

**11 NCAC 12 .0425 LIFE INSURANCE ADVERTISING: APPLICABILITY**

- (a) These rules shall apply to any life insurance or annuity advertisement intended for dissemination in this state.
- (b) Every insurer shall establish and at all times maintain a system of control over the content, form and method of dissemination of all advertisements of its policies. All such advertisements, regardless of by whom written, created, designed or presented, shall be the responsibility of the insurer.

*History Note:* Authority G.S. 58-2-40; 58-3-150; 58-58-40;  
Eff. February 1, 1976;  
Readopted Eff. September 26, 1978;  
Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. May 1, 2018.