



State of Wisconsin  
2017 - 2018 LEGISLATURE

LRB-2594/1  
MCP:ahc

## 2017 ASSEMBLY BILL 248

April 14, 2017 - Introduced by Representatives KOLSTE, SPREITZER, BERCEAU, SARGENT, YOUNG, SINICKI, C. TAYLOR, VRUWINK and CROWLEY, cosponsored by Senators ERPENBACH, WIRCH, HANSEN, VINEHOUT, RINGHAND, SHILLING and CARPENTER. Referred to Committee on Consumer Protection.

1     **AN ACT** *to create* 100.70 of the statutes; **relating to:** requiring sellers to allow  
2           online cancellation of an online purchase.

---

*Analysis by the Legislative Reference Bureau*

Under this bill, if a person purchases an item, service, or membership in a service online, and the person has a right to cancel the purchase, the seller must allow the person to cancel the purchase online.

---

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

3           **SECTION 1.** 100.70 of the statutes is created to read:

4           **100.70 Internet site sales.** If a person purchases goods or services, including  
5           a membership for services, on an Internet site and the person has a right to cancel  
6           the purchase the seller shall allow the person to cancel the purchase on an Internet  
7           site. This section does not apply if it would be inconsistent with a contract between  
8           the seller and the purchaser.

9           **SECTION 2. Initial applicability.**

**ASSEMBLY BILL 248**

**SECTION 2**

1 (1) This act first applies to goods or services purchased on the effective date of  
2 this subsection.

3 (END)