

Wisconsin Do Not Call Registry

Frequently Asked Questions (FAQs) for Consumers



DATCP will contact the offending business, making them aware of the Do Not Call Registry. If subsequent complaints are received about the same business, DATCP may pursue court action and monetary penalties.

Telemarketers who call or text someone on the Wisconsin Do Not Call Registry can be subject to a \$100 forfeiture per violation.

What should I do if I get a telemarketing call or text message after I have registered to be on the list?

1. If you have Caller ID, write down the phone number from which they are calling or texting. It is illegal for a telemarketer to block Caller ID.
2. Get the name of the company for which the telemarketer works. Often companies will contract with telemarketing companies to market their services for them. Make sure you get the name of the telemarketing company as well as the company for which they are selling. All telemarketers are required to state their name and their company's name at the beginning of the call. If you did not hear it, ask them to repeat it.
3. Ask the telemarketer for their Wisconsin telephone solicitor registration number.
4. Remember you are not automatically added to the registry the day you sign up. After you register, your phone number will show up on the registry by the next day. Telemarketers have up to 31 days to get your phone number and remove it from their call lists.
5. Once you have gathered the information, file a complaint with DATCP. It is important to provide as much information as you can, including the name of the telemarketing company, the location from which they are calling, the name of the person calling, the phone number and the product or service they called to sell.

Does the Do Not Call Registry prohibit pre-recorded messages (robocalls) from telemarketers?

Yes, as long as they are not from one of the exempt groups. If you receive robocalls about candidates running for office, or charities asking for donations, these robocalls are allowed. However, if you are a customer of a business, they may not use pre-recorded messages to contact you. If the recording is a sales message and you haven't given your permission to get calls from the company on the other end, the call is illegal. In addition to the phone calls being illegal, their pitch most likely is a scam.

What should I do about robocalls?

1. Hang up the phone. Don't press 1 to speak to a live operator or any other number to get your number off the list. If you respond by pressing any number, it will likely lead to more robocalls.
2. Consider contacting your phone provider and asking them to block the number, and whether they charge for that service. Remember that telemarketers change Caller ID information easily and often, so it might not be worth paying a fee to block a number that will change.
3. Report the violation to DATCP by filing a complaint [online](#) or by calling the Consumer Protection Hotline at (800) 422-7128.

Can telemarketers or anyone else use the registry to make sales calls? Will the registry be given out for any other purpose?

The law very clearly states that any other use of the list is illegal. The list is not subject to an "Open Records" request, unlike most other state documents. If it is discovered that the list is being used for any other purpose, DATCP will prosecute the perpetrators to the fullest extent of the law.

Do I need Caller ID to make the Wisconsin Do Not Call Registry work?

You are not required to have a Caller ID service to receive the benefits of the Do Not Call Registry.

The registry works independently of any Caller ID service you may have. Instead of blocking incoming calls, the list requires telemarketers to take people who have signed up for the Do Not Call Registry off their marketing or calling lists, with some exceptions.

How do I file a Do Not Call complaint?

You can file a complaint on our [website](#) or by calling (800) 422-7128.

Wisconsin Department of Agriculture, Trade and Consumer Protection

Bureau of Consumer Protection
2811 Agriculture Drive, PO Box 8911
Madison, WI 53708-8911

Email: DATCPHotline@wi.gov

Website: datcp.wi.gov

(800) 422-7128 TTY: (608) 224-5058

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What is the Wisconsin Do Not Call Registry? (Wisconsin Do Not Call Laws Wis. Stat. § 100.52 & Wis. Admin. Code ch. ATCP 127, subchapter V)

The Wisconsin Do Not Call Registry gives you an opportunity to limit the telemarketing calls you receive. After you register, your phone number will show up on the registry by the next day. Telemarketers covered by the Do Not Call Registry have up to 31 days from the date you register to stop calling you.

Any business – whether located inside or outside of Wisconsin – soliciting Wisconsin residents by telephone call or text message, must obtain a copy of the registry and delete the consumers' names from its own calling list.

The law also prohibits businesses from intentionally blocking the Caller ID feature on your telephone.

Who manages the Wisconsin Do Not Call Registry? (Wis. Stat. § 100.52)

The Wisconsin Do Not Call Registry is managed by the US Federal Trade Commission (FTC), the nation's consumer protection agency. Wisconsin residents who sign up for the National Do Not Call Registry are protected by both the [federal Do Not Call law](#) and by [Wisconsin's telemarketing laws](#).

How do I sign up for the list?

Residential cell phones, landlines, and VOIP numbers are eligible for registry. You may sign up for the Wisconsin Do Not Call Registry one of two ways:

1. By calling toll-free: 1-888-382-1222 (TTY 1-866-290-4236)
You must call from the telephone number you wish to register on the Do Not Call Registry. You can only register one home or cell phone number each time you call.
2. Online at: donotcall.gov
You may register up to three home or cell phone numbers at one time on the Do Not Call Registry website. The online registration process requires an active

email address. You will receive a separate confirmation email for each number you wish to register online. You must open each email and click on the link in each email within 72 hours to complete the registration process. If you have more than three telephone numbers, you will have to go through the registration process again to register all your numbers.

How much does it cost to join the list?

There is no charge to register for the federal and Wisconsin Do Not Call Registry.

How can I verify my number is on the registry?

To verify that your number is on the registry, go to donotcall.gov or call 1-888-382-1222 (TTY: 1-866-290-4236).

How long does my number stay registered?

Registration on the Wisconsin Do Not Call Registry is permanent. Telephone numbers on the registry will only be removed when they are disconnected and reassigned, or when the consumer chooses to remove a number from the registry.

What if I move or my number is disconnected?

If you move and get a new number, you need to register the new number.

You do not need to take your old phone number off the list when you get a new number. You can if you would like to, but the system will automatically remove most numbers that are disconnected and reassigned.

If your phone number is disconnected and then reconnected you may need to re-register. In addition, there are actions that you or your telephone company might take that could cause your registered phone number to become unregistered – even if your service has not been interrupted (such as changing calling plans, adding or removing services, or changing the billing name on the account.)

What if I want to take my number off the registry?

You can remove your phone number by calling 1-888-382-1222 from the number you want to remove. After you contact the registry to delete the number, it will be removed from the Do Not Call Registry by the next day. But telemarketers have up to 31 days to access information about your deletion and add your number back to their call lists, if they choose to.

I received a phone call for someone offering to put my name on the Do Not Call Registry. Should I let them?

No. Websites or phone solicitations that claim they can or will register a consumer's name or phone number on the registry, especially those that charge a fee, are almost certainly a scam. For consumers, the registry is a free service. Only you should register your telephone numbers.

Does the Do Not Call Registry stop all telemarketing calls?

The Do Not Call Registry should stop MOST telemarketing calls and text messages but there are exceptions; Wis. Admin. Code ch. ATCP 127.80 and Wis. Stat. § 100.52:

1. Contacts made to an existing customer. For example, calls from your insurance agent or your phone company. However, businesses are allowed one telephone call or text message to determine whether a former client mistakenly allowed a contract to lapse. Businesses are also allowed to make one contact to determine a former client's level of satisfaction, unless the call is part of a plan or scheme to encourage the former client to purchase property, goods or services.
2. A call or text made in response to your written or verbal request or permission.
3. A call or text encouraging you to make a donation of property, goods or services to a "nonprofit organization."

4. A call or text encouraging you to purchase property, goods or services from a "nonprofit organization" unless sale proceeds are subject to Wisconsin sales tax or federal income tax.
5. A call or text made for non-commercial purposes such as polls, surveys and political purposes.
6. A call or text made to a business telephone number.
7. A call or text made by an individual acting on his or her own behalf, and not as an employee or agent for any other person.
8. A call or text made by a collection agency.

IMPORTANT: Even if a call or text is exempt from this law, you can still stop many of these contacts just by telling them not to contact you again. Federal law requires every business to place your name on their internal "no call" list, if you request it.

Can I register my business/office phone number or a fax number?

No. The Do Not Call Registry is only for personal home or cell phone numbers.

What about my home business phone?

Any phone that is a business phone is not eligible to be on the Do Not Call Registry. If your home office phone is also your residential line, then it is eligible to be included on the registry.

Who enforces the Do Not Call Registry?

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is the agency responsible for investigating violations of the Wisconsin telephone solicitation laws, under Wis. Stat. § 100.52 and Wis. Admin. Code ch. ATCP 127 subchapter V.