

STATE TELEMARKETING LAWS

Wisconsin

Telemarketing and Robocall Laws

Statutes, rules, and how they differ from the TCPA



By Adam Young and Harrison Gevirtz

<https://tcpa.com/state-telemarketing-laws/wisconsin/>

01. Telephone solicitations

WIS. STAT. §§ 100.52, 100.523

Calls and texts to Wisconsin numbers on the national registry, prerecorded messages, caller ID blocking and spoofing, and registration.

02. Direct Marketing rule

WIS. ADMIN. CODE CH. ATCP 127

Disclosures, 8:00 AM to 9:00 PM hours, company opt-outs, registration and fees, 31-day scrubs and signed robocall agreements.

AT A GLANCE

Wisconsin at a glance

WHY WISCONSIN MATTERS

Telemarketers register with DATCP and pay up to \$20,000 a year. Texts are covered by name, and prerecorded sales calls need a signed written agreement. Private damages require a money loss.



Who and what is covered

A "telephone solicitation" is "the unsolicited initiation of a telephone conversation or text message" to encourage a purchase of property, goods or services (Wis. Stat. § 100.52(1)(i)).

Calls received in Wisconsin

The section applies to any interstate solicitation received by a person in Wisconsin (§ 100.52(7)).

Aa. **Solicitors**

Anyone using staff or contractors to solicit; nonprofits are outside.

Bb. **Exclusions**

The rule lists eight call or text exclusions, including current clients.

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Cc. **Lines**

Wireless numbers count; home businesses are not residential customers.





Robocalls need a signed writing

No person may use a prerecorded message to encourage a purchase "without first obtaining a written agreement that contains the telephone number and signature of the customer to be called" (ATCP 127.83(2)(b)).

Required disclosure

Signing is not a condition of purchase, and signing authorizes telemarketing calls from that person.

Business lines too

The rule covers consumer and business customers. Electronic agreements are allowed under § 137.15.

01. Registry and company lists

§ 100.52(4)(a)2.; ATCP 127.82, 127.16(4)

No solicitation to listed numbers. Honor seller-specific requests with written procedures, training and a recorded list.

02. Business opt-outs

§ 100.52(4)(a)3.; ATCP 127.83

Businesses opt out by mail or email; give an address within 10 days when asked.

DO-NOT-CALL

Do-not-call and opt-outs

IN PRACTICE

The state registry is the Wisconsin-area-code portion of the national registry. Registered solicitors download it at least every 31 days, for calls and texts.



Calling hours and disclosures

No seller may initiate a telephone solicitation to a consumer before 8:00 AM or after 9:00 PM without the consumer's prior consent, by local time where the consumer resides (ATCP 127.16(3)).

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Last call, 9:00 PM

Matches the federal window.
Applying it to texts is a sensible precaution.



Opening disclosures

Seller, caller, sales purpose and the product, before any question.



No harassment

No numeric cap, but no repeated calls meant to annoy or harass.

Texts and caller ID

Both the statute and the rule cover text messages by name, so a marketing text to a listed Wisconsin number is a prohibited telephone solicitation unless an exclusion applies.

Caller ID since 2025

2023 Wis. Act 243 bars blocking and knowingly misleading caller ID records, with a seller-name safe harbor.

Aa. **Texts**

SMS, email-originated and similar messages count.

Bb. **Spoofing**

Anyone spoofing with intent to defraud violates § 100.523.

2025

Cc. **Blocking**

The rule also bars caller ID blocking on solicitations.



Registration and fees

No person may employ or contract with anyone to make telephone solicitations to covered customers unless registered with DATCP or covered by a seller's registration (ATCP 127.81(1)).

\$700

First-year base fee

Then \$500 a year, paid in quarterly installments with a federal registry SAN.



Fee cap, no bond

Plus \$75 per line at 4 or more lines, capped at \$20,000. No bond.



Expires November 30

Give the registration number to any call recipient who asks.



Lawsuits and penalties



Double

Twice the pecuniary loss,
plus costs and mandatory
attorney fees, under §
100.20(5).

\$10,000

Top forfeiture per caller ID
violation; \$100 for most
other § 100.52 violations.

25%

Surcharge on fines, plus up
to \$10,000 more for elderly
or disabled victims.





Wisconsin vs. the TCPA

Wisconsin is stricter on paid registration, signed robocall agreements, business opt-outs, texts and caller ID. It is looser on private damages, which need a money loss, and on autodialers.

Wisconsin

Registration up to \$20,000, texts by name, double loss plus fees.

Federal TCPA

No registration, written consent for robocalls, \$500 per call.

Key court rulings

A state appellate ruling counts rule violations per consumer, and the Seventh Circuit has limited federal do-not-call suits over texts.

Per-consumer counting

Each misrepresentation to each consumer was a separate violation: 3,536 in all.

Aa. **Travel club** Going Places, Wis. Ct. App.
2015: \$841,599.50
forfeitures.

Bb. **Steidinger** 7th Cir. 2026: § 227(c)(5)
does not reach texts.

2026

Cc. **No § 100.52** No published appellate
decision construing § 100.52
was located.



Recent amendments



CR 12-036

Added texts and SMS to the rule, and the misleading caller ID ban.



CR 14-050

Recreated the registry and 31-day scrub rule and the SAN requirement.



Act 243 enacted

Caller ID blocking and spoofing bans, enacted March 27, 2024.



Act 243 in effect

In effect April 1, 2025, with \$100 to \$10,000 forfeitures.

01. Register, scrub, disclose

ATCP 127.81, 127.82, 127.04

- Register with DATCP; renew before November 30.
- Scrub the Wisconsin registry every 31 days.
- Open with seller, caller, purpose and product.
- Call only 8:00 AM to 9:00 PM local time.

02. Robocalls, caller ID, opt-outs

ATCP 127.83, 127.16; § 100.52

- Get a signed written agreement for recordings.
- Send accurate caller ID; never block it.
- Honor company and business-line opt-outs.

CHECKLIST

Compliance checklist

PLEASE NOTE

This checklist summarizes state law for general information and is not legal advice. Statutes change; confirm current text with the official source.



Sources behind this deck

WISCONSIN LAW

[Wis. Stat. §§ 100.52, 100.523](#) telephone solicitations; spoofing

[Wis. Stat. § 100.20](#) unfair trade practices

[Wis. Stat. §§ 100.26 to 100.264](#) penalties

[Wis. Admin. Code ch. ATCP 127](#) Direct Marketing

[ATCP 127.01 to 127.10](#) telephone transactions

[ATCP 127.10 to 127.20](#) telephone transactions

WISCONSIN LAW (CONTINUED)

[ATCP 127.80 to 127.81](#) do-not-call program

[ATCP 127.81 to 127.84](#) do-not-call program

[2023 Wisconsin Act 243](#) caller ID

COURT DECISIONS

[State v. Going Places Travel Corp.](#), 2015 WI App 42

[Steidinger v. Blackstone Medical Services](#), (7th Cir. 2026)

FEDERAL LAW

[47 U.S.C. § 227](#) Telephone Consumer Protection Act

[47 C.F.R. § 64.1200](#) FCC telemarketing and robocall rules

[16 C.F.R. Part 310](#) FTC Telemarketing Sales Rule

Read the full Wisconsin guide: <https://tcpa.com/state-telemarketing-laws/wisconsin/>

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Full text: <https://tcpa.com/disclaimer/> and <https://tcpa.com/terms/>

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The law changes

Current as of October 15, 2026. Statutes, FCC and FTC rules and court decisions change, and some changes are adopted before they take effect. This deck may not reflect later developments.

Courts disagree. Courts in different places can read the same rule differently. Case summaries are not predictions: any other matter turns on its own facts, court and law.

Check the official source. Verify each point against the statute, rule or opinion on the Sources slide. If an official source and this deck differ, the official source controls.

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Read the full Wisconsin guide on TCPA.com

The guide covers registration, the registry, texts, prerecorded-call agreements, caller ID, hours, penalties and key rulings, with links to the official sources.



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Adam Young

Adam Young is a Miami entrepreneur, the CEO of Ringba and the author of The Pay Per Call Revolution, with more than a decade in telecom, call routing and performance marketing. At TCPA.com he writes about the TCPA, robocall enforcement, tech support fraud cases and what DOJ, FTC and FCC actions mean for companies that make calls. His goal is simple: keep good companies compliant and keep scammers off the phone network.

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Harrison Gevirtz is the Chief Strategy Officer of Ringba, a call tracking and pay per call platform based in Las Vegas. He has worked for years in call tracking, call routing and telemarketing operations, with a focus on how federal regulations affect daily operations. At TCPA.com he covers TCPA litigation, TSR enforcement, tech support fraud prosecutions and FCC rulemaking for executives and compliance managers who are not lawyers.

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