

## Chapter DE 6

### UNPROFESSIONAL ADVERTISING

DE 6.01 Authority.  
DE 6.02 Unprofessional advertising.

DE 6.03 Advertising limitations for dental therapists.

**DE 6.01 Authority.** The rules in this chapter are adopted pursuant to authority in s. 447.07 (3) (o), Stats.

**History:** Cr. Register, February, 1982, No. 314, eff. 3-1-82; am., Register, April, 1999, No. 520, eff. 5-1-99.

**DE 6.02 Unprofessional advertising.** The following, without limitation because of enumeration, constitute unprofessional advertising:

(1) Publishing or communicating statements or claims in any media which are false, fraudulent or deceptive.

(2) Compensating or giving anything of value to media representatives in anticipation of or in return for professional publicity, unless the payment or receipt of an object of value is disclosed to the public.

(3) Refusing to honor payment in the amount of an advertised price for a service during the period of time stated in the advertisement.

(4) Including any of the following in an advertisement:

(a) A patient's identity or any identifiable fact, datum or information, without the patient's permission.

(b) A name of a dentist or dental therapist who has not been

associated with the advertising dentist or dental therapist for the past year or longer.

(c) Notice of a practice as a specialist in a dental specialty unless the dentist has successfully completed a post-doctoral educational training program approved by the Commission on Dental Accreditation of the American Dental Association in a specialty recognized by the American Dental Association. Advertising as a specialist in a non-American Dental Association-recognized specialty is prohibited.

**History:** Cr. Register, February, 1982, No. 314, eff. 3-1-82; r. (3), (4), (6), (7) (a) to (d) and (g), renum. (5), (7) (intro.), (e), (f) and (h) to be (3), (4) (intro.), (a), (b) and (c) and am. (4) (a) to (c), Register, April, 1986, No. 364, eff. 5-1-86; CR 02-138: am. (4) (c), Register November 2003 No. 575, eff. 12-1-03; CR 11-035: am. (4) (c) Register July 2012 No. 679, eff. 8-1-12; **EmR2410: emerg. am. (4) (b), eff. 7-26-24; CR 24-094: am. (4) (intro.) to (b) Register July 2025 No. 835, eff. 8-1-25.**

**DE 6.03 Advertising limitations for dental therapists.** (1) A dental therapist may not advertise as a dentist or as providing services other than dental therapy.

(2) A dentist supervising a dental therapist under a collaborative management agreement retains full responsibility for advertising by the dental therapist.

**History:** **EmR2410: emerg. cr., eff. 7-26-24; CR 24-094: cr. Register July 2025 No. 835, eff. 8-1-25.**