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(FORM UPDATED: 08/11/2010)

**WISCONSIN STATE LEGISLATURE ...  
PUBLIC HEARING - COMMITTEE RECORDS**

**1999-00**

(session year)

**Assembly**

(Assembly, Senate or Joint)

**Committee on ... Judiciary and Personal Privacy  
(AC-JPP)**

**COMMITTEE NOTICES ...**

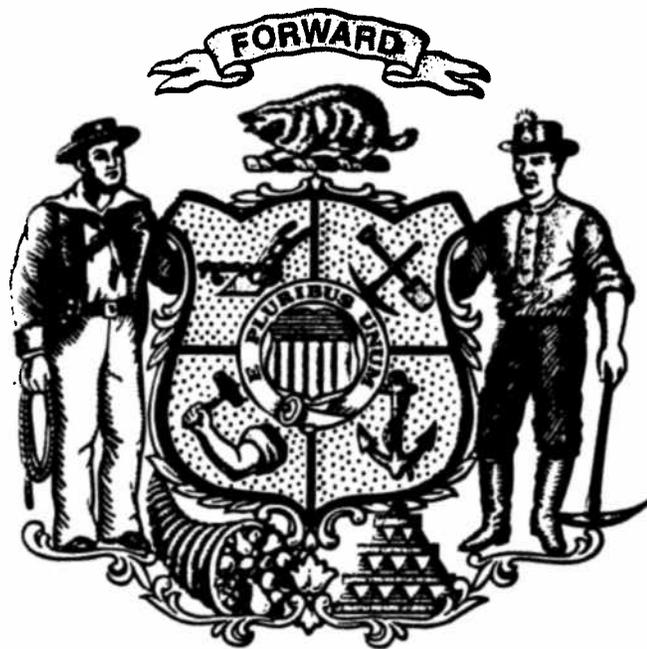
- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

**INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL**

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
  - (**ab** = Assembly Bill)                      (**ar** = Assembly Resolution)                      (**ajr** = Assembly Joint Resolution)
  - (**sb** = Senate Bill)                              (**sr** = Senate Resolution)                              (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

\* Contents organized for archiving by: Mike Barman (LRB) (May/2012)







State of Wisconsin  
Tommy G. Thompson, Governor

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Department of Agriculture, Trade and Consumer Protection  
Ben Brancel, Secretary

July 20, 1999

To: - Representative Michael D. Huebsch, Chair  
Assembly Judiciary and Personal Privacy Committee

From: William L. Oemichen, Administrator  
Division of Trade and Consumer Protection *Bill Oemichen*

Subject: Assembly Bill 341, relating to Telephone and Facsimile Solicitations

The Department of Agriculture, Trade and Consumer Protection supports proposed AB 341, sections 1 through 5 and section 7, relating to telephone and facsimile solicitation practices. The Department takes no position on section 6.

We believe this bill represents a reasonable response to consumer concerns about their inability to identify solicitors who telemarket them by voice or facsimile. Caller identification service simply allows the consumer to "peek through the curtain" before answering the call.

Both state and federal rules prohibit a telemarketer from calling consumers who ask to be removed from the solicitor's prospective customer list, calling during odd hours, or calling in an attempt to harass or threaten the consumer. However, a number of consumers have complained to us that most solicitors block caller identifying features leaving the consumer with little proof of such activities. Consumers are frustrated because they believe they are losing a useful means of identifying and screening unscrupulous telemarketers.

A significant number of consumer telemarketing complaints are filed each year with the Department. In 1998, telemarketing complaints entered the list of Wisconsin's Top Ten Consumer Protection issues for the first time. In response, the Trade and Consumer Protection Division rewrote Chapter ATCP 127, Wis. Administration Code ("Direct Marketing") to strengthen consumer's rights. One new requirement is that the caller identify who they are, and who they represent, before any other conversation of substance occurs. AB 341 would enhance that requirement.

Our Department has long advised Wisconsin consumers against dealing with telemarketers they do not know. This bill would prohibit one of the primary tools an unscrupulous telemarketer could use to mask its identity without imposing any costs on legitimate businesses.

Thank you for the opportunity to testify on Assembly Bill 341.

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