



Wisconsin Department of Agriculture, Trade and Consumer Protection
 Bureau of Consumer Protection
 2811 Agriculture Drive, PO Box 8911, Madison WI 53708-8911
 Phone: (608) 224-4999
 Email: DATCPWInoCall@wisconsin.gov Website: datcp.wi.gov

2025-26 WISCONSIN TELEPHONE SOLICITOR REGISTRATION

IMPORTANT INFORMATION

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) registers telephone solicitors, meaning persons, other than non-profit organizations, who employ or contract with individuals to make telephone solicitations.¹ A telephone solicitation is the unsolicited initiation of a telephone conversation or text message to a Wisconsin resident for the purpose of encouraging the recipient of the telephone call or text message to purchase property, goods or services.² In common phrasing, a telephone solicitor is a telemarketer, and a telephone solicitation is a telemarketing or sales call. The registration year begins December 1 and ends November 30. The telephone solicitor registration is not transferrable.

The Wisconsin Legislature directs DATCP to promulgate administrative rules³ that require telemarketers who make telephone solicitations to persons in this state to register with DATCP, as well as obtain copies and updated versions of the Wisconsin Do-Not-Call (DNC) Registry.⁴

The Wisconsin DNC 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 messages that are part of a plan to sell goods or services. 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 violations⁵ and subject to a civil forfeiture.⁶ Wisconsin telephone solicitation laws are vigorously enforced.

Telephone solicitors registering with DATCP are required to subscribe to the National DNC Registry maintained by the US Federal Trade Commission (FTC). The Wisconsin DNC Registry is the portion of the National DNC Registry that consists of telephone numbers with Wisconsin area codes. After you register with the National DNC 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 DATCP, you must prove that you have a subscription to the National DNC Registry by providing DATCP with your organization name and ID, your SAN, and the SAN expiration date.

You can register with the National DNC Registry at <https://telemarketing.donotcall.gov>. The FTC provides frequently asked questions 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 solicitations⁷ are available on the Wisconsin State Legislature website: www.legis.state.wi.us. If you need further information, email DATCPWInoCall@wisconsin.gov, call (608) 224-4999, or go to our website at www.datcp.wi.gov.

¹ See Wis. Stat. § 100.52(1)(j).

² See Wis. Stat. § 100.52(1)(j).

³ Wis. Admin. Code ATCP §§ 127.81 and 127.82.

⁴ See § 100.52(3).

⁵ See Wis. Stat. § 100.52(4)(a)2. and (b)1.

⁶ Wis. Stat. § 100.52(10)(b)

⁷ Wis. Stat. § 100.52 and Wis. Admin. Code ATCP ch. 127, subchapter V

About the Telephone Solicitor Registration Form

Please review the telephone solicitor registration form and complete steps 1-12. Sign and date the registration form.

An incomplete registration form may result in delays or denial of your registration.

In the future, if there are any material changes relative to your registration information, you have 30 days to notify DATCP in writing, or by email to DATCPWNoCall@wisconsin.gov.

Your Registration Fee

Steps 7-10 of the registration form help you calculate your annual registration fee. Follow the directions for each line item.

- *Wis. Admin. Code 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.
- Under this definition, a “telephone line” includes wireless channels and digital lines. T-lines, SIP, VOIP, and other digital lines that have the capacity to call Wisconsin residents simultaneously at one time need to be registered based on the number of outbound calls that can be made to Wisconsin residents. If one T-line channel can call up to 24 Wisconsin residents, then 24 lines, and not the one channel, need to be registered.
- 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 “DATCP”) to:

DATCP, PO Box 93598, Milwaukee, WI 53293-3598.

DATCP’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 (608) 224-4999 or 1-800-422-7128 or email DATCPWNoCall@wisconsin.gov

The following information is provided to comply with the notice requirements of Wis. Stat. § 15.04(1)(m): The Telephone Solicitor Registration form at pages 3 to 4 is authorized by Wis. Stat. §§ 93.07(2), 100.52(3), and Wis. Admin. Code ATCP § 127.81(2). This form must be completed to register with DATCP as a telephone solicitor. If a person fails to register with DATCP as telephone solicitor and makes telephone solicitations to persons in this state, that person violates Wis. Stat. § 100.52(4)(b)1. and is subject to civil forfeitures under Wis. Stat. § 100.52(10)(b). This form is subject to Wisconsin’s public records law, Wis. Stat. §§ 19.31 to 19.39. Therefore, personally identifiable information provided on this form might be used for purposes other than for which it was originally collected. Personally identifiable information is information that can be associated with a particular individual natural person. See Wis. Stat. § 19.62(5). To the extent permitted by law, DATCP will not release personally identifiable information provided on this form in response to a public records request. Application is hereby made to obtain telephone solicitor registration pursuant to Wis. Stat. § 100.52 and Wis. Admin. Code ATCP ch. 127, subch. V.



Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)
 Division of Trade and Consumer Protection
 Bureau of Consumer Protection
 Phone: (608) 224-4999 Email: DATCPWNoCall@wisconsin.gov
 Website: TelemarketerRegistration.wi.gov

Mail registration form to: DATCP, PO BOX 93598, MILWAUKEE, WI 53293-3598

OFFICE USE ONLY
PROGRAM REGISTRATION #:
DATE ISSUED:
EXPIRES: November 30, 2026

TELEPHONE SOLICITOR REGISTRATION

(for year ending November 30, 2026)

STEP 1: REGISTRANT INFORMATION - Application should be made in the full legal name of the business.				
LEGAL NAME OF ENTITY TO BE REGISTERED:		FEDERAL TAX IDENTIFICATION (FEIN):		
THIS LEGAL NAME IS: (Please check one)		STATE OF FORMATION:	COUNTRY OF FORMATION:	
<input type="checkbox"/> Individual/Sole Proprietor	<input type="checkbox"/> General Partnership	<input type="checkbox"/> Limited Partnership	<input type="checkbox"/> Corporation	<input type="checkbox"/> Cooperative
<input type="checkbox"/> Limited Liability Company	<input type="checkbox"/> Limited Liability Partnership	<input type="checkbox"/> Trust	<input type="checkbox"/> Estate	<input type="checkbox"/> Other (Please specify):
STREET ADDRESS OF PRINCIPAL BUSINESS LOCATION FROM WHICH YOU WILL OPERATE				
STREET ADDRESS:	CITY:	STATE/PROVIDENCE:	ZIP/POSTAL CODE:	COUNTRY:
PRINCIPAL BUSINESS TELEPHONE NUMBER: () -	CONTACT NAME:	CONTACT TITLE:		
CONTACT TELEPHONE NUMBER: () -	CONTACT EMAIL:	CONTACT FAX: () -		
MAILING ADDRESS (If different from above)				
STREET ADDRESS:	CITY:	STATE/PROVIDENCE:	ZIP/POSTAL CODE:	COUNTRY:
STEP 2: PERSON AUTHORIZED TO RESPOND ON YOUR BEHALF TO DEPARTMENT NOTICES OR INQUIRIES (If different than above.)				
LEGAL NAME OF ENTITY / CONTACT NAME:		FEDERAL TAX IDENTIFICATION (FEIN):		
STREET ADDRESS:	CITY:	STATE/PROVIDENCE:	ZIP/POSTAL CODE:	COUNTRY:
TELEPHONE NUMBER: () -	EMAIL:	FAX: () -		
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 PRINCIPAL NAME. (If necessary, attach a separate sheet identified as attachment 1.)				
NAME:	TELEPHONE NUMBER: () -			
STREET ADDRESS:	CITY:	STATE/PROVIDENCE:	ZIP/POSTAL CODE:	COUNTRY:
STEP 4: WISCONSIN REGISTERED AGENT (Businesses that are not located in Wisconsin are required to have a Wisconsin Registered Agent or person in Wisconsin who will accept service of legal process on behalf of the business.)				
NAME:		TELEPHONE NUMBER: () -		
STREET ADDRESS:	CITY:	STATE/PROVIDENCE:	ZIP/POSTAL CODE:	COUNTRY:
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

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"). For example, if one digital channel can call up to 24 individuals, then 24 lines, and not the one channel, need to be registered.

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. A telephone number must be in the format of (000) 000-0000 or (000) 000-0000 x000000 ("x" representing an optional 6-digit extension). A SMS short code must be 4 to 10 digits. **Example:** (999) 888-7777, or 97777. (If necessary, attach a separate sheet identified as attachment 2. If the list of telephone numbers is more than 10, please send an excel document with the list of numbers to the email address at top of form.) Please also list the type of line: Telephone Line, SMS, T-Line, VOIP, SIP, etc. This list must equal the number of lines provided above.

REQUIRED INFORMATION: Enter the number of individuals who will make telephone solicitations under this registration:

If you are 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)) provide that person or companies' legal name, all trade names/assumed, address(es), and telephone number(s). (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 = \$

\$

STEP 9: TOTAL *(Add subtotals listed above in steps 7 and 8.)*

\$

STEP 10: ANNUAL REGISTRATION FEE *(Enter the amount listed above in step 9 or \$20,000, whichever is less.)*

\$

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 on or 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.)***STEP 12: ENCLOSED REGISTRATION FEE PAYMENT AMOUNT** *(Make check payable to: DATCP)*

\$

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 ATCP ch. 127, subch. V and also affirms that I/we will notify DATCP within thirty (30) days of any material change relative to this application or the information contained therein.

APPLICANT SIGNATURE_____
APPLICANT PRINT NAME_____
POSITION/TITLE_____
APPLICANT EMAIL_____
APPLICANT PHONE NUMBER_____
POSITION/TITLE_____
DATE

For additional information on registration requirements, please visit our website at TelemarketerRegistration.wi.gov.

RECEIPT OF REGISTRATION FORM BY DATCP DOES NOT CONSTITUTE AN APPROVED TELEPHONE SOLICITOR REGISTRATION.

An Equal Opportunity Employer