



PRIVATE ALARM BUSINESS, PRIVATE ALARM SALES & FIRST RESPONDER LICENSES INFORMATION SHEET

OFFICE OF THE CITY CLERK LICENSE DIVISION
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 E-MAIL ADDRESS: LICENSE@MILWAUKEE.GOV
WWW.MILWAUKEE.GOV/LICENSE

Who Needs A Private Alarm License?

Any private alarm business, private alarm sales business or private first responder must have license(s) to operate in the city of Milwaukee.

A business must obtain a license for each service it provides. Example: If ABC, Inc. monitors and sells monitoring services, two licenses would be required: 1) Alarm Business License and 2) Alarm Sales License.

APPLICATIONS:

A separate application is required for each license.

LICENSE PERIOD:

License expires 2 years from date of issuance.
License must be issued within 1 year of approval, or a waiver from the Licenses Committee is needed.

LICENSE FEES:

\$300 for Private Alarm Business
\$300 for Private First Responder
\$450 for Private Alarm Sales

Forms Needed:

- Business Application ccl-bapp
- Private Alarm Business, Private Alarm Sales, Private First Responder Supplemental License Application ccl-pas1

WI Seller's Permit Not Required:

Private Alarm Businesses are exempt from the seller's permit requirement and, therefore, do not need to submit a copy of a permit with their application.

FINGERPRINTING: Required

NOTICES:

All notices regarding license processing will be sent to the Agent of the Corporation/LLC listed in Section 2 of the Business Application at the mailing address indicated (not to the Registered Wisconsin Agent listed in Section B or the Representative signing the Statement of Acceptance of Notice by First Class Mail).

EXEMPTIONS:

No license is required of:

1. Sellers of alarm systems from a fixed location who do not visit the site where the alarm system is to be installed.
2. Any person engaged solely in the business of designing the system for the location.
3. Any "in-house" private alarm business that does not offer services to the public. Example: If a private alarm business has monitoring services within the same company, either at the same central location or different locations, and all the alarm users at different locations are also with the same company, a license is not needed.

ADDITIONAL LOCATIONS:

If a company has a licensed private alarm business for a central location and the same company has satellite offices that monitor private alarms, the satellite offices do not need separate private alarm business licenses.

PRIVATE FIRST RESPONDER SERVICE REQUIRED:

Alarm businesses which provide to alarm users alarm monitoring services for the receiving of burglary alarm messages are required to provide to alarm users a private first responder service that verifies, in the case of an activated burglary alarm, that an attempted or actual crime has occurred at the alarm site before the alarm signal is transmitted to the police department. These businesses must be licensed as a private first responder and individuals employed as first responders must have a state "Security Person" permit. Contact the State of Wisconsin – Department of Regulation and Licensing for Details, <http://drl.wi.gov/>.

INSTALLATION OF PRIVATE ALARM SYSTEMS:

All electrical installation contractors, including those installing low-voltage alarm systems, must be licensed by the Department of Neighborhood Services (DNS). Each private alarm system installation also requires a permit from DNS.

ALARM SALES:

- ▶ All alarm sales personnel must receive a minimum of 14 hours of training within the first 2 weeks of employment in sales activities.
- ▶ No person may engage in sales activities with any prospective alarm user prior to the completion of 14 hours of sales training except in the direct presence of registered sales personnel who has received a minimum 14 hours of sales.
- ▶ All alarm sales personnel engaged in sales activities directly and in person with members of the public must be registered with the City Clerk License Division within 10 days of employment and 10 days of termination. An electronic file certifying the employment and containing an accurate depiction of the photo-identification badge of the salesperson must be submitted to license@milwaukee.gov with the subject header listed as "Alarm Salesperson".
- ▶ Registration is not required for individuals who engage in remote sales activities limited to telephonic or other electronic or remote medium of communication, and individuals engaged in activities limited to posting or distribution of brochures, placards, flyers or other written sales communication.
- ▶ All alarm sales personnel must display photo – Identification badges that include the name, name of alarm sales business and the name and phone number of the alarm business.

CONTRACTS:

- ▶ All contracts must be in writing and identify the services to be provided by the licensee. A copy of contracts proposed for alarm sale, installation, maintenance, monitoring, responder and any other alarm services shall be written in plain language with key points in bold or 10-point font.
- ▶ All contracts must be presented to prospective individual customers together with a pamphlet or other written information, prepared or approved by the city clerk that includes a statement of rights and responsibilities of alarm users.
- ▶ All contracts must be state that, after a city agency is notified of 2 false alarms within a calendar year, the alarm user is subject to municipal citation.

PROHIBITED SYSTEMS

- ▶ Automated Alarm Notification Prohibited. No person may use or operate, attempt to use or operate, or cause to be used or operated, or arrange, adjust, program or otherwise provide or install any alarm system that upon activation will initiate, transmit, or deliver an alarm notification to any city agency by automated means except for fire alarms.
- ▶ Panic Alarm Notification Prohibited. No person may initiate, transmit, or deliver an alarm notification in the nature of a panic alert, police alert, medical alert or disturbance alert to any city agency by automated means, electronic or telephonic means, or other miscellaneous signal or message as distinguished from burglary, robbery (hold-up) or fire alarms.

- ▶ Multiple Trip Sensor and Audio Sensor Notification Prohibited. No person may initiate, transmit, or deliver by automatic means, electronic or telephonic means, any request for service to any city agency based upon multiple trip sensors or audio sensors.

DEFINITIONS

ALARM BUSINESS: means any person engaged in providing, selling, leasing, renting, installing, monitoring, servicing, altering, moving or causing any alarm system to be sold, installed, monitored, serviced or altered in or on any other person's building, place of business, structure, residence or other facility for compensation. Excluded from this definition is any person engaged solely in the business of designing the system for the location.

ALARM SALES: means activities related to marketing and sales, rental or leasing of alarm systems, alarm systems installation, and maintenance intended for residential or business alarm users. Alarm sales activities include the distribution of product and service information to members of the public by electronic, telephonic, broadcast, signage, posting of printed material or other written means and include oral information provided door-to-door or otherwise. Excluded from this definition are retail establishment sales of alarm system hardware to on-site customers and who provide no other alarm system services with the exception of equipment warranty coverage.

PRIVATE FIRST RESPONDER SERVICE:

means a service provided by an alarm business, either through an alarm representative or through a private security company is under contract with the business that determines, by means of on-site inspection, whether a cause for alarm has occurred at the site of an activated burglary alarm. Excluded from the definition of private first responder service are those services or personnel directly employed or contracted by businesses to respond to their own alarm systems.

ALARM SALES PERSONNEL: means that person or those persons employed by, contracted by, or otherwise engaged in the sale, rental or leasing of alarm systems within the city. "Alarm sales personnel" does not mean a person or persons employed or contracted by a retail establishment to assist customers in on-site sale of alarm system hardware and selling no other alarm system services with the exception of equipment warranty coverage. "Alarm sales personnel" does not mean any person or persons engaged in the preparation or design of marketing or sales information or materials and not engaged in other alarm system sales activities.

Ordinances related to Private Alarm Business are located in s. 105-75, MCO, and may be viewed online at <http://www.milwaukee.gov/ordinances>



**PRIVATE ALARM BUSINESS, PRIVATE ALARM SALES,
PRIVATE FIRST RESPONDER SUPPLEMENTAL LICENSE
APPLICATION**

OFFICE OF THE CITY CLERK LICENSE DIVISION
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 E-MAIL ADDRESS: LICENSE@MILWAUKEE.GOV; WWW.MILWAUKEE.GOV/LICENSE

SUBMIT THIS FORM ALONG WITH THE "BUSINESS LICENSE APPLICATION"

TYPE OF LICENSE APPLIED FOR:
<input type="checkbox"/> PRIVATE ALARM BUSINESS <input type="checkbox"/> PRIVATE ALARM SALES BUSINESS <input type="checkbox"/> PRIVATE FIRST RESPONDER
A separate application must be filled out and separate license obtained for each type of operation

SECTION A

TYPE OF SERVICES OFFERED.

Identify the type of services offered by the alarm business. Check (√) all that apply:

- | | |
|---|--|
| <input type="checkbox"/> Monitoring alarm systems
Alarm Business License | <input type="checkbox"/> Installing or servicing alarm systems
Alarm Business License |
| <input type="checkbox"/> Selling, leasing or renting alarm systems
Alarm Sales License | <input type="checkbox"/> Providing private first responder services
Private First Responder License |
| <input type="checkbox"/> Other services: List ► _____ | |

SECTION B

REGISTERED WISCONSIN AGENT (Required, if business is not located in Wisconsin)

List below the Registered Wisconsin Agent (for service of process, notice or demand required and permitted by law to be served on foreign corporations), if the place of business, as disclosed on this application is not in the state of Wisconsin **.

Full Legal Name of Registered Wisconsin Agent (this must be a person, not a company):

Business Address of Wisconsin Office of Registered Wisconsin Agent (include City, State, Zip Code):

SECTION C

PLAN OF OPERATION FOR ALARM BUSINESSES OR ALARM SALES BUSINESSES

PRIVATE FIRST RESPONDERS

List below the provider of private first responder services, if the types of services offered by the alarm business, as disclosed in Section E-3 above, include the monitoring of alarm systems for the receiving of burglary alarm messages.

[!] A private first responder service is the entity that is required to verify, in the case of an activated burglary alarm, that an attempted or actual crime has occurred at the alarm site before the alarm signal is transmitted to the police department.

Responder Business Name:	Responder Business Phone Number: ()
Responder Business Address (include City, State, Zip code): _____	

IF PROVIDED, IS PROMPT DISPATCH IS GUARANTEED? Check (√) one: Yes No

SUBCONTRACTING OR COOPERATING BUSINESSES

List below the any other subcontracting or cooperating business that provides or will provide services related to alarm systems installed or to be installed within the city, including monitoring services or repair and maintenance services. Attach additional sheets as needed.

Business Name:	Business Phone Number: ()
Business Address (include City, State, Zip code):	

MANAGERS OR SUPERVISORS

Identify operations managers or supervisors with oversight of alarm sales, installation or monitoring of private alarm systems or oversight of private alarm systems response activities. Attach additional sheets as needed.

Name:	Business Phone Number: ()
Business Address (include City, State, Zip code):	
Fax Number: ()	Email address:

ALARM SALES ACTIVITIES (IF APPLICABLE)

Provide a detailed statement regarding the manner in which alarm sales activities will be conducted and certification that all alarm sales personnel will receive a minimum of 14 hrs training within the first 2 wks of employment in sales activities.

Attach additional sheets as needed.

I certify that a list of alarm sales personnel will be registered with the city clerk and updated within 10 days of employment of any additional alarm sales personnel and within 10 days of the termination of sales activities by any person previously registered as a salesperson and photographs of alarm sales personnel will be submitted to the city clerk promptly upon engagement of alarm sales personnel in sales activities.

▶ _____
Signature of Individual; Partner; or Agent/Officer/Member of Corp or LLC

ADDITIONAL SERVICES PROVIDED

Provide a list of any additional services provided to alarm users or subscribers. The list must be updated within 10 days of any change in service subcontractor. Attach additional sheets as needed.

SECTION D

I/we understand that I am/we are required to inform the City Clerk within 10 days of any substantial changes in any of the information supplied in this application. I/we have knowledge of the City Ordinances currently regulating the license applied for herein, and understand that the license may be subject to suspension, non-renewal or revocation, if I/we violate any rule or regulation relating to this license.

I/we understand that I/we shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I/we certify that I am/we are the applicant and all statements are true and correct.

I/we certify that photographs of sales personnel will be submitted to the clerk promptly upon engaging in sales activities.

I/we will accept service of process or other notice by first class mail and am providing the address for receipt of first class mail. Yes No

Sole Proprietor, Partner, 20% or more Shareholder,
or the Agent - only if there are no 20% or more shareholders

Signature of additional partner or 20% or more Shareholder

**REQUIRED FOR ALL APPLICANTS
(EVEN IF THIS IS THE SAME PERSON AS LISTED IN SECTION B)**

**PRIVATE ALARM
STATEMENT OF ACCEPTANCE OF NOTICE BY FIRST CLASS MAIL**

Representative who will accept first class mail

Full Legal Name (First, Middle Initial, Last): _____

Date of Birth: _____

I will accept service of process or other notice by first class mail **. Yes No

If yes, address (including city, state and zip code) for receipt of first class mail is:

I am in a position of authority within the licensed business or have been authorized by the licensed business to elect to accept such service. Yes No

Signature

Representative Signature

****Please Note:**

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