

WISCONSIN

Section 944.25 of the *Wisconsin Statutes Annotated* governs the transmission of unsolicited sexually-oriented electronic mail. That code section:

- Requires the sender to put a label on the subject line of an email containing sexually explicit material; and
- Imposes criminal penalties on violators.

Wis. Stat. Ann.

§944.25. Unsolicited Sexually Explicit Electronic Mail

(1) In this section:

(1)(a) "Electronic mail solicitation" means an electronic mail message, including any attached program or document, that is sent for the purpose of encouraging a person to purchase property, goods, or services.

(1)(b) "Obscene material" has the meaning given in §944.21(2)(c).

(1)(c) "Sexually explicit conduct" has the meaning given in §948.01(7).

(2) Whoever sends an unsolicited electronic mail solicitation to a person that contains obscene material or a depiction of sexually explicit conduct without including the words "ADULT ADVERTISEMENT" in the subject line of the electronic mail solicitation is guilty of a Class A misdemeanor.

Created by Act No. 16, §3966, Laws of 2001, effective September 1, 2001.