

## CHAPTER 08 – CONFLICTS OF INTEREST AND OTHER ETHICAL STANDARDS

### 30 NCAC 08 .0101 USE OF TITLE

(a) For purposes of G.S. 138A-31(b), the following definitions shall apply:

- (1) "Advertising" means a written or oral communication that is published, disseminated, circulated, or placed before the public for the purpose of attracting public attention to a product, business, or service. "Advertising" excludes a letter sent to an individual or business concerning the qualifications or characteristics of an individual or business and that is not otherwise publicly distributed.
- (2) "Nongovernmental advertising" means that the funding or resources used to produce and publicize the advertisement was not derived from the State, a political subdivision of the State, or the federal government.

(b) For purposes of G.S. 138A-31(b), an advertisement "advances the private interest" of a covered person or others when its primary purpose is to benefit a private, rather than a public, interest.

*History Note:* Authority G.S. 138A-10(a)(2); 138A-10(a)(10); 138A-31(b);  
Eff. January 1, 2013.