

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 Do Not Call Registry. This ID is used together with a password to access the National Registry. If you do not know or forgot your Organization ID, you can email the FTC Do Not Call 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 Do Not Call Registration. It identifies an organization's subscription to area codes in the FTC's Do Not Call 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 183.1007

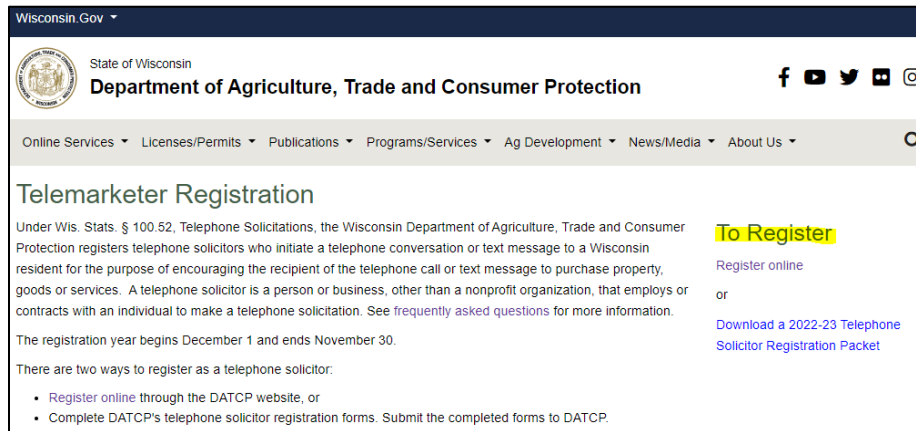
How do you register if you are sharing a SAN?

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?

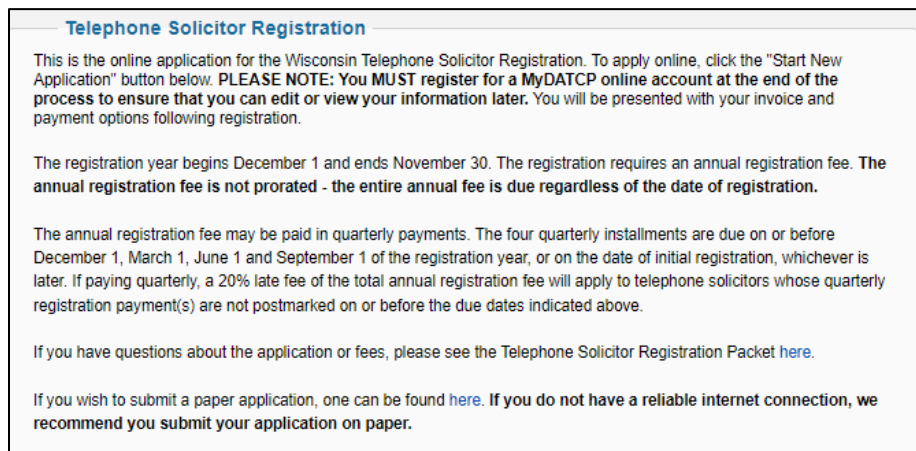
If your business has previously registered as a telephone solicitor using the online portal, a username and password have been created and you will NOT have a PIN.

1. You can renew by going to TelemarketerRegistration.wi.gov.

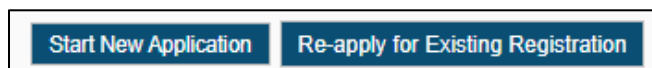


The screenshot shows the Wisconsin Department of Agriculture, Trade and Consumer Protection website. The page title is "Telemarketer Registration". The main content area includes a paragraph explaining the registration process under Wis. Stats. § 100.52, a "To Register" link, and a link to "Register online". Below this, there is a link to "Download a 2022-23 Telephone Solicitor Registration Packet". The registration year is noted as beginning December 1 and ending November 30. There are two ways to register: online through the DATCP website or by completing forms and submitting them to DATCP.

2. In the right-hand corner, you will see "To Register" and below that is a link to "Register online." After you click the link 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 "Telephone Solicitor Registration" application page. The text explains that this is the online application for the Wisconsin Telephone Solicitor Registration. It includes a "PLEASE NOTE" section stating that users must register for a MyDATCP online account at the end of the process to ensure they can edit or view their information later. The registration year is December 1 to November 30, with an annual fee that is not prorated. The annual fee can be paid in quarterly installments. The page also provides information about late fees and where to find the registration packet or paper application forms.



Two buttons are shown: "Start New Application" and "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 would prefer to register using a paper application you can click on the “Download a Telephone Solicitor Registration Packet” to download a copy of the registration application. Fill out the application in its entirety, sign and send to DATCP.

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 submitting a paper registration and 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 s. 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, etc.)**

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

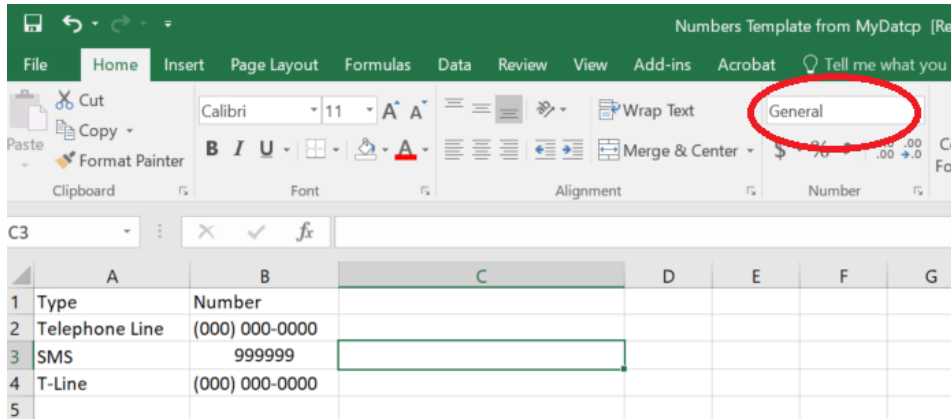
Digital lines with the capacity to call Wisconsin residents simultaneously need to be registered based on the number of outbound calls that the line is capable of making to Wisconsin residents.

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.

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. Three lines or less there is no additional line fee. Four or more lines is \$75.00 per line.

The registration renewal fee is \$500.00. Three lines or less there is no additional line fee. Four or more lines 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. Payments can be made using the online portal [MyDATCP : Anonymous Payment \(wi.gov\)](http://MyDATCP:AnonymousPayment(wi.gov)). Payments can be made by credit card or by automatic clearinghouse (ACH) payments.

Checks should be mailed to:

W DATCP
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

◀ 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 or email DATCPWINoCall@Wisconsin.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.