

NOTICE OF INTENT

Department of Insurance Office of the Commissioner

RULE 3 – Advertisement of Accident and Sickness Insurance (LAC 37:XI.Chapter 13)

The Department of Insurance, pursuant to the authority of the Louisiana Insurance Code, R.S. 22:1 et seq., and in accordance with the Administrative Procedure Act, R.S. 49:950, et seq., hereby gives notice of its intent to amend Rule 3 by repealing §1333(B).

The purpose of the amendment to Rule Number 3 is to remove the requirement that insurers file a certificate of compliance in regards to advertisements.

Title 37

Insurance

Part XI. Rules

Chapter 13. Rule Number 3—Advertisements of Accident and Sickness Insurance

§1301. Purpose

- A. The purpose of these rules is to assure truthful and adequate disclosure of all material and relevant information in the advertising of accident and sickness insurance. This purpose is intended to be accomplished by the establishment of, and adherence to, certain minimum standards and guidelines of conduct in the advertising of accident and sickness insurance in a manner which prevents unfair competition among insurers and is conducive to the accurate presentation and description to the insurance buying public of a policy of such insurance offered through various advertising media. This rule is being amended to remove the requirement that insurers file a certificate of compliance in regards to advertisements.

AUTHORITY NOTE: Promulgated in accordance with R.S. 22:2.

HISTORICAL NOTE: Promulgated by the Department of Insurance, Commissioner of Insurance, November 1, 1973, Amended LR.

§1333. Enforcement Procedures

A. ...

~~B. Certificate of Compliance. Each insurer required to file an annual statement which is now or which hereafter becomes subject to the provisions of these rules must file with this department with its annual statement a certificate of compliance executed by an authorized officer of the insurer wherein it is stated that, to the best of his knowledge, information and belief, the advertisements which were disseminated by the insurer during the preceding statement year complied or were made to comply in all respects with the provisions of these rules and the insurance laws of this state, as implemented and interpreted by these rules.~~

AUTHORITY NOTE: Promulgated in accordance with R.S. 22:2.

HISTORICAL NOTE: Promulgated by the Department of Insurance, Commissioner of Insurance, November 1, 1973, Amended LR.

§1337. Effective Date

~~A. This rule shall become effective November 1, 1973.~~ This rule shall become effective upon final publication.

AUTHORITY NOTE: Promulgated in accordance with R.S. 22:2.

HISTORICAL NOTE: Promulgated by the Department of Insurance, Commissioner of Insurance, November 1, 1973, Amended LR.