

1977 Assembly Bill 1092

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CHAPTER 301, Laws of 1977

AN ACT to create 134.72 of the statutes, relating to the use of electronic devices in telephone solicitation and providing a penalty.

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

SECTION 1. 134.72 of the statutes is created to read:

134.72 Prohibition on the use of prerecorded messages in telephone solicitation. (1) DEFINITION. As used in this section "telephone solicitation" means the unsolicited initiation of a telephone conversation for the purpose of encouraging a person to purchase property, goods or services.

(2) PROHIBITION. No person may use an electronically prerecorded message in telephone solicitation without the consent of the person called.

(3) TERRITORIAL APPLICATION. (a) *Intrastate*. This section applies to any intrastate telephone solicitation.

(b) *Interstate*. This section applies to any interstate telephone solicitation received by a customer in this state.

(4) PENALTY. A person who violates this section may forfeit up to \$500.
