



PRIVATE ALARM BUSINESS, ALARM SALES & PRIVATE 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 LICENSE?

Any private alarm business, private alarm sales business or private first responder operating in the city of Milwaukee.

Alarm means any mechanical or electrical equipment arranged to signal the occurrence of a fire, burglary or robbery alarm requiring immediate fire or police department notification, including local alarms which are audible or visible upon the exterior structure.

Exemptions: No license is required for:

- Monitoring of any person's own business or residential alarm.
- Anyone engaged in preparation or design of marketing/sales information or materials and not engaged in any other alarm sales activity.
- 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.
- 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.

APPLYING FOR LICENSE(S)

Submit the following:

- Business License Application (ccl-busapp)
- Private Alarm Business, Private Alarm Sales, Private First Responder Supplemental License Application (ccl-pasapp)
 - Check all license types for which you are applying
- Submit the fee for each license type:
 - \$300 for Private Alarm Business
 - \$300 for Private First Responder
 - \$450 for Private Alarm Sales

Licenses expire 2 years from date of issuance.

EXEMPT FROM FINGERPRINTING

Fingerprinting is not required for this license.

NOTE: If you are applying for other licenses at this time, they may require fingerprinting.

WI SELLER'S PERMIT NOT REQUIRED

Alarm Businesses are exempt from the WI Seller's Permit requirement.

LICENSING NOTICES

All correspondence (notices, letters, etc.) from the City Clerk License Division will be sent to the Agent of the Corp/LLC listed in Section 2 of the Business License Application at the business mailing address.

DEFINITIONS

Private Alarm Business

Any person 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 designing the system for the location.

Private First Responder Service

A private first responder service 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 responders and individuals employed as first responders must hold a state "Security Person" permit. Contact the State of Wisconsin Department of Regulation and Licensing for Details, <http://drl.wi.gov/>

Alarm businesses must provide monitoring services for the receiving of alarm messages, either through an alarm representative or private security company, a private first responder service to alarm users.

Does not include services or personnel directly employed or contracted by businesses to respond to their own alarm systems.

Private Alarm Sales

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.

Alarm Sales Personnel

Persons employed by, contracted by, or otherwise engaged in the sale, rental or leasing of alarm systems within the city.

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".

Alarm Sales Personnel does not include:

- 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.
- Persons engaged in the preparation or design of marketing or sales information or materials and not engaged in other alarm system sales activities.
- 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.

ADDITIONAL INFORMATION

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.
- The "Private Alarm System User's Rights & Responsibilities" brochure must be given to customers with every contract. Brochures can be obtained from www.milwaukee.gov/license under Forms & Related Information.

- 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.

INSTALLATION OF 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.

REGULATIONS

Complete rules and regulations can be found in the Milwaukee Code of Ordinances 105-75 at www.milwaukee.gov/ordinances



PRIVATE ALARM BUSINESS, ALARM SALES & PRIVATE FIRST RESPONDER LICENSES APPLICATION

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PAS	_____
PASALES	_____
PASDR	_____

Legal Entity Name _____

Check the type(s) of license(s) being applied for, and types of services being offered under the license(s).

<input type="checkbox"/> Private Alarm Business \$300 <input type="checkbox"/> Monitoring <input type="checkbox"/> Installing <input type="checkbox"/> Servicing	<input type="checkbox"/> Private Alarm Sales Business \$450 <input type="checkbox"/> Selling <input type="checkbox"/> Leasing <input type="checkbox"/> Renting	<input type="checkbox"/> Private First Responder \$300 Confirms alarm by on-site inspection
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Section 1. Registered Wisconsin Agent - Required if business is not located in Wisconsin

Agent's Full Legal Name (must be a person, not a company): _____

Agent's Street Address: _____

Agent's Office Street Address: _____

Section 2. Licensed Private First Responder

Did you check "Monitoring" as a type of service? No - SKIP this section Yes - You must complete this section

Check one:

Our company is also the Private First Responder.

Other: Name: _____ Business Phone #: _____
Business Address: _____

Does the responder hold a City of Milwaukee, Private First Responder License?

Yes If yes, license# _____ No, If no, they must obtain a license before your license(s) can be issued.

Is prompt dispatch guaranteed? Yes No Prompt dispatch means arrival at the site within 30 minutes of alarm.

Section 3. Subcontractors

Do you have any other subcontractors or cooperating businesses that provide services related to alarm systems installed or to be installed within the city, including monitoring services, repair and maintenance services?

No SKIP this section Yes - You must complete this section (attach additional pages as needed)

Name _____

Address _____ Phone #: _____

Email Address _____ Fax #: _____

Section 4. Managers

Are there any managers/supervisors with oversight of sales, installation or monitoring of systems or oversight of system response activities within the city?

No SKIP this section Yes - You must complete this section (attach additional pages as needed)

Manager: _____

Address: _____ Phone #: _____

Email Address: _____ Fax #: _____

Section 5. Additional Services

Are any additional services provided to alarm users or subscribers? No SKIP this section Yes - Describe below

Section 6. Alarm Sales Applicants Only

How will alarm sales activities be conducted?

- Door to Door By Telephone Email Broadcasts Signage Postings
- Other: _____

I/we understand all alarm sales personnel must receive a minimum of 14 hours training within the first 2 weeks of employment in sales activities.
 I/we understand no person may engage in sales activities with any prospective alarm user prior to completion of 14 hours of sales training except in the direct presence of a registered sales person who has received a minimum of 14 hours of sales.
 I/we understand that all sales personnel must display photo identification badges that include name, alarm sales business name, and name/phone number of the alarm business.
 I/we understand that a list of alarm sales personnel will be registered with the City Clerk and updated within 10 days of employment or termination of sales personnel. Photographs of all personnel who engage the public directly and in person in the course of sales will be submitted to the City Clerk promptly upon engagement in sales activities.

 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

Section 7. All Applicants Signature(s)

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.

 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

COMPLETION BY ALL APPLICANTS REQUIRED
(EVEN IF THIS IS THE SAME PERSON AS LISTED IN SECTION 1)

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:**
 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).