
Wisconsin Legislative Council

AMENDMENT MEMO



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2023 Senate Bill 709

**Senate
Amendment 1**

2023 SENATE BILL 709

The Wisconsin Consumer Act provides a three-day right to cancel for certain consumer approval transactions that are initiated via direct mail or telephone solicitation or face-to-face solicitation away from a place of business. 2023 Senate Bill 709 exempts sales from entities regulated by the Office of the Commissioner of Insurance (OCI) or by affiliates of those entities from the definition of consumer approval transaction, and consequently, from the above-described right to cancel.

SENATE AMENDMENT 1

Senate Amendment 1 to Senate Bill 709 revises the scope of the exemption to apply only to sales of insurance or service contracts by an OCI-regulated entity or its affiliates.

BILL HISTORY

2023 Senate Bill 709 was offered by Senator Stroebel on November 21, 2023. Senator Stroebel offered Senate Amendment 1 on January 16, 2024. On February 15, 2024, the Senate Committee on Shared Revenue, Elections and Consumer Protection recommended adoption of Senate Amendment 1 on a vote of Ayes, 5; Noes, 0, and recommended passage of Senate Bill 709, as amended, on a vote of Ayes, 3; Noes, 2.

For a full history of the bill, visit the Legislature's [bill history page](#).

SG:jal