

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: <u>DATCPWINoCall@wisconsin.gov</u> Website: <u>datcp.wi.gov</u>

2024-25 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. 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. 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 violations ⁵ and subject to a civil forfeiture. 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 solicitations ⁷ 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.

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IMPORTANT: More questions on next page.

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 <u>30 days to notify DATCP in writing, or by email to DATCPWINoCall.wisconsin.gov.</u>

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 <u>registration fee is not prorated—the entire annual fee is due regardless of the date of registration</u>. 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 53293-0598**.

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 DATCPWINoCall@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

Telephone: (608) 224-4999

Website: TelemarketerRegistration.wi.gov Email: DATCPWINoCall@wisconsin.gov

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

FOR OFFIC	CE USE ONLY
PROGRAM	REGISTRATION #:
DATE ISSU	JED:
EXPIRES:	November 30, 2025

TELEPHONE SOLICITOR REGISTRATION (for year ending November 30, 2025)

(IOI year	enun	ig November	30, 2	023)										
STEP 1:	REG	ISTRANT INFO	RMA1	ΓΙΟΝ	- Application	n shc	ould be ma	de in th	e full legal	name (of the busine	ess.		
LEGAL NAME	OF EN	ITITY TO BE REGIS	TERED	١						FE	DERAL TAX IDI	ENTIFICAT	ΓΙΟN	(FEIN)
THIS LEG	SAL NA	AME IS: (Please	check	k one)				STAT	E OF F	ORMATION	1		
☐ Individual ☐ General Partnership ☐ Limited Partnership							nership	☐ Corporation ☐			☐ Cooperative ☐ Ot		Other (Please specify)	
☐ Limited Liability Company ☐ Limited Liability Par				artnership`Trust			rust	☐ Estate						
STREET	ADDR	ESS OF PRINC	IPAL	BUS	INESS LOC	ATIC	N FROM	WHICH	YOU WILL	L OPE	RATE			
ADDRESS ST	TREET			CITY					STATE/PRO	VIDENC	ZIP/POSTA	L CODE	CO	UNTRY
PRINCIPAL BUSINESS TELEPHONE NUMBER () -				CON	CONTACT NAME			СО	NTACT TITLE					
CONTACT TELEPHONE NUMBER				CONTACT EMAIL			CO (CONTACT FAX						
MAILING A	DDRES	SS (If different fron	abov	e)		ı								
ADDRESS STREET CITY							STATE/PRO	VIDENC	ZIP/POSTA	ZIP/POSTAL CODE		COUNTRY		
STEP 2:		ON AUTHORIZI		RES	SPOND ON	YOU	R BEHAL	F TO D	EPARTME	NT NC	TICES OR	INQUIR	IES	
LEGAL NAME OF ENTITY TO BE REGISTERED						FEDERAL TAX IDEN			ENTIFICAT	NTIFICATION (FEIN)				
ADDRESS STREET CITY				STAT			STATE/PRO	VIDENCE ZIP/POSTAL C		L CODE	CODE COUNTRY			
TELEPHONE NUMBER () -				EMAI	EMAIL			FA (FAX () -					
STEP 3:	FOR		OLICI	T W	IEN CONTA	CTI	NG THE P	UBLIC.	IDENTIFY					AND LEGAL NAMES OR OR PRINCIPAL
NAME						TELEPHONE NUMBER								
ADDRESS STREET CITY					,						ATE	ZIP		
STEP 4:		CONSIN REGIS			-	THE	R PERSO	N IN W	ISCONSIN	WHO	WILL ACCI	EPT SEF	RVIC	E OF LEGAL
NAME						STREET ADDRESS								
CITY							STATE	ZIP CO	DE	TE	LEPHONE NU	MBER		
STEP 5:	NAT	VIDE THE FOLI IONAL DO NO (itry at least ever	CALL	REG	ISTRY (Ren									E COMMISSION'S d version of the
ORGANIZATION NAME						ORGANIZATION ID								
SAN								SAN EX	PIRATION					

STEP 6: INFORMATION ON YOUR TELEPHONE (The below information is REQUIRED in			
REQUIRED INFORMATION: Provide the total number text message) used by you, your employees, and includes all channels and telephone lines for lines the if one digital channel can call up to 24 individuals, the	per of telephone lines dividuals acting as cor at have the capacity t	(include lines used to solicit the solicit the stractors under this registration make multiple simultaneous	n. Total number of telephone lines calls ("registered line"). For example
TOTAL NUMBER OF TELEPHONE LINES		Fill in here and in line	"step 8" listed below on this form.
REQUIRED INFORMATION: List the telephone num number must be in the format of (000) 000-0000 or (code must be 4 to 10 digits. Example: (999) 888-77 of telephone numbers is more than 10, please send	000) 000-0000 x0000 77, or 97777. (If nece	rt code(s) assigned to each lir 00 ("x" representing an option essary, attach a separate shee	ne identified above. A telephone al 6-digit extension). A SMS short et identified as attachment 2. If the lis
REQUIRED INFORMATION: Enter the number of ir If you are registering on behalf of another person or Admin. Code ATCP § 127.81(1)(b)) provide that per number(s). (If necessary, attach a separate sheet id	company who hires in son or companies' leg	dividuals to promote your progal name, all trade names/ass	ducts or services by telephone (Wis.
STEP 7: ANNUAL FEE			
ENTER REGISTRATION FEE. (Fee is \$700 for a first-time registrant and non-cont	inuous renewals, or \$	500 annually for continuous re	\$ enewals).
STEP 8: TELEPHONE LINE FEE			
Enter the total number of telephone lines (include line message) used by you, your employees, and individual to the control of			or a text
TOTAL NUMBER OF TELEPHONE LINES			
If the total number of telephone lines listed above is a lift the total number of telephone lines is 4 or more, m TOTAL # OF LINES: X \$75 = \$			\$
STEP 9: TOTAL (ADD SUBTOTALS LISTED ABO	OVE IN STEPS 7 AN	D 8.)	\$
STEP 10: ANNUAL REGISTRATION FEE (Enter the	ne amount listed abov	e in step 9 or \$20,000, which	ever is less.) \$
			,
STEP 11: QUARTERLY REGISTRATION FEE PAY Your "annual registration fee" listed above in step 10 on or before December 1, March 1, June 1 and Sept preceding quarters.	may be paid in quart		
THE ANNUAL REGISTRATION FEE IS NOT PROR (If you pay a quarterly installment after the due date,		he total annual registration mo	ust be paid.)
STEP 12: ENCLOSED REGISTRATION FEE PAYI	MENT AMOUNT (Ma	ke check payable to: DATCP)	\$
The undersigned, authorized to act on behalf of the applicar Wis. Stat. § 100.52 and Wis. Admin. Code ATCP ch. 127, so relative to this application or the information contained there	ubch. V and also affirms		ite application for registration pursuant to
APPLICANT SIGNATURE APPLIC	CANT PRINT NAME	POSITION	TITLE
APPLICANT EMAIL APPLICANT PHO	NE NUMBER	POSITION/TITLE	DATE

 ${\tt RECEIPT\ OF\ REGISTRATION\ FORM\ BY\ DATCP\ DOES\ NOT\ CONSTITUTE\ AN\ APPROVED\ TELEPHONE\ SOLICITOR\ REGISTRATION.}$