registry at <https://telemarketing.donotcall.gov>. The FTC provides FAQs and help desk information at the website.

You will be required to synchronize your lists with an updated version of the registry at least every 31 days.

Copies of Wisconsin laws relevant to telephone solicitations (Wis. Stat. § 100.52 and Wis. Adm. Code Ch. ATCP 127, subchapter V) are available on the Wisconsin State Legislature website: [www.legis.state.wi.us](http://www.legis.state.wi.us). If you need further information, email [DATCPWINoCall@Wisconsin.gov](mailto:DATCPWINoCall@Wisconsin.gov) or call 1-800-422-7128 or 608-224-4999, or go to our website: [www.datcp.wi.gov](http://www.datcp.wi.gov).

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An equal opportunity employer

## About the telephone solicitor registration form.

First-time registrants are encouraged to register online at <https://mydatcp.wi.gov>. Registrants that need to submit their renewal application can login to their account online at <https://mydatcp.wi.gov>. If completing the paper form, please review the telephone solicitor registration form and complete steps 1-12. Sign and date the registration form and return it in the envelope provided. **An incomplete registration form may result in delays or denial of your registration.**

The telephone solicitor registration form requests personally identifiable information. Personal information you provide may be used for purposes other than that for which it was originally collected (Wis. Stat. §15.04(1)(m)). In the future, if there are any material changes relative to your registration information, you have 30 days to notify WDATCP in writing, or by email to DATCPWINoCall.wisconsin.gov.

In the “legal name” section (step 1), if you are a sole proprietorship, provide the individual’s full name. If you are a partnership, corporation, cooperative, provide the company’s full legal name and Federal Employer Identification Number (FEIN). Do not include trade names in this section. There is a separate section for listing trade names. Be sure to include the state in which the legal entity was formed. You may attach additional sheets if you need more space.

## Your registration fee

Steps 6-10 of the registration form help you to calculate your annual registration fee. Follow the directions for each line item.

- Wis. Admin. Code s. ATCP 127.80(8) defines a telephone line as a circuit or channel, including a voice grade equivalent channel, that is derived from a line, cable or digital facility, and that may be used to make a telephone call.
- “Total number of telephone lines” includes all channels and telephone lines for technology that has the capacity to make multiple simultaneous calls (“Registered Line”) such as SIP, T-Line, and VOIP. For example, a T1 line can transmit 24 digitalized voice channels. Therefore, a T1 line should not be considered one line but 24 lines (you would need to pay for 24 lines and not one line in this example).
- In step 7 on the application list the appropriate annual registration fee:
  - First-time registrants, including those that had a year or more lapse in registration - \$700
  - Renewal registrants, which were registered in the prior year - \$500

The Wisconsin Telephone Solicitor registration requires an annual registration fee. The annual registration fee is not prorated—the entire annual fee is due regardless of the date of registration. However, the fee may be paid in quarterly payments. The four quarterly installments are due on or before December 1, March 1, June 1 and September 1 of the registration year, or on the date of initial registration whichever is later.

**If paying quarterly, please be aware that a 20% late fee of the total annual registration fee will apply to telephone solicitors whose quarterly registration payment(s) are not postmarked on or before the due date(s) – December 1, March 1, June 1 and September 1.**

Please return the registration form and a check (payable to “WDATCP”) to: **WDATCP, PO Box 93598, Milwaukee, WI 53293-0598.**

WDATCP’s receipt of the application form and/or deposit of the registration fee do not constitute an approved telephone solicitor registration. **An incomplete registration form may result in delays or denial of your registration.**

If you have any questions about this program, please call 1-800-422-7128 or 608-224-4999 or e-mail [DATCPWINoCall@wisconsin.gov](mailto:DATCPWINoCall@wisconsin.gov).



Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP)  
 Division of Trade and Consumer Protection  
 Telephone: (608) 224-4999 or (800) 422-7128  
 Website: NoCall.Wisconsin.gov

**Mail registration form to:**  
 WDATCP  
 BOX 93598  
 MILWAUKEE WI 53293-0598

FOR OFFICE USE ONLY	
PROGRAM REGISTRATION NUMBER:	
DATE ISSUED:	
EXPIRES:	<b>November 30, 2021</b>

## Telephone Solicitor Registration

**(for year ending November 30, 2021)**

Application is hereby made to obtain telephone solicitor registration pursuant to Wis. Stat. § 100.52 and Wis. Adm. Code Ch. ATCP 127, subch. V.  
 Personal information you provide may be used for purposes other than that for which it was originally collected. (Wis. Stat. § 15.04(1)(m))

STEP 1: REGISTRANT INFORMATION - <u>Application should be made in the full legal name of the business.</u>			
LEGAL NAME OF ENTITY TO BE REGISTERED			FEDERAL TAX IDENTIFICATION (FEIN)
THIS LEGAL NAME IS: (PLEASE CIRCLE ONE): Individual    General Partnership    Limited Partnership    Corporation    Cooperative Limited Liability Company    Limited Liability Partnership    Trust    Estate    Other (Please Specify) _____			STATE OF FORMATION
STREET ADDRESS OF PRINCIPAL BUSINESS LOCATION FROM WHICH YOU WILL OPERATE			
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY
MAILING ADDRESS			
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY
PRINCIPAL BUSINESS TELEPHONE NUMBER	CONTACT NAME	CONTACT TITLE	
CONTACT EMAIL	CONTACT TELEPHONE NUMBER	CONTACT FAX NUMBER	

STEP 2: PERSON AUTHORIZED TO RESPOND ON YOUR BEHALF TO DEPARTMENT NOTICES OR INQUIRIES (IF DIFFERENT THAN ABOVE)			
NAME		STREET ADDRESS	
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY
EMAIL	TELEPHONE NUMBER	FAX NUMBER	

STEP 3: YOUR COMPANY TRADE NAME(S)/ASSUMED NAMES AND ALL TRADE NAMES/ASSUMED NAMES AND LEGAL NAMES FOR WHOM YOU SOLICIT WHEN CONTACTING THE PUBLIC. IDENTIFY EACH NAME AS A SOLICITOR OR PRICIPAL NAME. (IF NECESSARY, ATTACH A SEPARATE SHEET IDENTIFIED AS ATTACHMENT 1.)

STEP 4: WISCONSIN REGISTERED AGENT (OR OTHER PERSON IN WISCONSIN WHO WILL ACCEPT SERVICE OF LEGAL PROCESS ON YOUR BEHALF)			
NAME		STREET ADDRESS	
CITY	STATE	ZIP CODE	TELEPHONE NUMBER

(over)

**STEP 5: PROVIDE THE FOLLOWING INFORMATION REGARDING YOUR SUBSCRIPTION TO FEDERAL TRADE COMMISSION'S NATIONAL DO NO CALL REGISTRY (Reminder, you are required to synchronize your lists with an updated version of the registry at least every 31 days.)**

ORGANIZATION NAME:	ORGANIZATION ID:
SAN:	SAN EXPIRATION:

**STEP 6: INFORMATION ON YOUR TELEPHONE LINES AND INDIVIDUALS (The below information is REQUIRED in order to approve your registration.)**

**REQUIRED INFORMATION:** PROVIDE THE TOTAL NUMBER OF TELEPHONE LINES (INCLUDE LINES USED TO SOLICIT THROUGH A TELEPHONE CONVERSATION OR A TEXT MESSAGE) USED BY YOU, YOUR EMPLOYEES, AND INDIVIDUALS ACTING AS CONTRACTORS UNDER THIS REGISTRATION. TOTAL NUMBER OF TELEPHONE LINES INCLUDES ALL CHANNELS AND TELEPHONE LINES FOR LINES THAT HAVE THE CAPACITY TO MAKE MULTIPLE SIMULTANEOUS CALLS ("REGISTERED LINE") SUCH AS SIP, T-LINE, AND VOIP.

**TOTAL NUMBER OF TELEPHONE LINES:** . FILL IN HERE AND IN LINE "STEP 8" LISTED BELOW ON THIS FORM.

**REQUIRED INFORMATION:** LIST THE TELEPHONE NUMBER(S) AND SMS SHORT CODE(S) ASSIGNED TO EACH LINE IDENTIFIED ABOVE. EXAMPLE: 999-888-7777, 011-888-777-6666 OR 97777. (IF NECESSARY, ATTACH A SEPARATE SHEET IDENTIFIED AS ATTACHMENT 2.) IDENTIFY WHICH NUMBERS, IF ANY, ARE T1 OR T3 LINES.

**REQUIRED INFORMATION:** ENTER THE NUMBER OF INDIVIDUALS WHO WILL MAKE TELEPHONE SOLICITATIONS UNDER THIS REGISTRATION:   
 ARE YOU REGISTERING ON BEHALF OF ANOTHER PERSON OR COMPANY WHO HIRES INDIVIDUALS TO PROMOTE YOUR PRODUCTS OR SERVICES BY TELEPHONE (WIS. ADMIN. CODE § ATCP 127 .81(1)(b)). IF SO, PROVIDE THAT PERSON OR COMPANY LEGAL NAME, ALL TRADE NAMES/ASSUMED NAMES, ADDRESS, AND TELEPHONE NUMBER. (IF NECESSARY, ATTACH A SEPARATE SHEET IDENTIFIED AS ATTACHMENT 3.)

**STEP 7: ANNUAL FEE**

ENTER REGISTRATION FEE. (Fee is \$700 for a First-Time Registrant and non-continuous renewals, or \$500 annually for continuous renewals). \$

**STEP 8: TELEPHONE LINE FEE**

ENTER THE TOTAL NUMBER OF TELEPHONE LINES (INCLUDE LINES USED TO SOLICIT THROUGH A TELEPHONE CONVERSATION OR A TEXT MESSAGE) USED BY YOU, YOUR EMPLOYEES, AND INDIVIDUALS ACTING AS CONTRACTORS UNDER THIS REGISTRATION.

**TOTAL NUMBER OF TELEPHONE LINES:**

IF THE TOTAL NUMBER OF TELEPHONE LINES LISTED ABOVE IS 3 OR LESS, ENTER "0" IN THE \$ FIELD TO THE RIGHT.  
 IF THE TOTAL NUMBER OF TELEPHONE LINES IS 4 OR MORE, MULTIPLY THE TOTAL NUMBER OF LINES BY \$75

**TOTAL # OF LINES:**  X \$75 = \$

\$ <input type="text"/>
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**STEP 9: TOTAL (ADD SUBTOTALS LISTED ABOVE IN STEPS 7 AND 8.)**

\$ <input type="text"/>
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**STEP 10: ANNUAL REGISTRATION FEE (ENTER THE AMOUNT LISTED ABOVE IN STEP 9 OR \$20,000, WHICHEVER IS LESS.)**

\$ <input type="text"/>
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**STEP 11: QUARTERLY REGISTRATION FEE PAYMENT DUE**

(YOUR "ANNUAL REGISTRATION FEE" LISTED ABOVE IN STEP 10 MAY BE PAID IN QUARTERLY INSTALLMENTS. QUARTERLY PAYMENTS ARE DUE BEFORE DECEMBER 1, MARCH 1, JUNE 1 AND SEPTEMBER 1. IF YOU ARE REGISTERING MID-YEAR, PAYMENTS ARE DUE FOR PRECEDING QUARTERS. **THE ANNUAL REGISTRATION FEE IS NOT PRORATED.** IF YOU PAY A QUARTERLY INSTALLMENT AFTER THE DUE DATE, A LATE FEE OF 20% OF THE TOTAL ANNUAL REGISTRATION MUST BE PAID.

\$ <input type="text"/>
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**STEP 12: ENCLOSED REGISTRATION FEE PAYMENT AMOUNT (MAKE CHECK PAYABLE TO: WDATCP)**

\$ <input type="text"/>
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THE UNDERSIGNED, AUTHORIZED TO ACT ON BEHALF OF THE APPLICANT, HEREBY CERTIFIES THAT THIS IS A TRUE, COMPLETE AND ACCURATE APPLICATION FOR REGISTRATION PURSUANT TO WIS. STAT. § 100.52 AND WIS. ADMIN. CODE CH. ATCP 127, SUBCH. V AND ALSO AFFIRMS THAT I/WE WILL NOTIFY WDATCP WITHIN THIRTY (30) DAYS OF ANY MATERIAL CHANGE RELATIVE TO THIS APPLICATION OR THE INFORMATION CONTAINED THEREIN.

SIGNATURE OF APPLICANT (Sign and Print Name)	POSITION/TITLE	DATE
EMAIL ADDRESS FOR APPLICANT:	PHONE NUMBER FOR APPLICANT:	