



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 FAX: (608) 224-4677
Email: DATCPWINoCall@wisconsin.gov Website: TelemarketerRegistration.wi.gov

TELEPHONE SOLICITOR REGISTRATION REQUIREMENTS

The registration year begins December 1 and ends November 30.

Payments, Payment Plans and Late Fees

Registrations/renewals submitted after the start of the renewal cycle are not prorated. The full amount owed is due at the time of the initial registration/renewal unless the registrant is on a registration plan. Per Wis. Admin. Code ch. ATCP 127.81(3m), the quarterly installments are due on or before the following dates - December 1, March 1, June 1, and September 1. Fees for lines are as follows:

- Three lines or less - there is no additional line fee.
- Four or more lines - is an additional \$75.00 per line.
- If you have already paid \$20,000 in a registration year, and need to add more lines during the year, no additional payment is required. See ATCP 127.81(3).

Electronic payments must be received by the due date and payments submitted through postal mail must be postmarked on or before the due date(s) listed above. Per ATCP 127.81(3), the maximum annual registration fee owed is \$20,000.00. However, a late fee equal to 20% of the annual registration fee will be imposed if the renewal registration and payments are not received or postmarked on or before the above-referenced due dates.

Payment Methods

Credit card and automatic clearinghouse (ACH) payments can be made using the online portal at: mydatcp.wi.gov/Licenses/Payment/AnonymousPayment.

Checks can be mailed to:
WDATCP
PO Box 93598
Milwaukee, WI 53293-0598

Checks can be *overnighted* to:
US Bank Center Milwaukee
WI DATCP
Attn: LB 93598
MK-WI-TCWL
777 E Wisconsin Ave
Milwaukee, WI 53202

Updating Telephone Solicitor Information

A telephone solicitor shall notify DATCP by email of any material change(s) relative to their registration, such as business name, ownership, contact information, address changes, etc. This telephone solicitor registration is only for those individuals, agents or contractors listed on your registration form and is not transferable.

A telephone solicitor shall notify DATCP by email if the number of registered lines needs to be revised. The email shall include an excel list of number(s) that need to be added or removed from the registration record. Please note when adding more lines to the registration, additional fees may be incurred.

Registration does not Mitigate Violations Prior to Registration

The issuance of this registration does not mitigate or absolve the registrant's liability for violations of Wis. Stat. § 110.52 or Wis. Admin. Code, ch. ATCP 127 that may have occurred prior to the date of issuance.

Recordkeeping

Persons who employ or contract individuals to make telephone solicitations shall comply with the recordkeeping and record production requirements prescribed in Wis. Admin. Code ch. ATCP 127.84.

Please contact us by email at DATCPWINoCall@wisconsin.gov or by phone at (608) 224-4999, if you have any questions.

Failure to comply with the above or any other applicable laws, including Wis. Admin. Code ch. ATCP 127, may result in suspension or revocation of a telephone solicitor's registration.