

WISCONSIN TELEPHONE SOLICITOR REGISTRATION

◀ FREQUENTLY ASKED QUESTIONS FOR RENEWALS ▶

What is the legal entity name?

The legal name of a business is the name that appears on the articles of incorporation or the articles of organization documentation and is the name registered with the appropriate governing entity (e.g. Internal Revenue Service, Secretary of State, Department of Financial Institutions, etc.). The Federal Tax Identification Number (FEIN) is associated with the legal entity name.

Why do I need a 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. This needs to be a person or business with a physical address in Wisconsin and not a PO Box.¹

Where can I find my Organization ID?

The Organization ID is assigned by the Federal Trade Commission (FTC). It is a unique number assigned to each organization that creates a profile with the FTC's National Do Not Call (DNC) Registry. This ID is used together with a password to access the DNC Registry. If you do not know or forgot your Organization ID, you can email the DNC Registry Help Desk at tmhelp@donotcall.gov and include the following information:

- Complete Organization Name
- Complete Organization Address

Where can I find my Subscription Account Number (SAN) and SAN expiration date?

The SAN is assigned by the FTC as part of the DNC Registration. It identifies an organization's subscription to area codes in the FTC's DNC National Registry. The SAN is assigned when payment (if any) is accepted. At the end of the annual subscription period, the SAN expires. The annual subscription period is the 12 months following the first day of the month in which an organization's subscription is accepted. For example, if an organization subscribes on September 15, 2023, its annual subscription period will expire on August 31, 2024.

The SAN is 16 digits, and the last two digits correspond with the calendar year of the subscription i.e. xxxxxxxx-xxxxxx-23. Your *entire* SAN number will change each year. If you do not know or remember your SAN or SAN expiration date, you will need to contact the FTC.

¹ See Wis. Stat. §§ 180.1501(1), 180.1503(1)(e), 183.1002(1), and 183.0115

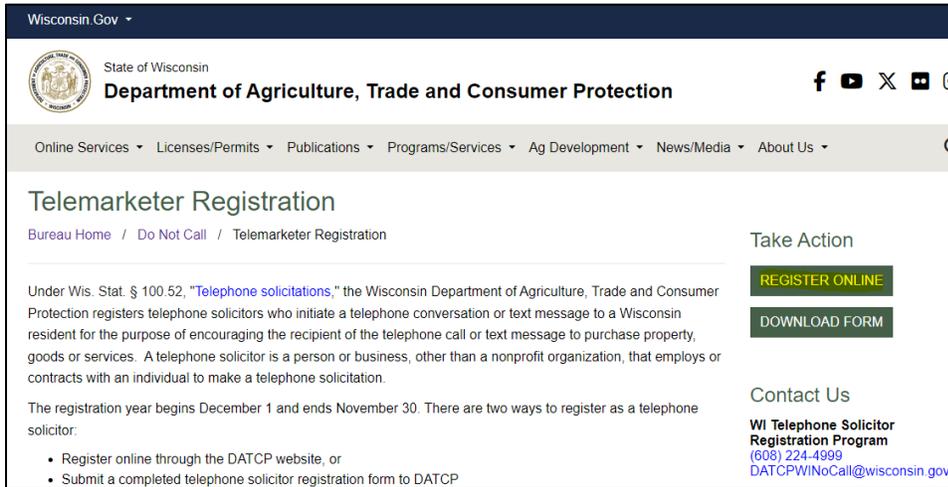
How do you register if you are sharing a SAN?

By sharing your SAN, you are giving a third-party telemarketer or service provider read only access to your profile information and area codes. If a third party is calling on behalf of your business, you can add them as an authorized user on your account with the FTC and share your SAN and Organization ID with the third party. You must add them as an authorized user on the account to be able to register with DATCP. For more information on sharing a SAN and signing up authorized users, you can visit the [FTC's business guidance resources](#), or contact DATCP.

How can I renew an existing registration using the online portal?

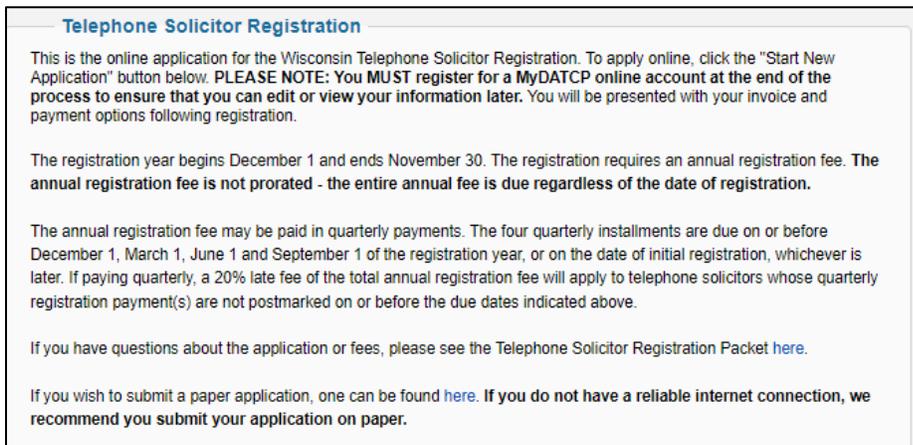
If your business has previously registered as a telephone solicitor using the online portal, a username and password have been created and you will NOT have a PIN.

1. You can renew by going to [TelemarketerRegistration.wi.gov](https://www.TelemarketerRegistration.wi.gov).



The screenshot shows the website for the Wisconsin Department of Agriculture, Trade and Consumer Protection. The page is titled "Telemarketer Registration" and includes a navigation menu with options like "Online Services", "Licenses/Permits", "Publications", "Programs/Services", "Ag Development", "News/Media", and "About Us". The main content area features a "Take Action" section with two buttons: "REGISTER ONLINE" and "DOWNLOAD FORM". Below this, there is a "Contact Us" section with the WI Telephone Solicitor Registration Program contact information: (608) 224-4999 and DATCPWINoCall@wisconsin.gov. The page also contains text explaining the registration process and a list of registration options: "Register online through the DATCP website, or" and "Submit a completed telephone solicitor registration form to DATCP".

2. In the right-hand corner, you will see a button to "Register Online". After you click the button scroll down to the bottom of the page and click on the "Re-apply for Existing Registration" button. Here you can edit/remove any information as needed.



The screenshot shows the content of the "Telephone Solicitor Registration" page. It includes a heading "Telephone Solicitor Registration" and a paragraph explaining the online application process: "This is the online application for the Wisconsin Telephone Solicitor Registration. To apply online, click the 'Start New Application' button below. PLEASE NOTE: You MUST register for a MyDATCP online account at the end of the process to ensure that you can edit or view your information later. You will be presented with your invoice and payment options following registration." Below this, there is a paragraph about the registration year: "The registration year begins December 1 and ends November 30. The 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." Another paragraph discusses the annual registration fee: "The annual registration 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, 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 dates indicated above." A link is provided for questions: "If you have questions about the application or fees, please see the Telephone Solicitor Registration Packet [here](#)." Finally, a note about paper applications: "If you wish to submit a paper application, one can be found [here](#). If you do not have a reliable internet connection, we recommend you submit your application on paper."

[Start New Application](#)

[Re-apply for Existing Registration](#)

3. If this is your **first time** using the portal, follow steps 1-2 above. However, instead of clicking on “Re-apply for Existing Registration”, you will click on “Start New Application”. You will need to create a username and password.

If you need to reset your password or cannot remember your username and/or password, email DATCPWInoCall@wisconsin.gov or call (608) 224-4999.

Please note the following when using the online portal:

- If registering/renewing using the online portal your session will timeout after 10 minutes of inactivity and you may lose your work. It is best to set aside some uninterrupted time to complete the process.
- The registration/renewal will not be processed or issued until we have all of the required materials, including either partial or full payment.
- If you are registering more than 10 lines, please provide a spreadsheet (MS Excel preferred) with the numbers in the correct format in order for the registration to be processed.

What are the types of lines that can be registered?

- **Telephone Lines** - Wis. Admin. Code ch. 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.
- **Short message service (SMS)** – text message
- **Digital Lines (T-lines, VOIP, SIP, etc.)**

How do you register T-lines and other digital lines?

Digital lines with the capacity to make simultaneous calls need to be registered based on the number of total lines that will be *used* to make calls to Wisconsin residents.

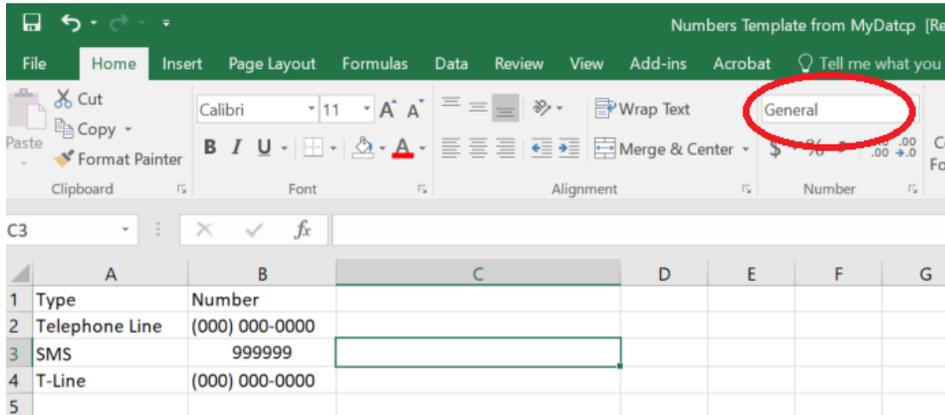
Example: If one T-line channel can call up to 24 Wisconsin residents, then 24 lines, and not the one channel, need to be registered.

Example: If you have a digital line with the capacity to make 100 simultaneous calls but are only dedicating 20 of those lines to call Wisconsin residents, then you only need to register those 20 lines because they are the only lines being used to make telephone solicitations in Wisconsin.

Email DATCPWInoCall@wisconsin.gov or call (608) 224-4999 for guidance.

What format do the telephone numbers and/or SMS short codes need to be in when uploading to the online portal?

The numbers need to be in format displayed in the image below. All of the cells must be formatted as general. The Excel table will not upload to the portal if the entire table is not in the correct format; the system will only accept the general format.



How much does registration cost? And how do I pay?

The initial registration fee is \$700.00. If there are three lines or less, there is no additional line fee. If there are four or more lines, it is \$75.00 per line.

The registration renewal fee is \$500.00. If there are three lines or less, there is no additional line fee. If there are four or more lines, it is \$75.00 per line.

If your registration has lapsed for more than one year, it is a new registration, and the \$700 fee applies.

Maximum Fee Amount: The maximum annual registration fee owed is \$20,000.00. However, a 20% late fee will be assessed for annual registrations and quarterly payments received after the respective due dates.

If you have already paid \$20,000 in a registration year, and need to add more lines during the year, there is no additional fee. Provide the new numbers to DATCP and your registration will be updated accordingly.

When registering online the invoice will generate once it has been submitted. Credit card and automatic clearinghouse (ACH) payments can be made using the online portal

<https://mydatcp.wi.gov/Licenses/Payment/AnonymousPayment>. Check payments can be mailed to:

Checks should be mailed to:

W DATCP
PO Box 93598
Milwaukee, WI 53293-3598

Checks can be overnighted to:

US Bank Center Milwaukee
WI DATCP
Attn: LB 93598
MK-WI-TCWL
777 E Wisconsin Ave
Milwaukee, WI 53202

◀ Contact Us ▶

If you would like a copy of the Wisconsin statutes or administrative rules cited above, please visit <http://legis.wisconsin.gov>. If you have any questions, please call (608) 224-4999, email DATCPWINoCall@wisconsin.gov, or visit our website at TelemarketerRegistration.wi.gov. We are available to assist you Monday through Friday from 7:45-4:30 CST or you can contact the FTC at www.ftc.gov/about-ftc/contact.