

Dept. of Transportation: Consumer protection week: Wisconsin DMV educates, empowers consumers to reduce fraud risks

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During National Consumer Protection Week (March 2-8, 2026), the Wisconsin Department of Transportation (WisDOT) Division of Motor Vehicles (DMV) urges residents to review and enhance the security of their online presence.

Within the last year, DMV has seen a proliferation of phishing attempts where scammers, posing as WisDOT DMV, text consumers to get them to click on fraudulent links or reveal personal information. Wisconsin DMV quickly set up wisconsindmv.gov/scams to help consumers recognize common scams like the 'unpaid toll scams' or 'unpaid DMV fee scams.' The site educates consumers to learn how they can protect themselves, what to do if they become a victim of a scam and images of recently circulating scam attempts.

"Our customers can protect themselves using these simple steps. First, learn how to spot a scam. DMV will never send urgent demands for money and Wisconsin has no tolls. These are two common ploys we see," DMV Bureau of Driver Services Director Tina Braddy said. "The second step is to sign up for our eNotify program to be alerted when there are changes to your account."

Braddy explained that Wisconsin DMV encourages customers to enroll in [eNotify](#) for account activity alerts on changes taking place on their DMV account, like ordering a replacement driver license or change of address. More than one million Wisconsin residents have taken action to enhance their online security by enrolling in eNotify.

DMV continues to take precautions behind-the-scenes to further protect consumers. DMV's new award-winning identity verification process requires an additional step to verify a customer's identity in real time. This fraud prevention feature on some key DMV applications compares a person's selfie with their photo on file as a way to verify a customer's identity. This has drastically reduced incidents of fraud.

Another option for consumers is to request their name and address be withheld from requests for 10 or more records. Under Wisconsin law, WisDOT DMV must provide information from its records to requesters. Consumers can fill in the 'Opt-Out' form, MV3592, online at wisconsin.dmv.gov/opt-out.

In addition to keeping driver's information safe, it's also important to keep the vehicle title safely stored with other important documents away from the vehicle. The title is the proof of legal ownership of the vehicle.