



CONSUMER ALERT: Overdue Toll Scams Target Wisconsin

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Contact: Caleb Kulich, Public Information Officer, (608) 621-1290,
caleb.kulich@wisconsin.gov

MADISON, Wis. – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is alerting consumers to an influx of scam text messages claiming to come from a tolling agency collecting overdue fees.

Overdue toll text scammers appear to be targeting Wisconsin consumers with “final reminder” messages that say they are from E-ZPass or the Wisconsin Department of Transportation. The messages include a link to pay outstanding balances right away to avoid penalties and legal actions. If opened, the link leads to a website which is an imposter toll payment portal that looks legitimate but is controlled by a scammer.

To avoid text scams about fake overdue toll fees, consumers should:

- **Slow down.** There is no need to rush to click on links or respond to the text. Scammers want to scare consumers into reacting quickly before they get a chance to pause and consider the possibility of a scam.
- **Check with the tolling agency directly** if they have recently traveled in a tolling area and are concerned they may owe toll fees. Consumers should contact the state’s tolling agency using a legitimate phone number or website, avoiding using any contact information provided by the suspicious text message.
- **Avoid engaging with the message – report it and delete it.** Unwanted messages are often sent by scammers. The best way to prevent a scam is to avoid interacting with it entirely.

Paying a scammer could result in consumers losing their money or scammers accessing their personal information. Consumers are encouraged to report suspicious calls, texts, and phone numbers to their service provider using their smartphone’s built-in reporting options.

For more information and consumer protection resources or to file a complaint, visit DATCP’s Consumer Protection webpage at ConsumerProtection.wi.gov or contact the Consumer Protection Hotline at (800) 422-7128 or DATCPHotline@wisconsin.gov.

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