

2007 ASSEMBLY BILL 843

February 21, 2008 – Introduced by Representatives BIES, ALBERS, BALLWEG, BENEDICT, BERCEAU, BOYLE, JORGENSEN, F. LASEE, LOTHIAN, MONTGOMERY, MURTHA, MUSSER, NYGREN, OWENS, SHERIDAN, SOLETSKI, TOWNSEND, TURNER, VAN AKKEREN, A. WILLIAMS, PETERSEN, WOOD and HAHN, cosponsored by Senators A. LASEE, CARPENTER, DARLING, KREITLOW, LEHMAN, ROESSLER and TAYLOR. Referred to Committee on Consumer Protection and Personal Privacy.

1 **AN ACT to amend** 100.52 (2) (b) of the statutes; **relating to:** the directory of
2 residential telephone customers who do not want to receive telephone
3 solicitations.

Analysis by the Legislative Reference Bureau

Under current law, a telephone solicitor may not make a telephone solicitation to a residential telephone customer who has requested to be included in a directory maintained by the Department of Agriculture, Trade and Consumer Protection (DATCP) and provided to registered telephone solicitors. Currently, if a customer fails to make a biennial request to be included in the directory, the department is required to eliminate the customer from the directory.

This bill eliminates the requirement that a residential customer make a biennial request in order to be included in the directory. Under the bill, DATCP must eliminate a residential customer from the directory if the customer requests to be eliminated from the directory.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

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

4 **SECTION 1.** 100.52 (2) (b) of the statutes is amended to read:

ASSEMBLY BILL 843**SECTION 1**

1 100.52 (2) (b) The department shall promulgate rules for establishing,
2 maintaining, and semiannually updating a directory that includes listings of
3 residential customers who do not wish to receive telephone solicitations made on
4 behalf of telephone solicitors. The rules promulgated under this paragraph shall
5 establish requirements and procedures for a residential customer to request a listing
6 in the directory. ~~The rules shall also require a residential customer who requests a~~
7 ~~listing in the directory to notify the department on a biennial basis if the residential~~
8 ~~customer wishes to continue to be included in the directory.~~ The department shall
9 eliminate a residential customer from the directory if the customer ~~does not make~~
10 ~~the biennial notification~~ requests to be removed from the directory.

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(END)