

11 NCAC 12 .0430 LIFE INSURANCE ADVERTISING: STATEMENTS ABOUT THE INSURER

An advertisement shall not contain statements, pictures or illustrations which are false or misleading, in fact or by implication, with respect to the assets, liabilities, insurance in force, corporate structure, financial condition, age or relative position of the insurer in the insurance business. An advertisement shall not contain a recommendation by any commercial rating system unless it clearly defines the scope and extent of the recommendation.

History Note: *Authority G.S. 58-2-40; 58-58-40; 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.