

2790.1000 JURISDICTIONAL LICENSING.

Subpart 1. **Misrepresentation.** An advertisement which may be seen or heard beyond the limits of the jurisdiction in which the insurer is licensed must not imply licensing beyond those limits.

Subp. 2. **Disclosure.** Advertisements by direct mail insurers must indicate that the insurer is licensed in a specified state or states, or is not licensed in a specified state or states, by use of some language such as "This company is licensed in state A" or "This company is not licensed in state B."

Statutory Authority: *MS c 60A; 72A*

History: *9 SR 175*

Published Electronically: *September 14, 2007*