

11 NCAC 12 .0429 LIFE INSURANCE ADVERTISING: LICENSING: STATUS OF INSURER

(a) An advertisement which is intended to be seen or heard beyond the limits of the jurisdiction in which the insurer is licensed shall not imply licensing beyond such limits.

(b) An advertisement may state that an insurer is licensed in the state where the advertisement appears, provided it does not exaggerate such fact or suggest or imply that competing insurers may not be so licensed.

(c) An advertisement shall not create the impression that the insurer, its financial condition or status, the payment of its claims, or the merits, desirability, or advisability of its policy forms or kinds of plans of insurance are recommended or endorsed by any governmental entity. However, where a governmental entity has recommended or endorsed a policy form or plan, such recommendation or endorsement may be stated if the entity authorizes such use.

History Note: *Authority G.S. 58-2-40; 58-58-40; 58-63-15;*
 Eff. February 1, 1976;
 Readopted Eff. September 26, 1978;
 Amended Eff. April 1, 1989;
 Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. May 1,
 2018.