



## Fiscal Estimate Narratives

DATCP 4/9/2013

LRB Number	13-1593/1	Introduction Number	SB-107	Estimate Type	Original
<b>Description</b> Penalties and private actions for violations of restrictions on telephone solicitations					

### Assumptions Used in Arriving at Fiscal Estimate

Under current law and this bill, DATCP administers Wisconsin's No Call program. Residential customers may sign-up to list their phone numbers on the state Do Not Call registry. Telephone solicitors are prohibited from calling numbers on the registry. Further, telephone solicitors must register with DATCP in order to obtain a copy of the Do Not Call registry.

Penalties for violating current law are, generally, a civil forfeiture of up to \$100 per violation. This bill would increase penalties to not less than \$1,000 and not more than \$10,000 per violation. This bill would also allow for a private cause of action. Any person could sue to recover actual damages or \$500 per violation, whichever is greater, plus reasonable attorney fees.

The bill does not, however, make any significant changes to how DATCP administers the list and interacts with registered telephone solicitors. Therefore, we believe that this bill will not have a material fiscal effect on the agency.

### Long-Range Fiscal Implications