



WISCONSIN LEGISLATIVE COUNCIL ACT MEMO

2011 Wisconsin Act 197
[2011 Senate Bill 185]

Do-Not-Call List; Text Messages

The Department of Agriculture, Trade, and Consumer Protection (DATCP) maintains a list of the telephone numbers of residential land-line and cellular telephone customers who have indicated that they do not wish to receive telephone solicitations. Telephone solicitors are prohibited from making telephone solicitations to numbers on the list. “Telephone solicitation” is defined as “the unsolicited initiation of a telephone conversation for the purpose of encouraging the recipient of the telephone call to purchase property, goods, or services.”

Act 197 provides that telephone solicitors may not make solicitations to numbers on the list by means of text messages, in addition to telephone conversations.

Effective date: April 17, 2012

Prepared by: David L. Lovell, Senior Analyst

April 9, 2012

DLL:jal

This memo provides a brief description of the Act. For more detailed information, consult the text of the law and related legislative documents at the Legislature’s Web site at: <http://www.legis.state.wi.us/>.