

## Chapter DE 6

### UNPROFESSIONAL ADVERTISING

DE 6.01 Authority.

DE 6.02 Unprofessional advertising.

**DE 6.01 Authority.** The rules in this chapter are adopted pursuant to authority in s. 447.07 (3) (o), Stats.

**History:** Cr. Register, February, 1982, No. 314, eff. 3-1-82; am., Register, April, 1999, No. 520, eff. 5-1-99.

**DE 6.02 Unprofessional advertising.** The following, without limitation because of enumeration, constitute unprofessional advertising:

- (1) Publishing or communicating statements or claims in any media which are false, fraudulent or deceptive.
- (2) Compensating or giving anything of value to media representatives in anticipation of or in return for professional publicity, unless the payment or receipt of an object of value is disclosed to the public.
- (3) Refusing to honor payment in the amount of an advertised

price for a service during the period of time stated in the advertisement.

**(4) Including in an advertisement:**

- (a) A patient's identity or any identifiable fact, datum or information, without the patient's permission,
- (b) A name of a dentist who has not been associated with the advertising dentist for the past year or longer,
- (c) Notice of a practice as a specialist in a dental specialty unless the dentist has successfully completed a post-doctorate course approved by the Commission on Dental Accreditation of the American Dental Association in a specialty recognized by the American Dental Association. This limitation does not apply to a dentist who announced a limitation of practice prior to 1967.

**History:** Cr. Register, February, 1982, No. 314, eff. 3-1-82; r. (3), (4), (6), (7) (a) to (d) and (g), renum. (5), (7) (intro.), (e), (f) and (h) to be (3), (4) (intro.), (a), (b) and (c) and am. (4) (a) to (c), Register, April, 1986, No. 364, eff. 5-1-86; **CR 02-138: am. (4) (c), Register November 2003 No. 575, eff. 12-1-03.**