

**11 NCAC 12 .0523            ADVERTISING: RENEWABILITY AND TERMINATION**

When an advertisement which is an invitation to contract refers to either a dollar amount or a period of time for which any benefit is payable, or the cost of the policy, or the loss for which such benefit is payable, it shall disclose the provisions relating to renewability, cancellability and termination and any modification of benefits, losses covered or premiums because of age or for other reasons, in a manner which shall not minimize or render obscure the qualifying conditions.

*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.*