

11 NCAC 12 .0516 ACCIDENT AND HEALTH ADVERTISING: RESPONSIBILITY OF INSURER

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 whose policies are so advertised. Such advertisements shall be made in accordance with the provisions of 11 NCAC 12 .0516 to .0536.

*History Note: Authority G.S. 58-2-40(1); 58-63-15;
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.*