

ENTERTAINMENT, ART AND LEISURE

Dating Services

Wisconsin Statutes section 100.175 regulates “dating services,” especially those that take cash in advance:

A dating service must give each buyer a written contract. The contract must disclose:

- All charges, including interest charges.
 - That the buyer has a 3-day right to cancel. The statute prescribes a specific disclosure format.
- The contract duration (not more than 2 years).
- If the buyer exercises the 3-day right to cancel, the service provider must refund all payments within 21 days.

The service provider may not collect more than \$100 in advance unless the service provider files security with the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). A service provider must file a total of at least \$25,000 security for the benefit of all buyers.

- A service provider may not enforce a contract that does not comply with the law. If a service provider violates the law, an affected consumer may also sue to recover damages, costs and attorney fees.

DATCP may prosecute law violators, with the help of a district attorney or the Department of Justice. DATCP may seek an injunction, restitution, and civil forfeitures of up to \$10,000 per violation.