

Chapter DFI–Bkg 75

PAYDAY LENDING

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DFI–Bkg 75.01 Definitions. In this chapter and s. 138.14, Stats.:

(1g) “Applicant” means an applicant for a license under s. 138.14, Stats.

(1m) “At the end of the loan term” has the same meaning as “maturity date,” as defined in s. 138.14 (1) (j), Stats.

(1r) “Customer identification number” has the meaning given in s. 138.14 (1) (br), Stats.

Note: Sub. (1r) is shown as created eff. 1–1–25 by 2023 Wis. Act 267 and as renumbered from sub. (1m) by the legislative reference bureau under s. 13.92 (4) (b) 1. A similar provision with the same numbering was created eff. 5–1–23 by CR 22–020. As created by CR 22–020, it reads:

(1r) “Customer identification number” means a unique number assigned to a customer in a manner specified by the division, or by the database provider acting at the direction of the division.

(2) “Database transaction fee” means the fee the database provider shall charge licensees for each payday loan made by the licensee.

(3) “Default” has the meaning given in s. 425.103 (2), Stats., if the loan has not reached its maturity date or the customer does not enter into a repayment plan under s. 138.14 (11g) (a), Stats.

(4) “Department” means the department of financial institutions.

(5) “Division” means the division of banking.

(6) “Electronic fund transfer” has the meaning given in 12 C.F.R. 205.3 (b) .

(6m) “Licensee” means a holder of a license issued under s. 138.14 (5), Stats., except where the context requires otherwise.

(7) “Makes” in s. 138.14 (4) (c), Stats., means originates or services.

(7m) “Nationwide multistate licensing system and registry” or “NMLS” means the multistate system developed by the Conference of State Bank Supervisors and the American Association of Residential Mortgage Regulators and owned and operated by the State Regulatory Registry, LLC or any successor or affiliate entity, for the licensing and registration of persons in financial services industries.

(8) “Percentage per year of interest charged” in s. 138.14 (13) (b), Stats., means the annual percentage rate charged for the payday loan.

(8g) “Reinstatement period” means the period beginning January 1 and ending on the last day of February, or such other period prescribed by the division.

(8m) “Renewal period” means the period beginning November 1 and ending December 31, or such other period prescribed by the division.

(9) “Subsequent payday loan” or “subsequent loan,” except when used in s. 138.14 (9m), Stats., means any loan where its proceeds are used, in whole or in part, to repay a previous payday loan, and includes any loan made within 24 hours after the customer pays off a previous payday loan in full.

(10) “Unique identifier” means a number or other identifier assigned by protocols established by the NMLS.

History: CR 10–098: cr. Register May 2011 No. 665, eff. 6–1–11; CR 12–035: am. (3), cr. (9) Register May 2013 No. 689, eff. 6–1–13; CR 22–020: renum. (1) to (1m), cr. (1g), (1r), (6m), (7m), (8g), (8m), (10) Register May 2023 No. 809, eff. 9–1–23; CR 23–039: am. (6m) Register March 2024 No. 819, eff. 4–1–24; **2023 Wis. Act 267: cr. (1m) Register April 2024 No. 820, eff. 1–1–25; renum. (1m) to (1r) under s. 13.92 (4) (b) 1., Stats., Register April 2024.**

DFI–Bkg 75.02 Transactions not covered. Notwithstanding s. 138.14 (1) (k), Stats., a payday loan does not include a transaction that is made for a business, commercial or agricultural purpose.

History: CR 10–098: cr. Register May 2011 No. 665, eff. 6–1–11; CR 12–035: renum. 75.02 (intro.) to be 75.02 and am., r. (1), (2) Register May 2013 No. 689, eff. 6–1–13.

DFI–Bkg 75.03 Prohibited practices. (1) A licensee may not engage in conduct that is an attempt to evade or undermine the purpose and intent of s. 138.14, Stats.

(2) No licensee may make a payday loan if any of the following circumstances apply:

(a) The loan requires a payment that is more than twice as large as the average of all other scheduled payments.

(b) The loan is made pursuant to an open–end credit plan.

(c) The lender accepts, and agrees to hold, more than 5 of a customer’s checks.

(d) The loan is, or is to be, secured by an interest in a motor vehicle.

(3) Except as provided in subs. (4) and (5), no licensee under s. 138.09, Stats., may make a loan of \$1,500 or less if any of the following apply:

(a) The loan requires payments be made on any schedule other than substantially equal biweekly installments or substantially equal monthly installments, except as provided in s. 138.09 (7) (c) 2., Stats.

(b) The loan is made pursuant to an open–end credit plan.

(c) The loan has a term of 90 days or less.

(4) Subsection (3) does not apply to a licensee under s. 138.09, Stats., if all of the following apply:

(a) The licensee operates as a pawnbroker as defined in s. DFI–Bkg 77.02 (2).

(b) The licensee takes possession of the pledge as defined in s. DFI–Bkg 77.02 (5).

(c) The forfeited pledge satisfies the loan.

(5) Subsection (3) does not apply to title loans, as defined in s. 138.16 (1) (c), Stats., made by a licensee under s. 138.09, Stats., who holds the certificate required under s. 138.16 (1m), Stats.

(6) No licensee under s. 138.09, Stats., may originate a loan subject to s. 138.09, Stats., at the same time, or within the 24 hour period before or after, the licensee originates a payday loan with the same customer.

(7) No licensee under s. 138.09, Stats., may originate a loan subject to s. 138.09, Stats., at the same time, or within the 24 hour period before or after, a payday loan made by the licensee with the same customer is paid in full.

History: CR 10–098: cr. Register May 2011 No. 665, eff. 6–1–11; CR 12–035: am. (3) (intro.), (c), cr. (5) to (7) Register May 2013 No. 689, eff. 6–1–13; CR 23–039: am. (1) to (3), (4) (intro.), (6), (7) Register March 2024 No. 819, eff. 4–1–24; correction in (3) (intro.) made under s. 35.17, Stats., Register March 2024 No. 819.

DFI-Bkg 75.04 Disclosure requirements. (1) The disclosures required by s. 138.14 (9g) (a) 1., 2., 4., 5., and 6., Stats., shall be provided to the applicant in a single written document that is in a form prescribed by the division. The form shall be:

- (a) Signed and dated by the applicant.
- (b) Signed and dated by a representative of the licensee.
- (c) On white paper sized 8.5 inches x 11 inches and in Times New Roman font style 12 or greater.
- (d) Delivered to the customer in the English and Spanish languages, or at the customer's option, in the English or Spanish language.

(2) The licensee shall retain a copy of each signed disclosure form in the customer's file.

(3) If the applicant is applying for a payday loan via the Internet, the lender's compliance with sub. (1) (c) will be based on how the form is displayed on the lender's computer, and not based on how the form is displayed on the applicant's computer.

Note: A copy of the disclosure form may be downloaded from the department's website at www.wdfl.org.

History: CR 10–098: cr. Register May 2011 No. 665, eff. 6–1–11.

DFI-Bkg 75.05 Interest, fees and default. (1) Except as set forth in sub. (3), the interest permitted under s. 138.14 (10) (a), Stats., and the fee permitted under s. 138.14 (10) (b) 2., Stats., are the only amounts that may be charged a customer on a payday loan.

(2) No licensee may charge the customer a fee to cash the proceeds check from a payday loan.

(3) Notwithstanding s. 138.14 (10), Stats., if a money judgment is awarded by the court, a customer may be charged the costs and fees awarded by the court and the interest permitted under s. 814.04 (4), Stats.

History: CR 10–098: cr. Register May 2011 No. 665, eff. 6–1–11; CR 12–035: am. (4) Register May 2013 No. 689, eff. 6–1–13; CR 23–039: r. (4) Register March 2024 No. 819, eff. 4–1–24.

DFI-Bkg 75.06 Gross monthly income. (1) The gross monthly income calculation required under s. 138.14 (12) (b), Stats., shall be calculated by multiplying the amount of the:

- (a) Gross weekly earnings times 4.33, if the customer is paid weekly.
- (b) Gross two–week earnings times 2.16, if the customer is paid every two weeks.
- (c) Gross semi–monthly earnings times 2, if the customer is paid twice a month.
- (d) Gross monthly earnings times 1, if the customer is paid monthly.

(2) Except as provided in sub. (5), prior to making a payday loan, the licensee shall obtain from the customer a copy of any of the following to verify the gross monthly income of the customer:

- (a) A recent official pay stub or official payroll receipt.
- (b) A recent receipt reflecting payment of retirement benefits.
- (c) A recent receipt reflecting payment of government benefits.
- (d) A recent statement from a financial establishment reflecting direct deposit of government benefits.
- (e) Other documentation as approved by the division.

(3) The documents set forth in sub. (2) (a) through (d) may not be dated more than 180 days prior to the date on which the payday loan is made.

(4) Documentation verifying the customer's income and setting forth the licensee's calculation of the gross monthly income shall be retained in the customer's file.

(5) If the licensee is using the customer's consumer report as its method of income verification, the licensee shall, prior to making a payday loan, obtain the customer's gross monthly income figure in writing from the customer and maintain such writing in the customer's file.

History: CR 10–098: cr. Register May 2011 No. 665, eff. 6–1–11; CR 12–035: am. (2) (intro.), cr. (5) Register May 2013 No. 689, eff. 6–1–13; CR 23–039: am. (3) Register March 2024 No. 819, eff. 4–1–24.

DFI-Bkg 75.07 Form requirements. (1) The writing evidencing the customer's obligation to pay under a payday loan shall clearly and conspicuously contain the following language:

(a) *Repayment plan:* If you fail to repay this payday loan in full upon its maturity date, and you have not been offered a repayment plan within the 12 month period prior to the maturity date of your loan, the lender must offer you the opportunity to repay the outstanding balance of the loan in 4 equal installments with due dates coinciding with your pay period schedule. There is no cost to you for entering into the repayment plan, and the lender may not charge any interest on the outstanding balance while you are participating in the repayment plan. Customer's initials or signature:

(b) You may rescind this payday loan by returning to the lender the proceeds of the payday loan before the close of business on the next day of business after the loan is made, or, if the place of business where the loan is made is open 24–hours, before 5 p.m. on the next day of business after the loan is made.

(c) You may not repay a payday loan with the proceeds of another payday loan more than once.

(d) A lender may present a customer's check for payment no more than once. For each customer authorization to initiate an electronic fund transfer from the customer's account, a lender may initiate an electronic fund transfer no more than once. The only charge that a lender may impose for dishonor of a customer's check or denial of the lender's instruction to execute an electronic fund transfer is a charge that does not exceed \$15.

(e) If a person makes a payday loan to a customer in violation of s. 138.14, Stats., the customer may bring an action against the person for damages of \$250 or the amount of the payday loan, whichever is greater, plus costs, and notwithstanding s. 814.04 (1), Stats., reasonable attorney fees.

(2) The language required by sub. (1) (a) shall be placed immediately above the Notice to Customer required by s. 422.303 (3), Stats., and shall be separately signed or initialed by the customer before the payday loan is made.

History: CR 10–098: cr. Register May 2011 No. 665, eff. 6–1–11; CR 12–035: am. (1) (a) Register May 2013 No. 689, eff. 6–1–13; CR 23–039: r. (3) Register March 2024 No. 819, eff. 4–1–24.

DFI-Bkg 75.08 Repayment plan. (1) REPAYMENT PLAN OFFER. (a) The offer of the repayment plan required by s. 138.14 (11g) (a), Stats., shall be hand–delivered, mailed or e–mailed to the customer in a single written document that is in a form prescribed by the division, and except as set forth in par. (b), delivered on or before the 10th day after the maturity date of the loan.

(b) If a customer's check has been presented, or electronic fund transfer authorization initiated, on or before the 10th day after the maturity date of the loan, but the lender has not yet been notified that the customer's check or electronic fund transfer authorization has not cleared the customer's financial institution, the lender shall make the offer when the notification is received.

(c) The repayment plan offer form shall:

1. Be on white paper sized 8 ½ inches x 11 inches and in Times New Roman font style 12 or greater.

2. Identify the name, address, and telephone number of the licensee.

3. Identify the name, address, telephone number, and customer identification number.

4. Contain an explanation of the repayment plan being offered.

5. State the date the offer is made and the date by which the customer must accept the offer.

(d) The licensee shall retain in the customer's file a copy of the repayment plan form provided to the customer.

(e) If the offer is emailed to the customer, the lender's compliance with par. (c) 1. will be based on how the offer is displayed on the lender's computer, and not based on how the offer is displayed on the customer's computer.

(2) REPAYMENT PLAN AGREEMENT. (a) The repayment plan agreement shall be in writing and shall do all of the following:

1. Contain no blank spaces.

2. Be signed and dated by the customer and a representative of the licensee.

3. Identify the name, address, and telephone number of the licensee.

4. Identify the name, address, telephone number, and customer identification number.

5. State the date the repayment plan was made, the loan number, and the outstanding balance.

6. State the payment amounts and due dates.

7. Contain a summary of action that could be taken against the customer if the customer does not make the required repayment plan installment payments when due.

(b) The licensee shall furnish the customer a copy of the signed agreement.

(c) The licensee shall retain a copy of the repayment plan agreement in the customer's file.

(3) ACCEPTANCE OF PLAN. No licensee is required to honor a repayment plan offer under sub. (2) that is not accepted by the customer and received by the licensee within 10 days of the date the offer is hand-delivered, mailed or e-mailed to the customer.

(4) REQUIREMENTS OF REPAYMENT PLAN. The repayment plan under s. 138.14 (11g) (a), Stats., shall meet all of the following requirements:

(a) The first payment may not be due earlier than the customer's next pay day following the date the offer is made.

(b) Except as provided in par. (d), the due date of the 4 equal installments shall coincide with the customer's pay period schedule, as verified by the customer's pay stub, payroll receipt, receipt of government or retirement benefits, or other documentation that identifies the frequency of the pay cycle.

(c) If the customer's income is not received on a consistent, regular cycle, the pay period schedule shall be considered every two weeks and the first payment shall be due two weeks following the date the offer is made.

(d) If documentation to verify the customer's pay period schedule is not available, the pay period schedule shall be considered to be once a month and the first payment shall be due one month following the date the offer is made.

History: CR 10–098: cr. Register May 2011 No. 665, eff. 6–1–11; CR 12–035: r. and recr. (1), am. (4) (intro.), (b), cr. (4)(d) Register May 2013 No. 689, eff. 6–1–13; CR 22–020: am. (1) (c) 3., (2) (a) 4. Register May 2023 No. 809, eff. 9–1–23; CR 23–039: am. (4) (a) Register March 2024 No. 819, eff. 4–1–24; **2023 Wis. Act 267: am. (1) (c) 3., (2) (a) 4. Register April 2024 No. 820, eff. 1–1–25; merger of (1) (c) 3., (2) (a) 4. treatments by 2023 Wis. Act 267 and CR 22–020 made under s. 13.92 (4) (bm), Stats., Register April 2024 No. 820.**

DFI-Bkg 75.09 General matters. (1) The effective date of a payday loan cannot be prior to the date the loan is signed by the customer.

(2) Notwithstanding s. 138.14 (12) (f), Stats., a licensee is not prohibited from bringing an action to collect the total outstanding balance due on a payday loan, including the service charge permitted under s. 138.14 (10) (b) 2., Stats.

(3) All times referenced in s. 138.14, Stats., are for the Central Time Zone.

History: CR 10–098: cr. Register May 2011 No. 665, eff. 6–1–11.

DFI-Bkg 75.10 Database. (1) SECURE TRANSMISSION. (a) Except as otherwise provided in s. 138.14, Stats., a licensee shall transmit all information to the database via the Internet.

(b) In order to maintain the confidentiality and security of the information transmitted to the database, a licensee shall maintain generally accepted security safeguards to maintain the confidentiality and security of information transmitted to the database. The licensee shall install, maintain and regularly update malware protection, antivirus and antispyware software, and a firewall.

(c) A licensee may not transmit information to the database using publicly accessible computers, computers that are not under the licensee's control, unsecured wireless connections, Wi-Fi connections, or other connections that are not secure.

(2) CUSTOMER ELIGIBILITY. (a) If the database advises the licensee that an applicant is eligible for a payday loan, the licensee shall record a transaction identification number, generated by the database, on the applicant's loan document before entering into the payday loan.

(b) If the database advises the licensee that an applicant is ineligible for a payday loan, the licensee shall do all of the following:

1. Inform the applicant of the applicant's ineligibility.

2. Provide the applicant with the reason for the ineligibility determination given by the database.

3. Instruct the applicant to contact the database provider if the applicant wants more specific information regarding the reason for ineligibility.

4. Provide the applicant with the telephone number of the database provider.

(3) DATABASE UPDATES. (a) A licensee shall input all information requested by the database into the database when any of the following occur:

1. A payday loan is consummated.

2. A payday loan is repaid with the proceeds of a subsequent payday loan.

3. A customer elects to enter into a repayment plan under s. 138.14 (11g) (a), Stats.

4. A customer's payday loan is paid in full.

5. A customer elects to rescind his or her payday loan.

6. A customer makes a payment on his or her payday loan.

7. The licensee presents a check for payment or initiates an electronic fund transfer.

8. A customer's check is dishonored or electronic fund transfer is denied.

9. The licensee assesses a service charge for a dishonored check or denied electronic funds transfer.

10. The licensee collects a service charge for a dishonored check or denied electronic funds transfer.

11. The licensee determines a payday loan is in default.

12. The licensee obtains a judgment against the customer.

13. A customer satisfies a judgment.

14. The licensee collects any court costs or attorney's fees from a customer.

15. The licensee charges off a payday loan as uncollectible.

16. The division or the database provider determines additional information needs to be submitted to the database.

(b) Except as set forth in sub. (4), information shall be entered into the database on the day the licensee becomes aware of the information.

(c) If a licensee becomes aware of any changes or errors in the information previously verified or transmitted by the licensee to the database, the licensee shall immediately update or correct the database.

(4) ALTERNATE PROCESS. (a) If at the time a licensee receives a loan application the licensee is unable to access the database via the Internet due to technical difficulties occurring with the database, the licensee shall use the database provider's alternate process to obtain applicant eligibility information from the database.

(b) If a licensee makes a payday loan based on applicant eligibility information obtained from the database provider's alternate process, the licensee shall transmit to the database any remaining required information no later than 11:59 p.m. on the next business day following the date the database becomes accessible to the licensee via the Internet.

(c) If a licensee is required to transmit to the database information regarding a payday loan that has already been made but the licensee is unable to access the database via the Internet due to technical difficulties occurring with the database, the licensee shall transmit to the database the required information no later than 11:59 p.m. on the date that the database becomes accessible to the licensee via the Internet.

(d) Anytime a licensee is unable to access the database via the Internet due to technical difficulties occurring with the database, the licensee shall document in its records the technical problems it experienced and the date and time that it sought to access the database.

(5) RECORD RETENTION. Data shall be retained on the database until the database provider receives written approval from the department to archive, delete, or destroy specific information.

(6) CEASING LOAN ORIGINATIONS. (a) The plan required by s. 138.14 (14) (o), Stats., shall be received by the division at least 10 business days before a licensee stops originating payday loans.

(b) The provisions of s. 138.14 (14) (d) 5., Stats., do not apply if a licensee is updating the database in accordance with a plan approved by the division under s. 138.14 (14) (o), Stats.

History: CR 10–098: cr. Register May 2011 No. 665, eff. 6–1–11; CR 12–035: am. (3) (a) 3., r. (6), renun. (7), (8) to be (6), (7) Register May 2013 No. 689, eff. 6–1–13; CR 23–039: am. (1) (c), r. (7) Register March 2024 No. 819, eff. 4–1–24.

DFI-Bkg 75.11 Nationwide Multistate Licensing System and Registry; Licensing and Renewal. (1) PARTICIPATION.

(a) The division shall utilize the NMLS with respect to applicants and licensees. The division may establish relationships or contracts with the NMLS or other entities designated by the NMLS to collect and maintain records and process transaction fees or other fees. With respect to any form, fee, or other information required to be submitted to the division by an applicant or licensee, the division may require the applicant or licensee to submit such form, fee, or other information directly to the NMLS.

(b) Each applicant and licensee shall register with, and maintain a valid unique identifier issued by, the NMLS.

(c) The division may require an applicant or licensee to provide to the NMLS any information that the division determines to be relevant to the application or to any responsibility administered or conducted through the NMLS that is related to the licensed activity.

(d) The division may require an applicant or licensee, or an individual with the power to direct the management or policies of the applicant or licensee, to submit an independent credit report from a consumer reporting agency, an investigative background report prepared by an independent search firm, fingerprints, or any other personal or professional history information deemed necessary by the division. The division may require fingerprints for the purposes of identifying the individual and to determine whether the individual has a record of warrants, arrests, or convictions in any jurisdiction. Fingerprints may be submitted, directly or as provided in sub. (2), to the federal bureau of investigation

and any government agency or entity authorized to receive this information for a state and national criminal history record check.

(e) The division may rely on the NMLS to establish any dates relating to application or reporting deadlines for applicants and licensees, to establish requirements for amending or surrendering licenses, or to establish any other requirements applicable to applicants and licensees to the extent the requirements are a condition of the state's participation in the NMLS.

(f) Applicants and licensees are responsible for any service, access, or other fees charged by the NMLS for use of the system. Whenever the division requires fingerprinting, an independent credit report from a consumer reporting agency, an investigative background report prepared by an independent search firm, or any other information in connection with an application or other filing, any associated costs shall be paid by the applicant or the parties to the application.

(2) CHANNELING INFORMATION. To reduce the points of contact that the division may have to maintain, and to facilitate compliance with any requirement that an applicant provide identity information, including social security number or federal employer identification number, fingerprints, credit reports, or other personal history, the division may use the NMLS as a channeling agent for requesting and distributing information to and from any source so directed by the division, including the federal bureau of investigation, any state or federal department of justice, or any other governmental agency.

(3) CONFIDENTIAL INFORMATION. (a) If any information or material is considered confidential or privileged under federal or state law before it is provided or disclosed to the NMLS, it shall continue to be confidential or privileged after it is provided or disclosed to, and while maintained by, the NMLS, except to the extent federal or state law expressly provides otherwise and except as provided in par. (c). Confidential or privileged information or material under this paragraph is not subject to any of the following:

1. Disclosure under any federal or state law governing the disclosure to the public of information held by an officer or an agency of federal or state government.

2. Subpoena or discovery, or admission into evidence, in any private civil action or administrative proceeding, unless the person to whom the information or material pertains waives any right or protection of confidentiality or privilege in the information or material.

(b) Confidential or privileged information or material under par. (a) may be shared with any state or federal regulatory agency having supervisory authority over activities governed by s. 138.14, Stats., without losing any right or protection of confidentiality or privilege under federal or state law.

(c) This subsection does not prohibit the NMLS from providing public access to information or material relating to the employment history of, and publicly adjudicated disciplinary and enforcement actions against, licensees.

(4) COOPERATIVE ARRANGEMENTS. The division may enter into cooperative, coordinating, or information-sharing arrangements or agreements with other governmental agencies or with associations representing other governmental agencies, including the Conference of State Bank Supervisors, subject to the requirements of s. 220.06, Stats.

History: CR 22–020: cr. Register May 2023 No. 809, eff. 9–1–23.

DFI-Bkg 75.12 Changes to information. A licensee shall keep current and accurate all material information on file with the division and the NMLS. If the information changes in any material respect, the licensee shall notify the division and the NMLS of the change within 10 days after the change.

History: CR 22–020: cr. Register May 2023 No. 809, eff. 9–1–23.

DFI-Bkg 75.13 License renewal and reinstatement. (1) During the renewal period, a licensee may seek to renew a

license by submitting all fees owed to the division or the NMLS, along with any additional documentation required by the division or applicable law, through the NMLS or in such other manner as directed by the division.

(2) During the reinstatement period, a licensee may reinstate a license by submitting all the items in sub. (1), plus an additional non-refundable fee of \$100, through the NMLS or in such other manner as directed by the division.

History: CR 22-020: cr. Register May 2023 No. 809, eff. 9-1-23.