



## CONSUMER ALERT: Scammers Impersonate DATCP, Target License Holders

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MADISON, Wis. – In recent months, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has been impersonated several times by scammers who target professional license holders.

License holders have reported receiving emails from what appears to be an official DATCP email address such as “admin@mydatcp.wi.gov” or “admin@datcp.wi.gov.” Despite appearances, these are not legitimate messages from DATCP.

The fraudulent emails may contain DATCP’s official logo and a subject line similar to “2024 Wisconsin Department of Agriculture, Trade and Consumer Protection Information Verification.” They provide accurate license information and claim the recipient’s license will expire or be revoked unless immediate action is taken.

The emails prompt the recipient to click a link and “update their information,” a scam strategy called phishing. Clicking the link or providing any personal, professional, or business information could expose a user to malware or identity theft risks.

Professionals and businesses who receive an email fitting the above description should:

- **Avoid opening the message.** If you do, close it immediately.
- **Never click any links, reply to the email, or call using a phone number provided in an email.** If you suspect it may be a real message, log in to MyDATCP or contact DATCP directly.
- **Report it to your licensing program** using publicly available and verifiable contact information.

DATCP provides free online fact sheets on [Imposter Scams](#), [Phishing](#), [Fraud Against Business](#), and other scams that can be accessed from [ConsumerProtection.wi.gov](http://ConsumerProtection.wi.gov).

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