

*Anti-Rebating Laws and Regulations*

**INTRODUCTION**

Forty-eight states and the District of Columbia have enacted anti-rebate statutes, with most states enacting the NAIC Unfair Trade Practices Model Act (#880). These laws and related regulations and guidance generally prohibit insurers and producers from directly or indirectly offering inducements to purchase insurance to some but not all policyholders. Over time, many states have enacted carve-outs/exceptions to their anti-rebating laws with respect to certain “value-added” services, promotional items, raffles/drawings, etc. These carve-outs and exceptions, however, vary significantly from state-to-state.

The below survey outlines the existing statutory text, statutory carve-outs, associated regulatory provisions, and interpretive administrative guidance in the fifty states. It also includes a series of recent updates, including enacted legislation, finalized regulations, and newly-minted guidance documents. These updates are noted throughout the survey in *bold and italicized blue text*. Such updates include:

**QUICK LINKS BY STATE**

<a href="#">Alabama</a>	<a href="#">Connecticut</a>	<a href="#">Idaho</a>	<a href="#">Louisiana</a>	<a href="#">Mississippi</a>	<a href="#">New Jersey</a>	<a href="#">Oklahoma</a>	<a href="#">Tennessee</a>	<a href="#">West Virginia</a>
<a href="#">Alaska</a>	<a href="#">Delaware</a>	<a href="#">Illinois</a>	<a href="#">Maine</a>	<a href="#">Missouri</a>	<a href="#">New Mexico</a>	<a href="#">Oregon</a>	<a href="#">Texas</a>	<a href="#">Wisconsin</a>
<a href="#">Arizona</a>	<a href="#">District of Columbia</a>	<a href="#">Indiana</a>	<a href="#">Maryland</a>	<a href="#">Montana</a>	<a href="#">New York</a>	<a href="#">Pennsylvania</a>	<a href="#">Utah</a>	<a href="#">Wyoming</a>
<a href="#">Arkansas</a>	<a href="#">Florida</a>	<a href="#">Iowa</a>	<a href="#">Massachusetts</a>	<a href="#">Nebraska</a>	<a href="#">North Carolina</a>	<a href="#">Rhode Island</a>	<a href="#">Vermont</a>	
<a href="#">California</a>	<a href="#">Georgia</a>	<a href="#">Kansas</a>	<a href="#">Michigan</a>	<a href="#">Nevada</a>	<a href="#">North Dakota</a>	<a href="#">South Carolina</a>	<a href="#">Virginia</a>	
<a href="#">Colorado</a>	<a href="#">Hawaii</a>	<a href="#">Kentucky</a>	<a href="#">Minnesota</a>	<a href="#">New Hampshire</a>	<a href="#">Ohio</a>	<a href="#">South Dakota</a>	<a href="#">Washington</a>	

**NEWLY INCLUDED UPDATES\***

Since 2020, eight states have made modifications to their rebating policies, primarily related to “value-added” products and services. We have indicated the most recent enactment modifications in blue italics below.

Additionally, the following states *are currently considering* legislation on this issue:

- Wyoming: *SF006* (1/10/23)
- Florida: *SB 312* (1/20/23)

\* We envision this survey to be an evergreen document. Any relevant updates—whether through legislative or administrative action—are included in this section and in *bold and italicized blue text* throughout the survey. We ask, therefore, that you continuously review the document for updates to any statutes, regulations, bulletins, or other guidance documents. **That said, if you see laws enacted, regulations finalized, bulletins issued, or enforcement actions undertaken that are not reflected in this survey, please let us know.**

State	Statutory Text of Rebating Rule	Exceptions/Permissible Activity	Bulletins and Guidance
<p><i>Alabama</i></p>	<p>No property, casualty or surety insurer, or any employee thereof, and no broker, agent or solicitor shall pay, allow or give, or offer to pay, allow or give, directly or indirectly, as an inducement to insurance or after insurance has been effected, any rebate, discount, abatement, credit, or reduction of the premium named in a policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon or any valuable consideration or inducement whatever not specified in the policy except to the extent provided for in rating systems filed with the commissioner by, or on behalf of, the insurer and approved by the commissioner. ALA. CODE § 27-12-14(a).</p> <p>No person shall knowingly permit or offer to make, or make, any contract of life insurance, annuity or disability insurance or agreement as to such contract other than as plainly expressed in the contract issued thereon, or pay or allow, or give or offer to pay, allow or give, directly or indirectly, as an inducement to such insurance or annuity any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any paid employment or contract for services of any kind, or any valuable consideration or inducement whatever not specified in the contract, or, directly or indirectly, give, or sell, or purchase, or offer, or agree to give, sell, purchase, or allow as inducement to such insurance or annuity or in connection therewith, and whether or not to be specified in the policy or contract, any agreement of any form or nature promising returns and profits, or</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Life insurers from allowing its bona fide employees to receive a commission or reduction on premiums paid by them on policies on their own lives. e</li> <li>• Issuing life or disability insurance policies on a salary savings, bank draft, preauthorized check or payroll deduction plan at a reduced rate reasonably related to the savings made by the use of such plan.</li> <li>• A written agreement between a life insurer and the insured for an extension of time for payment of a subsequent premium on the policy on the condition that the failure to pay the amount as agreed will lapse the policy.</li> <li>• Payment of commissions or other compensation to duly licensed agents. ALA. CODE § 27-12-13.</li> </ul>	<p>No insurer may engage in the following without risk of violating Alabama law:</p> <ul style="list-style-type: none"> <li>• Give a free policy to the bookkeeper, payroll clerk, or anyone employed in the office of a city, county, state, or private school system for collecting the premiums from the members of group insurance coverage and remitting the premium to the insurer.</li> <li>• Give a free policy (premium paid) to any city or county Superintendent of Education, principal, teacher, or president of a school system for permitting collecting of the premium money.</li> <li>• Pay a collection fee, the amount of which being based on the amount of premiums collected, to the bookkeeper, payroll clerk, or anyone employed in the office of a city, county, state, or private school system unless the person is a duly authorized and licensed producer of the insurer.</li> <li>• Return a portion of the paid premiums to a person, or to any function of the school system, such as: the athletic fund, school cafeteria, general fund, etc. rather than to each individual insured. ALA. CODE § 482-1-040-.03.</li> </ul> <p>Clerical work, however, may be performed provided the compensation is made on the basis of the volume of work actually performed and not the volume of premiums collected. ALA. CODE § 482-1-040-.03(2).</p> <p><b>Gifts.</b> The value of the amount of the gift or benefit (defined as a product “to invite an inquiry or quote from the insurance buying public,” but not as “an</p>

	<p>any stocks, bonds, or other securities, or interest present or contingent therein of any insurance company or other corporation, association or partnership or any dividends or profits accrued, or to accrue thereon, or offer, promise or give anything of value whatsoever not specified in the contract. ALA. CODE § 27-12-12(a).</p> <p><b><i>Person is defined to include an individual, insurer, company, association, organization, Lloyd's insurer, society, reciprocal insurer or interinsurance exchange, partnership, syndicate, business trust, corporation, and every legal entity. § 27-1-2(3).</i></b></p>		<p>inducement or invitation to enter into an insurance contract”) may not exceed \$15 payable to an individual or family (there is <u>one</u> gift per family). The gift cannot be cash, and no rebate can be used as part of the gift. ALA. CODE §§ 482-1-088-.04(1); 482-1-088-.05.</p> <p>However, despite the establishment of the \$15 threshold, a “reasonableness” test is used to determine whether the value of the gift actually acts as an inducement to enter into an insurance contract regardless of the semantics used in the advertisement. ALA. CODE § 482-1-088-.04(2).</p> <p><b><i>Value-Added Service or Product.</i></b> A value-added service or product is <u>not</u> considered to be an inducement for insurance or an annuity, is not a rebate, nor is it any other impermissible consideration. For the purposes of Alabama law, a “value-added service or product” must meet the following criteria:</p> <ul style="list-style-type: none"> <li>• The service or product is intended to (1) mitigate loss or provide loss control; (2) assess risk, identify sources of risk, or develop strategies for eliminating or reducing those risks; or (3) has a nexus to or enhances the value of the insurance product.</li> <li>• The service or product may be offered or provided to a policy/contract owner or insured/annuitant for free or at a discounted price.</li> <li>• The service or product is incidental to the sale or servicing of an insurance policy or annuity contract.</li> <li>• The service or product is offered or made available in a fair and non-discriminatory manner.</li> <li>• Providing the service or product will not violate any statute, regulation, or order beyond those mentioned within the applicable regulation.</li> </ul>
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<p><i>Alaska</i></p>	<p>A property, casualty, or surety insurer or its employee or representative, or an agent, or solicitor may not pay, allow, give, or offer to pay, allow, or give, directly or indirectly, as an inducement to insurance or after insurance has been effected, a rebate, discount, abatement, credit, or reduction of the premium named in the policy of insurance, or a special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement, not specified in the policy, except to the extent provided for in an applicable filing with the director as provided by law. ALASKA STAT. § 21.36.120.</p> <p>Except as otherwise expressly provided by law, a person may not knowingly permit or offer to make or make a contract of life insurance, life annuity or health insurance, or agreement under the contract other than as plainly expressed in the contract, or pay, allow, give or offer to pay, allow, or give, directly or indirectly, as inducement to the insurance, or annuity, a rebate of premiums payable on the contract, or a special favor or advantage in the dividends or other benefits, or paid employment or contract for services of any kind, or any valuable consideration or inducement whatever not specified in the contract; or directly or indirectly give, sell, purchase or offer to agree to give, sell, purchase, or allow as inducement to the insurance or annuity or in connection therewith, whether or not to be specified in the policy or contract, an agreement of any form or nature promising returns, profits,</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>Life insurers from paying bonuses to policyholders. <ul style="list-style-type: none"> <li>Example: Universal life paying premium with cash values; bonus interest.</li> </ul> </li> <li>For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense. <ul style="list-style-type: none"> <li>Example: Industrial debit life of which little or no business is written anymore.</li> </ul> </li> <li>Readjustment of the rate of premium for a group insurance policy based on loss or expense. <ul style="list-style-type: none"> <li>Example: Large group experience rated plans; reducing current premiums based on prior year loss experience.</li> </ul> </li> <li>Issuance of policies at rates less than the usual rates of premiums for the policies. <ul style="list-style-type: none"> <li>Example: Lower premium for larger policy amounts; savings under payroll deduction plans; auto-pay plan savings.</li> </ul> </li> <li>A reward under a wellness program established under a health care plan that favors an individual if the wellness program meets the several requirements.</li> <li>Payment of commission or compensation to persons duly transacting business.</li> <li>Allowing or returning lawful dividends, savings, or unabsorbed premium deposits to participating policyholders.</li> </ul>	<p>The anti-rebating statutes are constitutional. <a href="#">1996 Attorney General Letter</a>.</p> <p>The Alaska Division of Insurance has determined that the following are violations of the rebating laws:</p> <ul style="list-style-type: none"> <li>Negotiating commission with clients outside of a broker agreement.</li> <li>A gift, service, or anything of value used as an inducement to listen to a sales pitch or to obtain information that could lead to a quote.</li> <li>Paying a portion of the client's premium.</li> </ul>

	<p>stocks, bonds, or other securities, or interest present or contingent in the contract or as measured by the contract, of an insurance company or other corporation, association, or partnership, or dividends or profits accrued or to accrue under the contract; or offer, promise, or give anything of value that is not specified in the contract. ALASKA STAT. § 21.36.100.</p>	<ul style="list-style-type: none"> <li>• Drawings that are available to any person in the general public and not tied to insurance.</li> <li>• Offering different commission levels to licensees as long as the insurer allows the licensees to select any available level, the level selected by the licensee is specified in the agreement, the rates reflect the commission level paid, and the licensee uses the selected commission level for all clients.</li> <li>• Giving away non-valuable items such as pens, calendars, mugs, etc.</li> <li>• A producer may reimburse or off-set a fee to a client for all or part of a commission earned as long as full disclosure has occurred. ALASKA STAT. §§ 21.36.110, 21.36.120(d).</li> </ul>	
<p><i>Arizona</i></p>	<p>An insurer or employee, insurance producer or representative may not knowingly charge, demand or receive a premium for any policy of insurance, other than life or disability insurance, except in accordance with any applicable filing on file with the director.</p> <p>An such insurer, employee, insurance producer or representative may not offer, pay, allow or give, directly or indirectly, as an inducement to insurance, or after insurance has been effected, any rebate, discount, abatement, credit or reduction of the premium named in a policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever, not specified in the policy of insurance, except to the extent provided for in an applicable filing.</p> <p>An insured named in a policy of insurance or any representative or employee of the insured may not knowingly receive or accept, directly or indirectly, any such rebate, discount, abatement, credit or</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders. § 20-450.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense. § 20-450.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. § 20-450.</li> <li>• Issuing life or disability insurance policies on a salary savings or payroll deduction plan at a reduced rate commensurate with the savings made by the use of such plan. § 20-450.</li> <li>• A reward under a wellness program established under a health care if the wellness program meets the several requirements. § 20-450.</li> <li>• Products or services that are ancillary or related to any policy of life/disability insurance and that are intended to minimize or prevent claims-</li> </ul>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• An insurer from giving a policyholder a fire protection service credit when the policyholder is not a subscriber to a fire protection service. <a href="#">Bulletin 2014-07</a>.</li> </ul> <p>The use of certain credits (e.g., “implementation credits,” “administrative credits,” “partnership credits,” or “wellness credits”) in the transaction of group major medical health insurance function as a rebate by the insurer to the employer group of a portion of the annual premium for major medical health insurance. The Department has therefore concluded that the use of such credits is prohibited. <a href="#">Bulletin 2019-01</a>.</p>

	<p>reduction of premium, or any such special favor or advantage or valuable consideration or inducement. ARIZ. REV. STAT. ANN. § 20-451.</p> <p>Except as otherwise expressly provided by law, no person shall knowingly permit or offer to make or make any contract of life insurance, life annuity or disability insurance, or agreement as to such contract other than as plainly expressed in the contract issued thereon, or pay or allow, or give or offer to pay, allow or give, directly or indirectly, as an inducement to such insurance or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract. ARIZ. REV. STAT. ANN. § 20-449.</p> <p><b><i>Person is defined to include an individual, company, insurer, association, organization, society, reciprocal or inter-insurance exchange, partnership, syndicate, business trust, corporation and entity. § 20-105.</i></b></p> <p><a href="#">HB 2795</a> (Enacted): Extends certain anti-rebating provisions to disability insurers and service corporations (as currently applied to life insurers)</p>	<p>related losses or expenses, deter injury or death, or improve the health of the insured. § 20-450.</p> <ul style="list-style-type: none"> <li>• The payment of commissions or other compensation to licensed agents, brokers, or solicitors. § 20-451.</li> <li>• An insurer from allowing or returning to its policyholders any dividends, savings, or unabsorbed premium deposits. § 20-451.</li> <li>• Products or services that are ancillary or related to any policy of insurance that are intended to minimize or prevent claims-related losses or expenses and harm to the public (e.g., fire or smoke detectors, risk audits or assessments, etc.) and deter injury, death, or property theft or damage. §§ 20-451, 20-452.</li> <li>• An insurer from retaining an independent third party to conduct a customer feedback effort intended to help the insurer improve the quality of its products or services and to offer an insured business or individual a reasonable incentive to participate in the feedback effort (such an incentive is presumed reasonable if it does not exceed \$200).             <ul style="list-style-type: none"> <li>- An insurer may not, however, offer, reference, or promote an incentive or feedback effort under in connection with an application for or renewal of insurance coverage.</li> <li>- “Feedback effort” means activities that are designed to elicit customer perceptions on a predetermined set of topics that are related to the insurer's products or services, including in-person, telephonic or online surveys, polls, focus groups, interviews, questionnaires and other recognized opinion-gathering mechanisms. §§ 20-449, 20-451.</li> </ul> </li> </ul> <p>The statute does, however, prohibit an insurer from providing in any policy the following:</p>	
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		<ul style="list-style-type: none"> <li>• Employment</li> <li>• Shares of stock or other securities issued or interest therein</li> <li>• Advisory board contracts providing for or promising special profits</li> <li>• Prizes, goods, wares, merchandise, or tangible property of an aggregate value of more than \$100. § 20-452.</li> </ul>	
<p><i>Arkansas</i></p>	<p>No property, casualty, or surety insurer or any employee thereof and no broker, agent, or solicitor shall pay, allow, or give, or offer to pay, allow, or give, directly or indirectly, as an inducement to insure or after insurance has been effected, any rebate, discount, abatement, credit, or reduction of the premium named in a policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever not specified in the policy except to the extent provided for in an applicable filing with the Insurance Commissioner as provided by law. ARK. CODE ANN. § 23-66-308.</p> <p>No person shall engage in this state in any trade practice which is [determined to be] an unfair method of competition or an unfair or deceptive act or practice in the business of insurance (including surplus lines policies and contracts). ARK. CODE ANN. § 23-66-205.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include rebates, meaning the act of knowingly:</p> <ul style="list-style-type: none"> <li>• Permitting or offering to make or making any life, health, and annuity insurance contract, or agreement as to the contract, other than as plainly expressed in the insurance contract issued thereon;</li> </ul>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Engagement in an arrangement that does not violate federal banking laws.</li> <li>• The payment of commissions or other compensation to licensed agents, brokers, or solicitors.</li> <li>• An insurer from allowing or returning to its policyholders any dividends, savings, or unabsorbed premium deposits.</li> <li>• A licensed insurance consultant who is also a licensed producer from adjusting or refunding to his or her clients any part of a consulting fee under a prior written agreement with a client paying total annual premiums of \$100,000 or more based on commissions received by the consultant from insurers. ARK. CODE ANN. §§ 23-66-206(10)(B); 23-66-308.</li> </ul>	<p>The statute does allow, however, token gifts of \$25 or less in wholesale value. This includes:</p> <ul style="list-style-type: none"> <li>• Ballpoint pens</li> <li>• Calendars</li> <li>• Notebooks</li> <li>• Other items for advertisement purposes.</li> </ul> <p><a href="#">Directive 2A-2011</a>.</p> <p>The Arkansas Insurance Department has provided guidance interpreting the prohibition and provides an example of conduct and their characterization under the rule.</p> <p><b><i>I will be passing out flyers at businesses regarding term insurance. The flyer tells the recipient about low term insurance rates and offers a \$10 Free Lunch Coupon to a choice of 15-20 restaurants in the area. If the recipient will fill out a request for a free no obligation term life quote, I will deliver a lunch coupon to them for the restaurant of his or her choice when I deliver the quote. The coupon is delivered regardless of whether the recipient buys a policy or not. On the flyer in bold print it states that no purchase is necessary to receive the \$10 coupon. Is this an illegal rebate?</i></b></p> <p>Directive 5-98 [replaced by Directing 2A-2011] allows token gifts valued at less than \$25 to be given out without violating the rebate laws. Therefore, since the coupons are worth less than \$25, this will not be considered illegal rebating.</p>

	<ul style="list-style-type: none"> <li>• Paying, allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to the insurance contract any rebate of premiums payable on the contract or any special favor or advantage in the dividends or other benefits thereon or any valuable consideration or inducement whatever not specified in the contract; or</li> <li>• Giving, selling, or purchasing or offering to give, sell, or purchase as inducement to the insurance contract or in connection with the contract any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership or any dividends or profits accrued thereon or anything of value whatsoever not specified in the insurance contract. ARK. CODE ANN. § 23-66-206(10)(A).</li> </ul> <p><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, interinsurer, Lloyd's insurer, fraternal benefit society, and any other legal entity engaged in the business of insurance, including agents, brokers, and adjusters. It also includes medical service plans and hospital service plans. ARK. CODE ANN. § 23-66-23(4).</i></p>		<a href="#">Producer FAQs.</a>
<p><b>California</b></p>	<p><i>California's anti-rebating rules were overturned with the passage of Proposition 103. That said, there are still some more niche anti-rebating provisions under California law (e.g., with respect to title insurance, mortgage guaranty insurance, financial guaranty insurance, etc.). Please let us know if you have an interest in such provisions.</i></p>		
<p><b>Colorado</b></p>	<p>No person shall engage in this state in any trade practice which is defined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. COLO. REV. STAT. § 10-3-1103.</p> <p>Such unfair methods of competition and unfair or</p>	<p>N/A</p>	<p>Notably, Colorado does not have a blanket prohibition on the offering of “free insurance” in connection with the sale of goods or service. The Division of Insurance found, however, that the offer of free cell phone insurance in connection with the sale of a cell phone constitutes a rebate in violation of the statute. Bulletin B-5.27.</p>

	<p>deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting, or offering to make, or making any contract of insurance or agreement as to such contract, other than as plainly expressed in the insurance contract issued thereon, or paying, or allowing, or giving, or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, or selling, or purchasing, or offering to give, sell, or purchase, as inducement to such insurance contract or annuity or in connection therewith any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. COLO. REV. STAT. § 10-3-1104(1)(g).</p> <p><b><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, interinsurer, Lloyds insurer, nonadmitted insurer, fraternal benefit society, and other legal entities engaged in the insurance business, including agents, limited insurance representatives, agencies, brokers, surplus line brokers, and adjusters. It also includes medical service plans, hospital service plans, and health maintenance organizations. COLO. REV. STAT. § 10-3-1102(3).</i></b></p> <p>Put simply, the statute prohibits the practice of rebating or offering anything of value not stated in the insurance contract as an inducement. Bulletin B-5.27.</p>		
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<p><b>Connecticut</b></p>	<p>No insurance company doing business in this state, attorney, producer or any other person shall pay or allow, or offer to pay or allow, as inducement to insurance, any rebate of premium payable on the policy, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement not specified in the policy of insurance. No person shall receive or accept from any company, or attorney, producer or any other person, as inducement to insurance, any such rebate of premium payable on the policy, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement not specified in the policy of insurance, or be excused from testifying or from producing any books, papers, contracts, agreements or documents, at the trial of any other person charged with the violation of any provision of this section or of section 38a-446, on the ground that such testimony or evidence may tend to incriminate such person, provided such person shall not be prosecuted for any act concerning which such person is compelled to so testify or produce documentary or other evidence unless such prosecution is for perjury committed in so testifying. CONN. GEN. STAT. § 38a-825.</p> <p>An insurance company or producer doing business in this state may offer or provide to a customer a reduced cost, value added product, or service that is not specified in the customers insurance policy.</p> <p>An insurance company or producer doing business in this state may offer or give a noncash gift, item or service to or on behalf of the customer. CONN. GEN. STAT. § 38a-825.</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• <i>A value-added service that is not specified in the customer’s insurance policy if:</i> <ul style="list-style-type: none"> <li>○ <i>Such value-added product or service provided relates to the insurance coverage provided under the customer’s insurance policy, and is primarily designed to: Provide loss mitigation or loss control; reduce claim costs or claim settlement costs; provide education about liability risks or risk of loss to persons or property; monitor or assess risk, identify sources of risk or develop strategies or eliminating or reducing risk; enhance health; enhance financial wellness through items including, but not limited to, education and financial planning services; provide post-loss services; incentivize behavioral changes to improve the health, or reduce the risk of death or disability, of a customer; or assist in the administration of employee or retiree benefit insurance coverage.</i></li> <li>○ <i>The cost to the society, agent, solicitor or other party offering or providing such value-added product or service for the customer is, in the opinion of the commissioner, reasonable in comparison to the customer's premiums or insurance coverage;</i></li> <li>○ <i>The society, agent, solicitor or other party offering or providing such value-added product or service ensures that the customer receives contact</i></li> </ul> </li> </ul>	<p>Though the Insurance Department previous <u>had</u> issued a Bulletin permitting gifts of nominal value (those that did not exceed in the aggregate \$15), the Bulletin was rescinded. <a href="#">Bulletin S-13</a>.</p> <p>The Connecticut Insurance Department issued guidance to clarify that insurers, health care centers, and fraternal benefit societies may provide rate reduction, loss control, and/or loss mitigation value-added services or programs at no additional charge, provided the service or program:</p> <ul style="list-style-type: none"> <li>• Has a legitimate nexus to the value of the insurance coverage provided by the insurance contract;</li> <li>• Is filed for approval within previously approved or new product contracts with loss mitigation/value-added services and programs listed inside brackets to indicate the variable nature of each offering within the contract; <u>and</u></li> <li>• Is offered or provided in a fair and nondiscriminatory manner to like insureds.</li> </ul> <p>Examples of such products and services include leak prevention systems, telematics devices, home sensors, fire prevention services, biometric wearables, and other connected devices. <a href="#">Bulletin S-18</a>.</p>
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	<p>HB5388/<a href="#">SB844</a> (reported out of committee): Similar to NAIC Model</p>	<p><i>information to assist the customer with questions regarding such value-added product or service;</i></p> <ul style="list-style-type: none"> <li>○ <i>Such value-added product or service is offered and provided in a manner that, in the opinion of the commissioner, is not unfairly discriminatory; and</i></li> <li>○ <i>The availability of such value-added product or service is based on documented and objective criteria, which the society, agent, solicitor or other party offering or providing such value-added product or service shall maintain and produce to the commissioner upon the commissioner's request for said criteria. CONN. GEN. STAT. § 38a-825 .</i></li> </ul> <ul style="list-style-type: none"> <li>● Payment of bonuses to policyholders otherwise abating their premiums in whole or in part out of surplus accumulated from nonparticipating insurance (provided any such bonuses or abatement of premiums shall be fair and equitable to policyholders and for the best interests of the company and its policyholders).</li> <li>● For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the saving in collection expense.</li> <li>● Readjustment of the rate of premium for a group insurance policy based on loss or expense experience, or both, at the end of the first or any subsequent policy year, which may be made retroactive for such policy year. CONN. GEN. STAT. § 38a-816(9).</li> </ul>	
<p><i>Delaware</i></p>	<p>No property, casualty or surety insurer or any employee or representative thereof, and no broker,</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>● Payment of commissions or other compensation</li> </ul>	

	<p>agent or solicitor shall pay, allow or give, or offer to pay, allow or give, directly or indirectly, as an inducement to insurance, or after insurance has been effected, any rebate, discount, abatement, credit or reduction of the premium named in a policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever, not specified or provided for in the policy, except to the extent provided for in an applicable filing with the Commissioner as provided by law.</p> <p>No insured named in a policy, nor any employee of such insured, shall knowingly receive or accept directly or indirectly any such rebate, discount, abatement, credit or reduction of premium, or any such special favor or advantage or valuable consideration or inducement. DEL. CODE ANN. tit. 18 § 2304(15); <a href="#">FAQs</a>.</p> <p>Except as otherwise expressly provided by law, no person shall knowingly permit or offer to make or make any contract of life insurance, life annuity or accident and health insurance, or agreement as to such contract other than as plainly expressed in the insurance contract issued thereon, or pay or allow, or give or offer to pay, allow or give directly or indirectly, or knowingly accept, as inducement to such insurance or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any paid employment or contract for services of any kind, or any valuable consideration or inducement whatever not specified in the contract, or directly or indirectly give, or sell, or purchase or offer or agree to give, sell or purchase, or allow as an inducement to such insurance contract or annuity or, in connection therewith and whether or not specified in the policy or contract, any agreement of any form or nature promising returns and profits, or</p>	<p>to licensed agents, brokers, or solicitors.</p> <ul style="list-style-type: none"> <li>• Any insurer from allowing or returning to its participating policyholders, dividends, savings or unabsorbed premium deposits.</li> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Reduction in premium rates for life or health insurance policies on salary savings, payroll deductions, preauthorized checks, bank drafts, or similar plans in amounts reasonably commensurate with the savings made by the use of such plans. DEL. CODE ANN. tit. 18 § 2304(15)(d), (e).</li> </ul>	<p>N/A</p>
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	<p>any stocks, bonds or other securities, or interest present or contingent therein or as measured thereby, or any insurer or any insurance company or other corporation, association or partnership, or any dividends or profits accrued thereon, or to accrue thereon, or anything of value whatsoever not specified in the contract. DEL. CODE ANN. tit. 18 § 2304(14).</p> <p><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, interinsurer, Lloyds insurer, fraternal benefit society and other legal entity engaged in the business of insurance, including agents, brokers and adjusters. It also includes medical service plans and hospital service plans. DEL. CODE ANN. tit. 18 § 2302(4).</i></p>		
<p><i>District of Columbia</i></p>	<p>No person offering property, casualty, or surety insurance, or an employee or representative thereof, shall pay, allow, or give, or offer to pay, allow, or give, directly or indirectly, as an inducement to insure, or after insurance has been effected, a rebate, discount, abatement, credit, or reduction of the premium named in a policy of insurance, or a special favor or advantage in the dividends or other benefits to accrue thereon, or a valuable consideration or inducement whatsoever, not specified or provided for in the policy, except to the extent provided for in an applicable filing with the Commissioner as allowed by law. D.C. CODE § 31-2231.13.</p> <p>No person shall knowingly permit, or offer to make, a policy or contract of life insurance, annuity, or accident and health insurance, or agreement as to such policy or contract, other than as plainly expressed in the policy or contract issued thereon; or pay, allow, give, or offer to pay, allow, or give, directly or indirectly as inducement to such policy or contract: a rebate of premiums payable on the</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• The payment of commissions or other compensation to duly licensed agents or brokers. D.C. CODE § 31-2231.13(e).</li> <li>• Any insurer from allowing or returning to its participating policyholders lawful dividends, savings, or unabsorbed premium deposits. D.C. CODE § 31-2231.13(e).</li> <li>• The use of educational materials, promotional materials, or articles of merchandise that cost less than \$75. D.C. CODE §§ 31-2231.13(h); 31-2231.12(f).</li> <li>• Life insurers from paying bonuses to policyholders. D.C. CODE § 31-2231.12(d).</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense. D.C. CODE § 31-2231.12(d).</li> </ul>	<p>N/A</p>

	<p>policy or contract; a special favor or advantage in the dividends or other benefits thereon; or a valuable consideration or inducement not specified in the contract.</p> <p>No person shall directly or indirectly give, sell, purchase, or offer, or agree to give, sell, purchase, or offer as inducement to the policy or contract specified above, or in connection therewith: stocks, bonds, or other securities of an insurance company or other corporation, association, or partnership; dividends or profits accrued or to accrue thereon; or anything of value not specified in the contract.</p> <p>Finally, no person shall receive or accept as inducement to a policy or contract: a rebate of premium payable on the policy or contract; a special favor or advantage in the dividends or other benefits to accrue on the policy or contract; or a valuable consideration or inducement not specified in the contract. § 31-2231.12.</p> <p><b><i>Person is defined to include “any natural or artificial entity, including individuals, partnerships, associations, trusts, or corporations. § 31-2231.01(8).</i></b></p>	<ul style="list-style-type: none"> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. D.C. CODE § 31-2231.12(d).</li> <li>• Reduction of premium rates for policies of large amounts.</li> <li>• Issuing life or health insurance policies on a salary savings, payroll deduction, preauthorized, post-dated, automatic check, or draft plan at a reduced rate reasonably related to the savings made by the use of such plan. D.C. CODE § 31-2231.12(d).</li> <li>• Issuing health insurance policies which provide for increases in benefits to policyholders who maintain their policies continuously in force without lapse for specified periods. D.C. CODE § 31-2231.12(d).</li> </ul>	
<p><b><i>Florida</i></b></p>	<p>No insurance agency or agent shall rebate any portion of a commission except as follows:</p> <ul style="list-style-type: none"> <li>• The rebate shall be available to all insureds in the same actuarial class.</li> <li>• The rebate shall be in accordance with a rebating schedule filed by the agent with the insurer issuing the policy to which the rebate applies.</li> <li>• The rebating schedule shall be uniformly applied in that all insureds who purchase the same policy through the agent for the same amount of insurance receive the same percentage rebate.</li> <li>• Rebates shall not be given to an insured with</li> </ul>	<p>Additional requirements include:</p> <ul style="list-style-type: none"> <li>• The insurance agency agent shall maintain a copy of all rebate schedules for the most recent 5 years and their effective dates.</li> <li>• No rebate shall be withheld or limited in amount based on factors which are unfairly discriminatory.</li> <li>• No rebate shall be given which is not reflected on the rebate schedule.</li> <li>• No rebate shall be refused or granted based upon the purchase or failure of the insured or applicant to purchase collateral business. FLA. STAT. §</li> </ul>	<p>N/A</p>

	<p>respect to a policy purchased from an insurer that prohibits its agents from rebating commissions.</p> <ul style="list-style-type: none"> <li>• The rebate schedule is prominently displayed in public view in the agent’s place of doing business and a copy is available to insureds on request at no charge.</li> <li>• The age, sex, place of residence, race, nationality, ethnic origin, marital status, or occupation of the insured or location of the risk is not utilized in determining the percentage of the rebate or whether a rebate is available. FLA. STAT. § 626.572.</li> </ul>	626.572.	
<i>Georgia</i>	<p>No insurer or employee of such insurer and no broker or agent shall pay, allow, or give, or offer to pay, allow, or give, directly or indirectly as an inducement to insurance or after insurance has been effected, any rebate, discount, abatement, credit, or reduction of the premium named in a policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue on such policy of insurance, or any valuable consideration or inducement whatever, not specified in the policy of insurance, except to the extent provided for in an applicable filing. No insured named in a policy of insurance nor any employee of the insured shall knowingly receive or accept, directly or indirectly, any such rebate, discount, abatement, credit, or reduction of premium, or any special favor or advantage or valuable consideration or inducement. GA. CODE ANN. § 33-9-36(c).</p> <p>No person shall engage in this state in any trade practice which is . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. GA. CODE ANN. § 33-6-3.</p> <p>Such unfair methods of competition and unfair or</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Issuing life or accident and sickness policies covering bona fide employees at a rate less than the rate charged other persons in the same class.</li> <li>• Issuing life or accident and sickness insurance policies on a salary savings, payroll deduction, preauthorized, post-dated, automatic check, or draft plan at a reduced rate reasonably related to the savings made by the use of such plan.</li> <li>• The payment of commissions or other compensation to duly licensed agents and brokers.</li> <li>• Payment by an insurance agent of part or all of the commissions on public insurance to a nonprofit association of insurance agents which</li> </ul>	N/A

	<p>deceptive acts or practices in the business of insurance include: Knowingly permitting or offering to make or making any contract of insurance or agreement as to the contract other than as plainly expressed in the contract issued thereon; paying, allowing, giving, or offering to pay, allow, or give directly or indirectly, as inducement to any contract of insurance, any rebate of premiums payable on the contract, any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract, except in accordance with an applicable rate filing, rating plan, or rating system filed with and approved by the Commissioner; giving, selling, purchasing, or offering to give, sell, or purchase as inducement to such insurance or in connection therewith any stocks, bonds, or other securities of any company, any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract; or receiving or accepting as inducement to contracts of insurance any rebate of premium payable on the contract, any special favor or advantage in the dividends or other benefit to accrue thereon, or any valuable consideration or inducement not specified in the contract. § 33-6-4(8)(B).</p> <p><i>Person is defined to include an individual, corporation, association, partnership, reciprocal exchange, interinsurer, Lloyd's insurer, fraternal benefit society, and any other legal entity engaged in the business of insurance, including but not limited to agents, brokers, counselors, and adjusters.</i> GA. CODE ANN. § 33-6-2.</p>	<p>is affiliated with a recognized state or national insurance agents' association.</p> <ul style="list-style-type: none"> <li>• Any insurer from allowing or returning to its participating policyholders dividends, savings, or unabsorbed premium deposits.</li> <li>• The payment for food or refreshments by an insurer for current or prospective clients during sales presentations and seminars, provided that no insurance or annuity applications or contracts are offered or accepted at such presentations or seminars.</li> <li>• The payment for business meals and entertainment by a n insurer or an agent thereof for current or prospective clients.</li> <li>• Insurers from advertising or conducting promotional programs whereby prizes, goods, wares, store gift cards, gift certificates, sporting event tickets, or merchandise—not exceeding \$100 in value per customer in the aggregate in any one calendar year—are given to current and prospective customers. The giving of the item, however, must not be contingent on the sale or renewal of a policy. GA. CODE ANN. §§ 33-9-36(d)-(f); 33-6-4(8)(C).</li> </ul>	
<p><i>Hawaii</i></p>	<p>No person shall engage in this state in any trade practice which is . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. HAW. REV.</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan,</li> </ul>	

	<p>STAT. § 431:13-102.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Knowingly permitting or offering to make or making any contract of insurance, or agreement as to the contract other than as plainly expressed in the contract, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to the insurance, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits, or any valuable consideration or inducement not specified in the contract; or giving, selling, or purchasing, or offering to give, sell, or purchase as inducement to the insurance or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued thereon, or anything of value not specified in the contract. HAW. REV. STAT. §§ 431:13-103(a)(8); 481-7.</p> <p><b><i>Person is defined to include any individual, company, insurer, association, organization, group, reciprocal or interinsurance exchanges, partnership, business, trust, or corporation.</i></b> HAW. REV. STAT. § 431:1-212.</p> <p><u>SB 1096</u>; <u>HB 942</u> (enacted): Amends the state's anti-rebating rule to permit rewards under wellness programs</p>	<p>making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</p> <ul style="list-style-type: none"> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• The distribution of savings, earnings, or surplus equitably among a class of policyholders. HAW. REV. STAT. § 431:13-1003(a)(9).</li> </ul>	<p>N/A</p>
<p><b>Idaho</b></p>	<p>Except as otherwise expressly provided by law, no person shall knowingly make, permit to be made, or offer to make any contract of insurance, or of annuity, or agreement as to such contract, other than as plainly expressed in the contract issued thereon, or pay or allow, or give or offer to pay, allow, or</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• The payment of commissions or other compensation to duly licensed producers.</li> <li>• Any insurer from allowing or returning to its participating policyholders the usual and ordinary dividends, savings, or unabsorbed</li> </ul>	<p>As a general rule, if goods or services not specified in the contract are offered or provided as an inducement to purchase or renew insurance, a reasonable charge must be imposed to avoid a violation of the statute. The charge should reflect the actual value of the good or service provided and</p>

	<p>give, directly or indirectly, as inducement to such insurance or annuity or in connection therewith, any rebate of premiums payable on the contract, or of any producer's commission related thereto, or any special favor or advantage in the dividends or other benefits thereon, or any paid employment or contract for services of any kind, or any valuable consideration or inducement whatever not specified in the contract; or directly or indirectly give, or sell, or purchase or offer or agree to give, sell, purchase, or allow as inducement to such insurance or annuity or in connection therewith, and whether or not specified or to be specified in the policy or contract, any agreement of any form or nature promising returns and profits, or any stocks, bonds, or other securities, or interest present or contingent therein or as measured thereby, of any insurer or other person, or any dividends or profits accrued or to accrue thereon; or offer, promise or give anything of value whatsoever not specified in the contract. Nor shall any insured, annuitant, or policyholder or employee thereof, or prospective insured, annuitant or policyholder, or employee thereof, knowingly accept or receive, directly or indirectly, any such prohibited contract, agreement, rebate, advantage, employment, or other inducement. IDAHO CODE § 41-1314; <a href="#">Bulletin 11-03</a>.</p> <p><i>Person is defined to include any individual, insurer, company, association, organization, Lloyd's insurer, society, reciprocal insurer or interinsurance exchange, partnership, syndicate, business trust, corporation and every legal entity. § 41-104.</i></p>	<p>premium deposits.</p> <ul style="list-style-type: none"> <li>An insurer from providing to a policyholder (or prospective policyholder) any prizes, goods, wares, merchandise, articles, or property of an aggregate value not exceeding \$200 in a calendar year. IDAHO CODE § 41-1314(2)-(3). <ul style="list-style-type: none"> <li>Note: The \$200 exception to the rebate rule applies only to goods—not services. <a href="#">Bulletin 11-03</a>.</li> </ul> </li> </ul>	<p>should not be less than the cost of providing the good or service. <a href="#">Bulletin 11-03</a>.</p> <p>Services that typically fall within the traditional notion of “customer service” are not considered by the Department of Insurance to be a rebate or inducement. Such services include:</p> <ul style="list-style-type: none"> <li>Offering a 24 hour hotline for claims</li> <li>Responding to questions</li> <li>Providing advance regarding coverage or benefits</li> <li>Maintaining loss runs</li> <li>Issuing insurance cards. <a href="#">Bulletin 11-03</a>.</li> </ul>
<p><i>Illinois</i></p>	<p>No company doing business in this state and no insurance agent or broker shall offer, promise, allow, give, set off or pay, directly or indirectly, any rebate of or part of the premium payable on the</p>	<p>The statute does not prevent a company:</p> <ul style="list-style-type: none"> <li>From paying a bonus to policyholders or otherwise abating their premiums out of surplus accumulated from nonparticipating insurance.</li> </ul>	<p>An insurer may provide a service not specified in the policy or contract without violating the anti-rebating and inducement provisions if: (1) the service directly relates to the sale or servicing of a</p>

	<p>policy, or on any policy or agent's commission thereon or earnings, profits, dividends or other benefits founded, arising, accruing or to accrue thereon or therefrom, or any special advantage in date of policy or age of issue, or any paid employment or contract for services of any kind or any other valuable consideration or inducement to or for insurance on any risk in this state, now or hereafter to be written, or for or upon any renewal of any such insurance, which is not specified in the policy contract of insurance, or offer, promise, give, option, sell, purchase any stocks, bonds, securities or property or any dividends or profits accruing or to accrue thereon, or other thing of value whatsoever as inducement to insurance or in connection therewith, or any renewal thereof which is not specified in the policy. 215 ILL. COMP. STAT. 5/151; <a href="#">Bulletin 2012-11</a>.</p> <p>An insurer also may not provide “free” insurance or offer to pay part of the insurance premium for an insured or potential insured as an incentive to purchase goods, service, or other insurance. <a href="#">Bulletin 2012-11</a>.</p>	<ul style="list-style-type: none"> <li>• That transacts industrial life insurance from returning to policyholders who have made premium payments directly to the insurer for at least 1 year the percentage of premium which the insurer would otherwise have paid for the weekly collection of such premium.</li> <li>• Taking of a bonda fide obligation, with interest at 6% per year in payment of any premium.</li> <li>• From offering a child passenger restraint system or a discount from the purchase price of a child passenger restraint system to policyholders when the purpose of the system is the safety of the child and compliance with Illinois law. 215 ILL. COMP. STAT. 5/151.</li> </ul>	<p>policy or risk reduction, or provides general information about insurance; and (2) the insurer provides the service in a fair and non-discriminatory manner. <a href="#">Bulletin 2012-11</a>.</p> <p>The Department of Insurance has noted that the following services will generally be permitted under the law:</p> <ul style="list-style-type: none"> <li>• Risk assessments, market analysis, and benefit analytics</li> <li>• Insurance-related regulatory and legislative compliance</li> <li>• Tax preparation on behalf of an employer of Schedule A</li> <li>• Information to group policy or contract holders and members under group insurance policies</li> <li>• Certain services provided under COBRA</li> <li>• Certain services provided in accordance with HIPAA and the PPACA</li> <li>• Wellness services and program</li> <li>• Loss control, safety, and claims. <a href="#">Bulletin 2012-11</a>.</li> </ul> <p>Additionally, there are several promotional and charitable efforts that may also be permissible:</p> <ul style="list-style-type: none"> <li>• Engaging with clients in social settings and during activities that may include meals, sporting events, or other non-insurance related activities.</li> <li>• Advertising and marketing insurance-related services through many means, including gifts of minimal value, such as             <ul style="list-style-type: none"> <li>- Pens</li> <li>- Pencils</li> <li>- Calendars</li> <li>- Atlases</li> <li>- Golf balls</li> </ul> </li> <li>• Marketing of a brand or logo on merchandise that is provided to the general public</li> </ul>
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			discipline, job descriptions, leaves of absence, organizational development, business policies and practices, staffing and recruiting. <a href="#">Bulletin 2012-11</a> .
<p><b>Indiana</b></p>	<p>No person shall engage in this state in any trade practice which is defined . . . as an unfair method of competition or as an unfair or deceptive act or practice in the business of insurance. IND. CODE § 27-4-1-3.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract or policy of insurance of any kind or kinds whatsoever, including but not in limitation, life annuities, or agreement as to such contract or policy other than as plainly expressed in such contract or policy issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance, or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends, savings, or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract or policy; or giving, or selling, or purchasing or offering to give, sell, or purchase as inducement to such insurance or annuity or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, limited liability company, or partnership, or any dividends, savings, or profits accrued thereon, or anything of value whatsoever not specified in the contract. IND. CODE § 27-4-1-4(a)(8).</p> <p><i>Person is defined to include any individual,</i></p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Paying bonuses to policyholders (or otherwise abating their premiums) out of surplus accumulated from nonparticipating insurance, so long as any such bonuses or abatement are fair and equitable to policyholders and for the best interests of the company and its policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Paying by an insurer money, commission, or brokerage. IND. CODE § 27-4-1-4(a)(8)(A)-(D).</li> </ul>	<p>Gifts to a consumer are prohibited if the gift is an inducement to (or conditioned upon) the purchase or renewal of insurance. If it is unrelated to the purchase or renewal of insurance, a small item with a fair market value of \$25 or less may be given. Examples of such items include a promotional handout, advertising product, or mean.</p> <p>Contests or raffles in which the consumer receives a free chance to win are acceptable as long as they are open to the public and there is no obligation for the consumer to purchase or renew insurance to enter, win, or claim the prize. Prizes are not limited to a \$25 value; however, the value of the prize divided by the reasonably expected number of entrants must not exceed \$25 per entrant.</p> <p>The following list of services, if appropriate in scope, directly related to the insurance product being sold, or intended to reduce claims, and provided in a fair and non-discriminatory way would generally not be prohibited:</p> <ul style="list-style-type: none"> <li>• Loss control, including wellness programs</li> <li>• Claim filing assistance</li> <li>• COBRA administration</li> <li>• HIPAA compliance</li> <li>• Risk management or analysis</li> <li>• Regulatory and legislative updates</li> <li>• Group policy administration</li> <li>• Establishment and administration of employer-sponsored 125 plans, FSAs, and HRAs</li> </ul> <p>The following list of services, if provided free or at reduced cost, could be considered by the</p>

	<p><i>corporation, company including any farm mutual insurance company, association, partnership, firm, reciprocal exchange, inter-insurer, Lloyds insurers, society, fraternal benefit society, lodge, order, council, corps, and any other association or legal entity, engaged in the business of insurance, including but not in limitation of the foregoing, insurance producers, brokers, solicitors, advisors, auditors, and adjusters.</i> IND. CODE § 27-4-1-2(a).</p> <p>No company acting through its officers or members, attorney- in-fact, or by any other party, no officer of a company acting on the officer's own behalf and no insurance producer, broker, or solicitor, personally or by any other party, shall offer, promise, allow, give, set off or pay, directly or indirectly, any rebate of or part of the premium payable on a policy, or any insurance producer's commission thereon, or earnings, profits, dividends or other benefits founded, arising, accruing, or to accrue thereon or therefrom, or any special advantage in date of policy or age of issue, or any paid employment or contract for services of any kind, or any other valuable consideration or inducement, to or for insurance on any risk in this state, now or hereafter to be written, or for or upon any renewal of any such insurance, which is not specified in the policy contract of insurance, or offer, promise, give, option, sell or purchase any stocks, bonds, securities, or property, or any dividends or profits accruing or to accrue thereon, or other thing of value whatsoever as inducement to insurance or in connection therewith, or any renewal thereof, which is not specified in the policy. IND. CODE § 27-1-20-30.</p> <p>A similar restraint is placed on unlicensed sellers as well. IND. CODE § 27-1-15.6-13.</p>		<p>Department as violations of the anti-rebating statute provided the service is no specifically stated in the insurance policy or provided for in applicable filings:</p> <ul style="list-style-type: none"> <li>• Human resource (personnel)</li> <li>• Legal</li> <li>• Payroll</li> <li>• Referrals to third-party service providers that offer discounted rates contingent upon the purchase or renewal of insurance</li> <li>• Tax preparation</li> <li>• Accounting. <a href="#">Bulletin 177</a>.</li> </ul>
<i>Iowa</i>	A person shall not engage in this state in any trade	The statute does not prohibit the following:	The Insurance Department has also found that other

	<p>practice which is defined . . . to be an unfair method of competition, or an unfair or deceptive act or practice in the business of insurance. IOWA CODE § 507B.3.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of life insurance, life annuity or accident and health insurance, or agreement as to such contract other than as plainly expressed in the contract issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance, or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, or selling, or purchasing or offering to give, sell, or purchase as inducement to such insurance or annuity or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued thereon, or any thing of value whatsoever not specified in the contract. IOWA CODE § 507B.4(3)(i).</p> <p><b><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, interinsurer, fraternal beneficiary association, and any other legal entity engaged in the business of insurance, including insurance producers and adjusters. IOWA CODE § 507B.2(1).</i></b></p>	<ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. IOWA CODE § 507B.4(3)(i)(2)</li> </ul>	<p>activities and services do not fall within the scope of the prohibition, including:</p> <ul style="list-style-type: none"> <li>• Engaging with clients in social settings and during activities that may include meals, sporting events, or other non-insurance related activities.</li> <li>• Advertising and marketing insurance-related services through many means, including gifts of minimal value, such as             <ul style="list-style-type: none"> <li>- Pens</li> <li>- Pencils</li> <li>- Calendars</li> <li>- Atlases</li> <li>- Golf balls</li> </ul> </li> <li>• Marketing of a brand or logo on merchandise that is provided to the general public</li> <li>• Sponsoring events whether charitable or not</li> <li>• Providing educational seminars open to the general public where food may or may not be served (this is acceptable so long as no actual selling of a product or service takes place at the event)</li> <li>• Providing contests or raffles in which the consumer receives a free chance to win a prize (this is acceptable so long as they are open to the public and there is no obligation for the consumer to purchase or renew insurance to enter, win, or claim the prize)             <ul style="list-style-type: none"> <li>- Example: An offer of a gift card to quote a customer’s insurance where there is no obligation to purchase insurance.</li> </ul> </li> <li>• Donating earned commissions to charities (this is acceptable so long as clients or prospective clients have no influence over which charity receives the donation, the donation is not in the client’s name, and no client or prospective client becomes eligible for a tax benefit from the donation)</li> <li>• Providing services in connection with an insurance policy, such as newsletters or value-</li> </ul>
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			<p>added services, if they are related to the type of insurance purchased or are intended to reduce claims. <a href="#">Bulletin 08-15</a>; <a href="#">Bulletin 08-16</a>.</p> <p>The Insurance Department, however, found that certain additional actions would raise violate the rebating provision, including:</p> <ul style="list-style-type: none"> <li>• Specific reductions in the commission or premium at the time of sale or renewal.</li> <li>• Unrelated products, memberships, or services provided solely upon purchase or renewal of an insurance policy. <a href="#">Bulletin 08-15</a>; <a href="#">Bulletin 08-16</a>.</li> </ul>
<p><i>Kansas</i></p>	<p>No person shall engage in this state in any trade practice which is defined . . . to be . . . an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. KAN. STAT. ANN. § 40-2403.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting, offering to make or making any contract of life insurance, life annuity or accident and health insurance, or agreement as to such contract other than as plainly expressed in the insurance contract issued thereon; paying, allowing, giving or offering to pay, allow or give, directly or indirectly, as inducement to such insurance, or annuity, any rebate of premiums payable on the contract, any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, selling, purchasing or offering to give, sell or purchase as inducement to such insurance contract or annuity or in connection therewith, any stocks, bonds or other securities of any insurance company or other corporation, association or partnership, or</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. KAN. STAT. ANN. § 40-2404(8)(b).</li> </ul> <p><i>Value-Added Services:</i> The offer or provision by insurers or producers, by or through employees, affiliates or third-party representatives, of value-added products or services at no or reduced cost when such products or services are not specified in the policy of insurance if the product or service: (a) Relates to the insurance coverage; and (b) Is primarily designed to satisfy one or more of the following: (1) Provide loss mitigation or loss control; (2) Reduce claim costs or claim settlement costs; (3) Provide education about liability risks or risk of loss to persons or property; (4) Monitor or assess risk, identify sources of risk or</p>	<p>N/A</p>

	<p>any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. KAN. STAT. ANN. § 40-2404(8).</p> <p>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, inter-insurer, Lloyd's insurer, fraternal benefit society and any other legal entity engaged in the business of insurance, including agents, brokers and adjusters. Person also means any nonprofit medical and hospital service corporations, [ . . . ] administrators,[ . . . ] and health maintenance organizations. KAN. STAT. ANN. § 40-2402(a).</p>	<p>develop strategies for eliminating or reducing risk; (5) Enhance health; (6) Enhance financial wellness through items such as education or financial planning services; (7) Provide post-loss services; (8) (a) Incentivize behavioral changes to improve the health or reduce the risk of death or disability of a customer;</p> <p>(b) As used in this section, "customer" means a policyholder, potential policyholder, certificate holder, potential certificate holder, insured, potential insured or applicant; or</p> <p>(9) Assist in the administration of the employee or retiree benefit insurance coverage.</p> <p>(c) The cost to the insurer or producer offering the product or service to any given customer shall be reasonable in comparison to such customer's premiums or insurance coverage for the policy class.</p> <p>(d) If the insurer or producer is providing the product or service offered, the insurer or producer shall ensure that the customer is provided with contact information, upon request, to assist the customer with questions regarding the product or service.</p> <p>(e) The commissioner may adopt rules and regulations when implementing the permitted practices set forth in this section to ensure consumer protection. Such rules and regulations, consistent with applicable law, may address, among other issues, consumer data protections and privacy, consumer disclosure and unfair discrimination.</p> <p>(f) The availability of the value-added product or service shall be based on documented objective criteria and offered in a manner that is not unfairly discriminatory. The documented criteria shall be</p>	
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		<p>maintained by the insurer or producer and produced upon request by the commissioner.</p> <p><b>Pilot/Test Program:</b> If an insurer or producer does not have sufficient evidence but has a good-faith belief that the product or service meets the criteria in subsection (8)(b)(v)(b), the insurer or producer may provide the product or service in a manner that is not unfairly discriminatory as part of a pilot or testing program for not more than one year. An insurer or producer shall notify the commissioner of such a pilot or testing program offered to consumers in this state prior to launching and may proceed with the program unless the commissioner objects within 21 days of notice.</p> <p>(vi) An insurer or a producer may:</p> <p><b>Offer or give non-cash gifts, items or services,</b> including meals to or charitable donations on behalf of a customer, in connection with the marketing, sale, purchase or retention of contracts of insurance, as long as the cost does not exceed an amount determined to be reasonable by the commissioner per policy year per term. The offer shall be made in a manner that is not unfairly discriminatory. The customer shall not be required to purchase, continue to purchase or renew a policy in exchange for the gift, item or service.</p> <p><b>Conduct raffles or drawings</b> to the extent permitted by state law, as long as there is no financial cost to entrants to participate, the drawing or raffle does not obligate participants to purchase insurance, the prizes are not valued in excess of a reasonable amount determined by the commissioner and the drawing or raffle is open to the public. The raffle or drawing shall be offered in a manner that is not unfairly discriminatory. The customer shall not be required to purchase, continue to purchase or renew</p>	
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		<p>a policy in exchange for the gift, item or service.</p> <p>(c) An insurer, producer or representative of an insurer or producer shall not offer or provide insurance as an inducement to the purchase of another policy.</p> <p><i>KAN. STAT. ANN. § 40-2404(8)(b) (as amended by SB 448)</i></p>	
<b>Kentucky</b>	<p>No insurer or employee or representative thereof shall knowingly charge, demand, or receive a premium for any insurance policy except in accordance with the applicable filing on file with the commissioner. No such insurer, employee, or representative shall pay, allow, or give, or offer to pay, allow, or give, directly or indirectly, as an inducement to insurance or after insurance has been effected, any rebate, discount, abatement, credit or reduction of the premium named in a policy, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducements whatever, or give, sell, or purchase, or offer to give, sell, or purchase anything of value whatsoever not specified in the policy, except to the extent provided for in such applicable filing. KY. REV. STAT. ANN. § 304.12-090(1).</p>	<p>The statute prohibits the following:</p> <ul style="list-style-type: none"> <li>Any employment.</li> <li>Any shares of stock or other securities issued or any rights thereto.</li> <li>Any advisory board contract or any similar agreement offering or providing for profits or special returns or special dividends.</li> </ul> <p>. KY. REV. STAT. ANN. § 304.12-110.</p> <p>This does not prohibit the following:</p> <ul style="list-style-type: none"> <li>Payment of lawfully earned commission or compensation to duly licensed insurers (or compensation disclosed in a written disclosure agreement).</li> <li>Distribution of dividends, savings, or the unused/unabsorbed portion of premiums and premium deposits by a participating insurer to its participating policyholders.</li> <li>Furnishing of information, advice, programs, or services that are intended to reduce the future cost of insurance. For a non-exclusive list, see KY. REV. STAT. ANN. § 304.12-100(3).</li> <li>Life insurers from paying bonuses to policyholders.</li> </ul> <p>For policies issued on the debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</p> <p>Readjustment of the rate of premium for a group insurance policy based on loss or expense.</p>	<p>The following insurance business practices violate Kentucky law:</p> <ul style="list-style-type: none"> <li>• Offering administrative services at a free or reduced cost in connection with an insurance transaction. <a href="#">Advisory Opinion 2004-05</a>.</li> </ul> <p>With respect to the \$25 limit established in § 304.12-110(4), when determining whether a violation exists, the Kentucky Office of Insurance will consider the aggregate value of the prizes, goods, and wares rather than the cost of such items. See <a href="#">Advisory Opinion 2007-01</a>.</p> <p><i>The Kentucky Department of Insurance, however, generally does <u>not</u> interpret the state’s anti-rebating statute to prevent the offer or provision by an insurance company to a policyholder of rate reduction, loss control, and/or loss mitigation value-added products or services at no or reduced cost if:</i></p> <ul style="list-style-type: none"> <li>• <i>The product or service’s use is directly related to the type of insurance offered or purchased;</i></li> <li>• <i>The product or service is intended to mitigate risks or reduce rates or claims to the benefit of policyholders; <u>and</u></i></li> <li>• <i>The product or service is offered or provided in a fair and nondiscriminatory manner to like policyholders. <a href="#">Advisory Opinion 2020-003</a>.</i></li> </ul>

		<p>An insurer from waiving, in whole or in part, a policyholder's deductible for food spoilage for an insured risk located in a county declared to be a federal disaster area.</p> <p>Payment of any compensation, fee, or other consideration to an individual not licensed to sell insurance if that individual sells, solicits, or negotiates rental vehicle insurance as permitted under Kentucky law. . KY. REV. STAT. ANN. § 304.12-100.</p> <p>The allowance for furnishing information includes (but is not limited to):          Providing software to administer an insured's employee benefits or risk management programs          Employee wellness programs Risk management services          Loss control services          Workers' compensation analysis forecasting          § 304.12-100(3)</p> <p><i>Notwithstanding any other provision of this chapter:</i></p> <p><i>(1) Except as provided in subsections (2) and (3) of this section, an insurer, by or through its employees, affiliates, or third-party representatives, or an insurance producer, as defined in krs 304.9-020, may:</i></p> <p><i>(a) In connection with the marketing, purchase, or renewal of insurance:</i></p> <p><i>1. Offer or provide gifts to any person, including any named insured, if: A. The gifts are not in the form of cash; B. The cost does not exceed two hundred fifty dollars (\$250) per year; and C. Receipt of the gifts is not contingent on the purchase or renewal of an insurance policy; and</i></p>	
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<p><b>Louisiana</b></p>	<p>No person shall engage in this state in any trade practice which is defined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the conduct of the business of insurance, including unauthorized insurance. LA. STAT. § 22:1963.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of insurance including life insurance, life annuity or health and accident insurance, or agreement as to such contract other than as plainly expressed in the contract issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance, or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, or selling, or purchasing or offering to give, sell, or purchase as inducement to such insurance or annuity or in connection therewith, any stock, bonds, or other securities of any insurer or other corporation, association, or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. LA. STAT. § 22:1964(8).</p> <p><b>Person is defined to include any natural or artificial entity, including but not limited to individuals, partnerships, associations, trusts, or corporations.</b> LA. STAT. § 22:1962(D).</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Paying bonuses to policyholders or otherwise abating their premiums in whole or in part out of surplus accumulated from nonparticipating insurance provided that any such bonuses or abatement of premiums shall be fair and equitable to policyholders.</li> <li>• For policies issued on the debit plan, making allowance to policyholders who have continuously for a specified period paid premiums in advance or continuously for a specified period made premium payment directly to an office of the insurer in an amount which fairly represents the saving in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on the loss or expense.</li> <li>• Agents accepting on their own responsibility, notes for the first premiums. LA. STAT. § 22:1964(8.1).</li> </ul>	<p><b>Marketing Practices.</b> According to the Department of Insurance, provided that there is no quid pro quo arrangement, common and ordinary marketing practices do not constitute rebating. Common and ordinary marketing practices include (but are not limited to):</p> <ul style="list-style-type: none"> <li>• The giving of tangible goods (such as tee-shirts, caps, pens, calendars, etc.)</li> <li>• The giving or purchase of consumables (such as food and beverages)</li> <li>• The provision of continuing education course materials or instruction</li> <li>• The giving of tickets to sporting, cultural, or other charitable events</li> <li>• The making or giving of charitable donations (including pro bono services). <a href="#">Advisory Letter 2015-01</a>.</li> </ul> <p><b>Services Offered to Insureds.</b> Additionally, any person engaged in the business of insurance may offer certain services to insureds without charge and that do not constitute rebating if the services fall within the scope of services that an insurance producer may lawfully provide in connection with insurance when the services are incidental to the policy of insurance and are offered to all insureds. Services that are incidental to and closely related to the administration of an insured’s policy include (but are not limited to):</p> <ul style="list-style-type: none"> <li>• Risk assessments</li> <li>• Insurance consulting services (such as examining, appraising, reviewing, or evaluating the insurance provided)</li> <li>• Insurance-related regulatory and legislative updates</li> <li>• Claims for preparation (but excluding claims adjustment)</li> </ul>
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			<p>thing of value is available to the general public, the recipient of the thing of value has received no special favor or advantage through the contract of insurance. To determine whether a thing of value has been offered to the general public, the Department of Insurance will consider the circumstances surrounding the offer, including (but not limited to) the following factors:</p> <ul style="list-style-type: none"> <li>• Whether the offering of the thing of value is open and obvious to the general public.</li> <li>• Whether the offering is directed primarily to insureds or prospective insureds.</li> <li>• Whether a member of the general public is able to obtain the thing of value on equal terms through the same means as insureds or prospective insureds.</li> <li>• Whether any impediment to access the thing of value exists that is imposed on the general public and not equally imposed on an insured or prospective insured. <a href="#">Advisory Letter 2015-01</a>.</li> </ul>
<p><b>Maine</b></p>	<p>An insurer, an employee of an insurer or a producer may offer to give gifts in connection with marketing for the sale or retention of contracts of insurance, as long as the cost does not exceed \$100 per year per person, and conduct raffles or drawings, as long as there is no participation cost to entrants and as long as the prizes are not valued in excess of \$500.</p> <p>An insurer, an employee of an insurer or a producer may offer to provide a value-added service or activity, offered or provided without fee or at a reduced fee, that is related to the coverage provided by an insurance contract if the provision of the value-added service or activity does not violate any other applicable statute or rule and is:</p> <ul style="list-style-type: none"> <li>• Clearly identified and included within the insurance contract; or</li> <li>• Directly related to the servicing of the insurance</li> </ul>	<p>The new law does not permit gifts and prizes given pursuant to the statute to be in the form of cash.</p> <p>This does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Reduction of premium rate for policies of a large amount, but not exceeding savings in issuance and administration expenses reasonably attributable to such policies as</li> </ul>	<p>Broadly, the Maine Department of Professional and Financial Regulation Bureau of Insurance has found that whether a given arrangement violates Maine’s rebating statutes is fact-specific and will depend upon the circumstances of the interaction between the parties. Some of the factors that the Bureau will evaluate in determining whether an arrangement violates the general prohibition on rebating will be the timing of the alleged inducement, the prior relationship between the parties, the type of benefit, and the recipient of the benefit. <a href="#">Bulletin 426</a>.</p> <p><b>Gifts and Prizes.</b> A producer may offer gifts valued up to \$100 per year per person in connection with the marketing of insurance, and conduct raffles or drawings with prizes valued at no more than \$500, so long as there is no participation costs to entrants.</p>

	<p>contract or offered or undertaken to provide risk control for the benefit of a client. ME. STAT. 24 § 2163-A (as amended by the passage of <a href="#">SP 382</a>).</p>	<p>compared with policies of similar plans issued in smaller amounts.</p> <ul style="list-style-type: none"> <li>• Reduction in premium rates for life or health insurance policies or annuity contracts on salary savings, payroll deduction, preauthorized check, bank draft, or similar plans in amounts reasonably commensurate with the savings made by the use of such plans.</li> <li>• The issuance of policies of group insurance with or without annuities at rates less than the usual rate of premiums for individual policies or contracts as otherwise provided by law.</li> <li>• Allowance to an agent or broker, and receipt thereby, of commissions with respect to insurance written on himself. ME. STAT. 24 § 2161.</li> <li>• An insurance producer from receiving a fee rather than a commission on the sale of property and casualty insurance. ME. STAT. 24 § 2163-A.</li> <li>• A person from offering or providing services, whether or not the services are directly related to an insurance contract, for free or for less than fair market value as long as the receipt of the services is not contingent upon the purchase of insurance and the services are offered on the same terms to all potential insurance customers. ME. STAT. 24 § 2163-A.             <ul style="list-style-type: none"> <li>○ A person that offers or provides services for free or for less than fair market value shall disclose conspicuously in writing to the recipient before the purchase of insurance, receipt of a quote for insurance or designation of an agent of record that receipt of the services is not contingent on the purchase of insurance.</li> </ul> </li> </ul> <p><b>Gifts and prizes, however, may not be in the form of cash, check or other cash equivalent.</b> ME. STAT. 24 § 2163-A.</p>	<p>These gifts may not be in the form of cash; however, cash equivalents (e.g., pre-paid MasterCard or VISA gift card) are no longer prohibited. For group coverage, the \$100 limit applies on a per-applicant-or-policyholder basis; i.e., \$100 per group, not \$100 per covered life. <a href="#">Bulletin 426</a>.</p> <p><b>Value-Added Services.</b> Value-added services or discounts that can be valued at \$100 or less per policy per year are clearly acceptable under Maine law. If the services are worth more than \$100, however, the limitation will depend on whether the value-added service is offered selectively or to all existing customers or potential customers.</p> <p>If services valued in excess of \$100 are offered to specific customers, the services must be either included within the insurance policy or “directly related to the firm’s servicing of the insurance contract or offered or undertaken to provide risk control for the benefit of a client.”</p> <p>In evaluating whether a value-added service is directly related to the servicing of the insurance contract, licensees should look at the type of insurance involved and the nature of the services to be offered. The following is a non-exclusive list of situations that are not considered rebates:</p> <ul style="list-style-type: none"> <li>• Risk management assistance provided by the producer.</li> <li>• Regulatory/legislative updates.</li> <li>• Enhancements that operate to make the producer’s own services and office operations more efficient and convenient for the insured.</li> <li>• System improvements.</li> <li>• Services provided for COBRA or HIPAA administration for group health customers.</li> <li>• Administration of employer-sponsored Section 125 plans, FSAs, and HRAs for group health</li> </ul>
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			<p>insurance customers. <a href="#">Bulletin 426</a>.</p> <p>Any reduction in, or offer to reduce, the cost of any type of property/casualty insurance by reducing the commission to an agent or broker, not supported by a filing, is considered rebating and in violation of Maine law. <a href="#">Bulletin 233</a>.</p> <p>Negotiated commission sharing is allowed if the insurer has an approved filing with the Superintendent specifically authorizing the agent to select or reduce the commission and reflecting the commission reduction in the premium to the insured. <a href="#">Bulletin 233</a>.</p> <p>Rate credits resulting from negotiated commissions are limited to 10% of the premium. <a href="#">Bulletin 233</a>.</p>
<p><i>Maryland</i></p>	<p>Except as otherwise expressly provided by law, a person, including a health maintenance organization, may not knowingly: allow, make, or offer to make a contract of life insurance or health insurance or an annuity contract or an agreement as to the contract other than as plainly expressed in the contract; pay, allow, give, or offer to pay, allow, or give directly or indirectly as an inducement to the insurance or annuity: a rebate of premiums payable on the contract; a special favor or advantage in the dividends or other benefits under the contract; paid employment or a contract for services of any kind; or any valuable consideration or other inducement not specified in the contract; directly or indirectly give, sell, purchase, offer or agree to give, sell, or purchase, or allow as inducement to the insurance or annuity or in connection with the insurance or annuity, regardless of whether specified in the policy or contract, an agreement that promises returns and profits, or stocks, bonds, or other securities, or a present or contingent interest in or</p>	<p>The state affirmatively prohibits a person from making receipt of any educational materials, promotional materials, or articles of merchandise contingent on the sale or purchase of insurance. MD. CODE ANN., Insurance §§ 27-209(B), 27-212(d)(2).</p> <p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders. MD. CODE ANN., Insurance § 27-210.</li> <li>• For policies issued on the industrial debit, preauthorized check, bank draft, or similar plans, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense. MD. CODE ANN., Insurance § 27-210.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. MD. CODE ANN., Insurance § 27-210.</li> </ul>	<p>N/A</p>

	<p>measured by stocks, bonds, or other securities, of an insurer or other corporation, association, or partnership, or dividends or profits accrued or to accrue on stocks, bonds, or other securities; or offer, promise, or give any valuable consideration not specified in the contract, except for educational materials, promotional materials, or articles of merchandise that cost no more than \$50. MD. CODE ANN., Insurance § 27-209(a); <a href="#">Bulletin 19-21</a>.</p> <p>Except to the extent provided for in an applicable filing with the Commissioner as provided by law, an insurer, employee or representative of an insurer or insurance producer may not pay, allow, give, or offer to pay, allow, or give directly or indirectly as an inducement to insurance or after insurance has become effective: a rebate, discount, abatement, credit, or reduction of the premium stated in the policy; a special favor or advantage in the dividends or other benefits to accrue on the policy; or any valuable consideration or other inducement not specified in the policy. MD. CODE ANN., Insurance § 27-212(a).</p> <p>Except as otherwise provided by law, a person may not knowingly offer, promise, or give any valuable consideration not specified in the policy, except for educational materials, promotional materials, or articles of merchandise that cost no more than \$50. MD. CODE ANN., Insurance § 27-212(d)(1); <a href="#">Bulletin 19-21</a>.</p> <p><b><i>Person is defined to include an individual, receiver, trustee, guardian, personal representative, fiduciary, representative of any kind, partnership, firm, association, corporation, or other entity.</i></b> MD. CODE ANN., Insurance § 1-101(dd).</p>	<ul style="list-style-type: none"> <li>• Reduction of premium rate for policies of a large amount, but not exceeding savings in issuance and administration expenses reasonably attributable to such policies as compared with policies of similar plans issued in smaller amounts. MD. CODE ANN., Insurance § 27-210.</li> <li>• Issuance of policies of life or health insurance on a salary savings or payroll deduction plan at a reduced rate reasonably commensurate with the savings made by the use of such plans. MD. CODE ANN., Insurance § 27-210.</li> <li>• Issuance of policies of health insurance that provide for increases in benefits to policyholders who maintain their policies continuously in force without lapse for specified periods. MD. CODE ANN., Insurance § 27-210.</li> <li>• Participation in bona fide wellness programs. § 27-210.</li> <li>• Payment of commissions or other compensation to licensed insurance producers. MD. CODE ANN., Insurance § 27-212(f).</li> <li>• Any insurer from allowing or returning to its participating policyholders the usual and ordinary dividends, savings, or unabsorbed premium deposits. MD. CODE ANN., Insurance § 27-212(f).</li> </ul>	
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<p><b>Massachusetts</b></p>	<p>No person shall engage in this commonwealth in any trade practice which is . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. MASS. GEN. LAWS Ch. 176D § 2.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any insurance contract, including but not limited to a contract for life insurance, life annuity or accident and health insurance, or agreement as to such contract other than as plainly expressed in the insurance contract issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance or annuity any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, or selling, or purchasing or offering to give, sell, or purchase as inducement to such insurance contract, or annuity or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. MASS. GEN. LAWS Ch. 176D § 3(8).</p> <p><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, inter-insurer, Lloyds insurer, fraternal benefit society, operators of any medical service plan and hospital service plan, carriers and health maintenance organizations, insurers and sponsors of a legal services plan, any other legal entity or self insurer which is engaged in the business of</i></p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit, preauthorized check, bank draft, or similar plans, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. MASS. GEN. LAWS Ch. 176D § 3(8).</li> </ul>	<p>The MAIA noted in a newsletter that the Division of Insurance provided that referral payments made by an insurance producer to another person for referring potential customers to the producer may be paid if the fees are:</p> <ul style="list-style-type: none"> <li>• Nominal in value;</li> <li>• Paid to anyone who refers potential clients;</li> <li>• Paid whether or not a sale of insurance results from the referral;</li> <li>• Not calculated as a percentage of the premium or commission. <a href="#">August 2012 Newsletter</a>.</li> </ul>
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	<p><i>insurance, including agents, brokers, and adjusters, the Massachusetts Insurers Insolvency Fund and any joint underwriting association established pursuant to law.</i> MASS. GEN. LAWS Ch. 176D § 1(a).</p> <p><a href="#">HD 2413</a>, <a href="#">HB 942</a> (Introduced): Similar to NAIC Model</p>		
<p><b>Michigan</b></p>	<p>A person shall not engage in a trade practice that is defined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. MICH. COMP. LAWS § 500.2003(1).</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of life insurance, life annuity or accident and health insurance, or agreement as to such contract other than as plainly expressed in the contract issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance, or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, or selling, or purchasing or offering to give, sell, or purchase as inducement to such insurance or annuity or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. MICH. COMP. LAWS § 500.2024.</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit, preauthorized check, bank draft, or similar plans, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Life insurers from giving to each applicant for a life insurance policy an article of merchandise having an invoice value of \$5 or less.</li> <li>• Property-casualty insurers from giving an applicant for or an insured under a property-casualty insurance policy an article of merchandise with an invoice value of \$10 or less. MICH. COMP. LAWS § 500.2024a, 500.2024b, 500.2025.</li> </ul>	<p>The Department of Insurance and Financial Services provides a set of FAQs that dissect the anti-rebating law. Under these FAQs a producer may:</p> <ul style="list-style-type: none"> <li>• Offer a gift or service as an inducement to listen to a sales pitch or obtain information which could lead to a policy quote so long as the receipt of the gift or service is not contingent on the policy.</li> <li>• Offer entry into a drawing only if the gift/prize offered has a value of \$5 or less for life insurance applicants, or \$10 or less for property-casualty insurance applicants. <a href="#">FAQs</a>.</li> </ul> <p>A producer may not:</p> <ul style="list-style-type: none"> <li>• Offer a gift or service as an inducement to apply for a policy. However, a producer quoting life insurance may give an applicant an article of merchandise having an invoice value of \$5 or less, and a producer may give an applicant or an insured under a property-casualty insurance policy an article of merchandise having an invoice value of \$10 or less.</li> <li>• Reduce the amount of commission (or otherwise return any part of the premium owed).</li> <li>• Waive a fee or commission (if both are received) to quote a policy at a lower rate.</li> <li>• Pay a portion of a client’s policy premium. <a href="#">FAQs</a>.</li> </ul>

	<p><b><i>Person is defined to include an individual, insurer, company, association, organization, Lloyds, society, reciprocal or inter-insurance exchange, partnership, syndicate, business trust, corporation, and any other legal entity. § 500.114. It also includes an insurance producer, solicitor, counselor, adjuster, or nonprofit dental care corporation. MICH. COMP. LAWS § 500.2003(2).</i></b></p> <p>No insurer, by itself or any other party, and no insurance agent or solicitor, personally or by any other party, transacting any kind of insurance business shall offer, promise, allow, give, set off or pay, directly or indirectly, any rebate of, or part of, the premium payable on the policy or on any policy, or agent's commission thereon, or earnings, profit, dividends or other benefit founded, arising, accruing or to accrue thereon, or therefrom, or any other valuable consideration or inducement to or for insurance, on any risk in this state now or hereafter to be written, which is not specified in the contract of insurance; nor shall any such insurer, agent or solicitor, personally or otherwise, offer, promise, give, sell, or purchase any stocks, bonds, securities or any dividend or profits accruing or to accrue thereon, or other thing of value whatsoever as inducement to insurance or in connection therewith which is not specified in the policy contract. MICH. COMP. LAWS § 500.2066.</p> <p>No insurer may pay, allow, or give, directly or indirectly, as an inducement to such insurance, any rebate of premiums payable on the contract. MICH. COMP. LAWS § 500.2070(1).</p>		<p>Donations to charity present interesting issues and whether a donation qualifies as an inducement is dependent on the organization's business model. <a href="#">FAQs</a>.</p>
<p><b><i>Minnesota</i></b></p>	<p>No insurance company or association, however constituted or entitled, including any affiliate of the insurance company or association, doing business in this state, nor any officer, agent, subagent, solicitor,</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Any life insurance company from issuing industrial policies of life or endowment insurance. MINN. STAT. 72A.08(4)(a).</li> </ul>	

	<p>employee, intermediary, or representative thereof, shall make or permit any advantage or distinction in favor of any insured individual, firm, corporation, or association with respect to the amount of premium named in, or to be paid on, any policy of insurance, or shall offer to pay or allow directly or indirectly or by means of any device or artifice, as inducements to insurance, any rebate or premium payable on the policy, or any special favor or advantage in the dividends or other profit to accrue thereon, or any valuable consideration or inducement not specified in the policy contract of insurance, or give, sell, or purchase, offer to give, sell or purchase, as inducement to insure or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, partnership, or individual, or any dividends or profits accrued or to accrue thereon, or anything of value, not specified in the policy. MINN. STAT. § 72A.08.</p> <p>No life insurance company doing business in this state shall make or permit any distinction or discrimination in favor of individuals between insureds of the same class and equal expectation of life in the amount or payment of premiums or rates charged for policies of life or endowment insurance, or in the dividends or other benefits payable thereon, or in any other of the terms and conditions of the contracts it makes; nor shall any such company or agent thereof make any contract of insurance or agreement as to such contract other than as plainly expressed in the policy issued thereon; MINN. STAT. § 72A.12(4).</p> <p>No person shall engage in this state in any trade practice which is . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. MINN. STAT. § 72A.19(1).</p>	<p><i>Rebates.</i></p> <p><i>Prohibition. Notwithstanding any law to the contrary, insurers and producers are prohibited from knowingly permitting or offering to make or making any life insurance policy or annuity, or policy of accident and sickness insurance, or health plan or other insurance, or agreement as to such contract other than as plainly expressed in the policy issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such policy, any rebate of premiums payable on the policy, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the policy; or giving, or selling, or purchasing or offering to give, sell, or purchase as inducement to such policy or annuity or in connection therewith, any stocks, bonds or other securities of any company or other corporation, association or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the policy.</i></p> <p><i>Practices not considered discrimination or rebates. (a) nothing in subdivision 1, section 72a.20, subdivisions 8 or 9, or section 72a.12, subdivisions 3 or 4, shall be construed as including within the definition of discrimination or rebates any of the following practices:</i></p> <p><i>(1) In the case of life insurance policies or annuities, paying bonuses to policyholders or otherwise abating their premiums in whole or in part out of surplus accumulated from nonparticipating insurance, provided that any such bonuses or abatement of premiums shall be fair and equitable to policyholders and for the best interests of the company and its policyholders;</i></p>	<p>N/A</p>
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	<p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of life insurance, annuity, or accident and health insurance, or agreement as to such contract, other than as plainly expressed in the contract issued thereon, or paying or allowing or giving, or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving or selling or purchasing, or offering to give, sell, or purchase, as inducement to such insurance or annuity, or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract, shall constitute an unfair method of competition and an unfair and deceptive act or practice.</p> <p>Note, a promotional advertising item of \$25 or less or a gift of \$25 or less per year is not a rebate if the receipt of the item or gift is not conditioned upon purchase of an insurance policy or product. MINN. STAT. § 72A.20(10).</p>	<p><i>(2) In the case of life insurance policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the saving in collection expenses;</i></p> <p><i>(3) Readjusting the rate of premium for a group insurance policy based on the loss or expense thereunder, at the end of the first or any subsequent policy year of insurance thereunder, which may be made retroactive only for such policy year;</i></p> <p><i>(4) Engaging in an arrangement that would not violate united states code 1972, title 12, section 106, as interpreted by the board of governors of the federal reserve system, or united states code, title 12, section 1464(q); or</i></p> <p><i>Value-Added Services: (5) The offer or provision by insurers or producers, by or through employees, affiliates, or third-party representatives, of value-added products or services at no or reduced cost when such products or services are not specified in the policy of insurance if the product or service relates to the insurance coverage and is designed to satisfy one or more of the following:</i></p> <p><i>(i) Provide loss mitigation or loss control; (ii) Reduce claim costs or claim settlement costs; (iii) Provide education about liability risks or risk of loss to persons or property; (iv) Monitor or assess risk, identify sources of risk, or develop strategies for eliminating or reducing risk;</i></p> <p><i>(v) Enhance health; (vi) Enhance financial wellness through items such as education or financial planning services; (vii) Provide post-loss services; (viii) Incent behavioral changes to improve the health or reduce the risk of death or</i></p>	
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<p><b>Mississippi</b></p>	<p>No insurance company, or employee thereof, and no broker or agent shall knowingly charge, demand, or receive a premium for any policy of insurance except in accordance with the applicable filing approved in the manner herein provided. No such insurer or employee or agent thereof shall pay, allow, or give, or offer to pay, allow, or give, directly or indirectly, as an inducement to insurance or after insurance has been affected, any rebate, discount, abatement, credit, or reduction of the premium named in a policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever, not specified in the policy of insurance. MISS. CODE ANN. § 83-3-121; § 19-1:23.09(A).</p> <p>No life insurance company doing business in Mississippi shall make any distinction or discrimination in favor of individuals of the same class and equal expectation of life in the amount of payments of premiums or rates charged for policies of life or endowment insurance, or in the dividends or other benefits payable thereon, or in any of the terms and conditions of the contract it makes. Nor shall any such company or any agent thereof make any contract of insurance or agreement as to such</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• The payment of commissions or other compensation to licensed agents, brokers, or solicitors.</li> <li>• An insurer from allowing or returning to its policyholders any dividends, savings, or unabsorbed premium deposits.</li> <li>• Any duly licensed agent from advancing an insurance premium for the insured with or without interest thereon subject to the state’s insurance regulations. MISS. CODE ANN. § 83-3-121.</li> </ul>	<p>N/A</p>

	<p>contracts other than are plainly expressed in the application and policy issued thereon; nor shall any such company or agent pay or allow as inducements to insurance any rebate of premium payable on the policy, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever not specified in the policy contract of insurance. MISS. CODE ANN. § 83-7-3.</p>		
<p><i>Missouri</i></p>	<p>No life insurance company doing business in this state shall make or permit any distinction or discrimination in favor of individuals between insureds (the insured) of the same class and equal expectations of life in the amount or payment of premiums or rates charged for policies of life or endowment insurance, or in the dividends or other benefits payable thereon, or in any other of the terms and conditions of the contracts it makes; nor shall any such company, or agent thereof, make any contract of insurance or agreement as to such contract other than as plainly expressed in the policy issued thereon; nor shall any such company, or any officer, agent, solicitor or representative thereof, pay, allow or give, or offer to pay, allow or give, directly or indirectly, as inducement to insurance, any rebate of premium payable on the policy, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any paid employment or contract for services of any kind, or any valuable consideration or inducement whatever, not specified in the policy contract of insurance; or give, sell or purchase, or offer to give, sell or purchase, as inducement to insurance or in connection therewith, any stocks, bonds or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits to accrue thereon, or anything of value whatsoever. MO. REV. STAT. § 376.500.</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders. MO. REV. STAT. § 375.936(9)(b).</li> <li>• For policies issued on the industrial debit, preauthorized check, bank draft, or similar plans, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense. MO. REV. STAT. § 375.936(9)(b).</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. MO. REV. STAT. § 375.936(9)(b).</li> <li>• Payment of commissions or other compensation to duly licensed insurance producers. MO. REV. STAT. § 379.356.</li> <li>• Any insurer from allowing or returning to its participating policyholders dividends or savings. MO. REV. STAT. § 379.356.</li> </ul>	<p>N/A</p>

	<p>No insurer or employee thereof, and no insurance producer shall pay, allow, or give, directly or indirectly, as an inducement to insurance, or after insurance has been effected, any rebate, discount, abatement, credit or reduction of the premium named in a policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever, not specified in the policy of insurance, except to the extent provided for in applicable filings. No insured named in any policy of insurance shall knowingly receive or accept, directly or indirectly, any rebate, discount, abatement, credit or reduction of premium, or any special favor or advantage or valuable consideration or inducement. MO. REV. STAT. § 379.356. It is an unfair trade practice for any insurer to commit any practice defined in Section 375.936 (see below) if certain requirements are met.</p> <p>One such practice includes: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of life insurance, life annuity, accident and health insurance or other insurance, or agreement as to such contract other than as plainly expressed in the insurance contract issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, or selling, or purchasing or offering or to give, sell, or purchase as inducement to such insurance contract or annuity or in connection therewith, any stocks, bonds or other securities of any insurance company or other corporation, association, or partnership, or</p>		
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	<p>any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. MO. REV. STAT. § 375.936(9).</p> <p><i>Insurer is defined to include any person, reciprocal exchange, interinsurer, Lloyds insurer, fraternal benefit society, and any other legal entity engaged in the business of insurance, including agents, brokers, adjusters and third-party administrators. It also includes health services corporations, health maintenance organizations, prepaid limited health care service plans, dental, optometric and other similar health service plans.</i> MO. REV. STAT. § 375.932(3).</p>		
<p><b>Montana</b></p>	<p>No person shall engage in this state in any trade practice which is . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. MONT. CODE ANN. § 33-18-102.</p> <p>Except as otherwise expressly provided by law, no person shall knowingly: permit or offer to make or make any contract of life insurance, life annuity, or disability insurance or agreement as to such contract other than as plainly expressed in the contract issued thereon; pay or allow or give or offer to pay, allow, or give, directly or indirectly, as inducement to such insurance or annuity any rebate of premiums payable on the contract or any special favor or advantage in the dividends or other benefits thereon or any paid employment or contract for services of any kind or any valuable consideration or inducement whatever not specified in the contract; directly or indirectly give or sell or purchase or offer or agree to give, sell, purchase, or allow as inducement to such insurance or annuity or in connection therewith and whether or not to be specified in the policy or contract, any agreement of</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit, preauthorized check, bank draft, or similar plans, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Reduction of premium rate for policies of large amount but not exceeding savings in issuance and administration expenses reasonably attributable to such policies as compared with policies of similar plan issued in smaller amounts.</li> <li>• Issuance of life or disability policies on a salary savings or payroll deduction plan at a reduced rate reasonably commensurate with the savings made by the use of such plan. MONT. CODE ANN. § 33-18-209.</li> </ul>	<p>In interpreting permitted or prohibited activities, the Commissioner for Securities and Insurance relies on a two-part test to determine whether or not something is rebating under the statute: (1) the consideration must be nominal (i.e., less than \$50) and (2) it must be available to all. If either of these two components is not met, the consideration is considered a rebate. <a href="#">Advisory Memorandum 2016</a>.</p> <p><b>Raffle.</b> The nominal-value rule, however, may be bypassed if it is for a raffle. The raffle test allows for raffling items valued at greater than \$50 so long as the raffle is available to all and the sale of insurance is completely independent of the raffle. <a href="#">Advisory Memorandum 2016</a>.</p> <p>The Commissioner provides several examples, including:</p> <p><b>A life insurance firm wants to offer free meals to persons attending a seminar hosted by the firm.</b> So long as the aggregate value of the dinner and any promotional items given out at the dinner is under \$50 per attendee, this is acceptable.</p>

	<p>any form or nature promising returns and profits or any stocks, bonds, or other securities or interest present or contingent therein or as measured thereby of any insurance company or other corporation, association, or partnership or any dividends or profits accrued or to accrue thereon; or offer, promise, or give anything of value whatsoever not specified in the contract. MONT. CODE ANN. §§ 33-18-208; 33-18-210.</p> <p><b>Person is defined to include an individual, insurer, company, association, organization, Lloyd's, society, reciprocal or interinsurance exchange, partnership, syndicate, business trust, corporation, or any other legal entity.</b> MONT. CODE ANN. § 33-1-202(3).</p>		<p><b>At a trade show, an agency seeks to hold a raffle with three separate prizes. Those prizes are a color television (valued at \$500), a microwave (valued at \$150), and a piece of pizza (valued at \$3).</b> The pizza falls below the \$50 threshold and can be offered regardless of circumstances. The microwave and the television, however, can only be offered if the agency satisfies the raffle test. Therefore, the drawing (and the chance of winning the drawing) must first be available to all persons at the show, whether or not they are potential customers. Second, the drawing must be wholly independent of the actual purchase of insurance. It appears that this test is met, so long as there are no insurance applications being filled out at the trade show.</p> <p><b>An insurance agency wants to make a donation of \$75 to an unnamed charity for each policy purchased through one of its agents. It wishes to advertise this fact as well.</b> Charity donations in certain situations are generally considered prohibited inducements when their values exceed \$50. However, this is not such a situation for two reasons: (1) the referrer will not select the charity, and (2) the insurer or agency will not identify the referrers in the course of making a donation. Therefore, the donation as limited value to each referrer individually and is more akin to a general charitable contribution.</p> <p><b>An insurance agency credits a policyholder account \$75 for each referral it receives from an active policyholder.</b> This type of activity puts the insured in the position of actively soliciting persons on behalf of the insurance agency. In addition to constituting rebating, the scenario also implicates the producer licensing statutes. <a href="#">Advisory Memorandum 2016</a>; see also <a href="#">Advisory Memorandum 2013</a>.</p>
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<p><i>Nebraska</i></p>	<p>It shall be an unfair trade practice in the business of insurance for any insurer to commit any act or practice defined in section 44-1525 if the act or practice (1) is committed flagrantly and in conscious disregard of the Unfair Insurance Trade Practices Act or any rule or regulation adopted pursuant to the act or (2) has been committed with such frequency as to indicate a general business practice to engage in that type of conduct. NEB. REV. STAT. § 44-1524.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any life insurance policy, annuity, or sickness and accident insurance policy, or agreement as to any such policy or annuity, other than as plainly expressed in the policy or annuity issued thereon, or paying, allowing, or giving, or offering to pay, allow, or give, directly or indirectly, as inducement to such policy or annuity, any rebate of premiums payable on the policy or annuity, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the policy or annuity; or giving, selling, purchasing, or offering to give, sell, or purchase as inducement to such policy or annuity or in connection therewith any stocks, bonds, or other securities of any insurer or other corporation, association, partnership, or limited liability company, or any dividends or profits accrued thereon, or anything of value not specified in the policy or annuity. NEB. REV. STAT. § 44-1525(8)(a).</p> <p><i>Insurer shall mean any person, reciprocal exchange, interinsurer, Lloyds-type insurer or other similar group which includes incorporated</i></p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. NEB. REV. STAT. § 44-1521(8)(b).</li> </ul>	<p>N/A</p>
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<p><i>Nevada</i></p>	<p>Except as otherwise expressly provided by law, no person shall knowingly permit to be made or offer to make or make any contract of life insurance, life annuity or health insurance, or agreement as to such contract, other than as plainly expressed in the contract issued thereon, or pay or allow, or give or offer to pay, allow or give, directly or indirectly, or knowingly accept, as an inducement to such insurance or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits there on, or any paid employment or contract for services of any kind, or any valuable consideration or inducement whatever not specified in the contract; or directly or indirectly give or sell or purchase or offer or agree to give, sell, purchase, or allow as an inducement to such insurance or annuity or in connection therewith, whether or not to be specified in the policy or contract, any agreement of any form or nature promising returns and profits , or any stocks, bonds or other securities, or interest present or contingent therein or as measured thereby, of any insurer or other corporation, association or partnership, or any dividends or profits accrued or to accrue thereon. NEV. REV. STAT. § 686A.110.</p> <p>No property, casualty, surety or title insurer or</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Payment of commissions or other compensation to licensed agents, brokers, or solicitors.</li> <li>• Extension of credit to an insured for the payment of any premium and for which credit a reasonable rate of interest is charged and collected.</li> <li>• Any insurer from allowing or returning to its participating policyholders dividends, savings, or unabsorbed premium deposits.</li> <li>• With respect to title insurance, bulk rates or special rates for customers of prescribed classes if the bulk or special rates are provided for in the effective schedule of fees and charges. NEV. REV. STAT. § 686A.130(6).</li> </ul> <p>Additionally, the statute does not prohibit any person (in the case of any policy or contract of life insurance, life annuity or health insurance; and in the case of property, casualty or surety insurers or any employee or representative thereof, or any broker, agent, or solicitor) from providing to a policyholder or prospective policyholder prizes and gifts, goods, wares, merchandise, gift certificates, donations made to charitable organizations, raffle entries, meals, event tickets and other items provided they are not in excess of \$100 in aggregate</p>	<p>The Department of Business and Industry Division of Insurance provides that a gift or promotional item must satisfy certain criteria in order to not be considered a rebate. The criteria are as follows:</p> <ul style="list-style-type: none"> <li>• The gift, promotional item, or charitable contribution on behalf of the insured must not exceed \$20 in cost to the insurer.</li> <li>• A gift or promotional item, other than charitable donations, must be branded with an affixed company-specific marking or logo of the insurer giving the gift or promotional item.</li> </ul> <p>If these criteria are met, then the gift or promotional item will not be considered a rebate. <a href="#">Bulletin 10-005A</a>.</p> <p>Examples of items that meet these requirements include:</p> <ul style="list-style-type: none"> <li>• Branded coffee mugs</li> <li>• Branded office accessories (such as pens, pencils, calendars, rulers, or notepads)</li> <li>• Branded vehicle accident kits</li> <li>• Branded maps or atlases</li> <li>• Charitable donations in the name of the insured or potential insured. <a href="#">Bulletin 10-005A</a>.</li> </ul> <p>“Free insurance” is considered an inducement and, therefore, an unlawful practice in Nevada. <a href="#">Bulletin</a></p>

	<p>underwritten title company or any employee or representative thereof, and no broker, agent or solicitor may pay, allow or give, or offer to pay, allow or give, directly or indirectly, as an inducement to insurance, or after insurance has been effected, any rebate, discount, abatement, credit or reduction of the premium named in a policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever, not specified or provided for in the policy, except to the extent provided for in an applicable filing with the Commissioner. NEV. REV. STAT. § 686A.130.</p>	<p>value per policyholder or prospective policyholder in any 1 calendar year. NEV. REV. STAT. § 686A.110(2).</p> <p>It does, however, prohibit a company from offering as an inducement to enter an agreement: any gift, rebate, or other consideration unless the consideration is an article of less than \$2 in value which includes an advertisement of the company. NEV. REV. STAT. § 686A.490(2).</p>	<p><a href="#">01-002.</a></p>
<p><i>New Hampshire</i></p>	<p>No person shall engage in this state in any trade practice which is defined . . . as an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. N.H. REV. STAT. ANN. § 417:3.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of insurance or agreement as to such contract other than as plainly expressed in the contract issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance, or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, or selling, or purchasing or offering to give, sell, or purchase as inducement to such insurance or annuity or in connection therewith any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• An insurance company form paying another insurance company.</li> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Issuance of insurance policies covering bona fide employees of the insurer at a rate less than the rate charged other persons of the same class.</li> <li>• Issuance of policies on a salary saving, payroll deduction, preauthorized, postdated, automatic check or draft plans at a reduced rate commensurate with the savings made by the use of such plan.</li> <li>• Payment of commissions or other compensation to duly licensed agents or brokers, or returning to participating policyholders' dividends, savings, or unabsorbed premiums.</li> </ul>	<p>N/A</p>

	<p>dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. N.H. REV. STAT. ANN. § 417:4(IX).</p> <p><b><i>Person includes any individual, corporation, association, partnership, reciprocal exchange, inter-insurer, Lloyd's insurers, fraternal benefit society and any other legal entity, engaged in the business of insurance, including agents, brokers, and adjusters.</i></b> N.H. REV. STAT. ANN. § 417:2(I).</p> <p><a href="#">HB 518</a> (Enacted): Amends the state's anti-rebating rule to permit the rebate of all/part of a producer's commission on the sale of insurance to an employee of the producer</p>	<ul style="list-style-type: none"> <li>• Payment by an insurance agent of commissions on public insurance to a nonprofit association of insurance agents.</li> <li>• Reduction of premium rate for policies of large amounts, but not exceeding savings in issuance and administration expenses reasonably attributable to such policies as compared with policies of similar plan issued in smaller amounts.</li> <li>• Any insurance company paying to another insurance company or to any person who is a duly authorized producer, or an insurance company or such a person from receiving a commission in respect to any policy under which the entity or he or she is insured.</li> <li>• An insurance company issuing non-participating life insurance from paying bonuses to policyholders or otherwise abating their premium in whole or in part out of surplus accumulated from non-participating insurance.</li> <li>• Value-added service, activity, or product offered or provided without a fee, or at a reduced fee, if the provision of such value-added service, activity, or product does not violate any other applicable statute or rule and is:             <ul style="list-style-type: none"> <li>○ Available to all insureds on an objective and fair basis; and</li> <li>○ Directly related to the firm's servicing of the insurance policy, annuity contract, or brokerage agreement, or offered or undertaken to provide risk control for the benefit of the client.</li> </ul> <p>For the purposes of this provision, a "value-added service," may include (1) risk assessments or mitigation, (2) risk control tools, (3) claims assistance, (4) legislative updates, and (5) administrative consulting.</p> </li> <li>• The giving of a promotional item or items to a consumer in connection with marketing of</li> </ul>	
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<p><i>New Jersey</i></p>	<p>No insurer, or employee thereof, and no broker or agent shall pay, allow, or give, or offer to pay, allow, or give, directly or indirectly, as an inducement to insurance, or after insurance has been effected, any rebate, discount, abatement, credit, or reduction of the premium named in a policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever, not specified in the policy of insurance, except to the extent that such rebate, discount, abatement, credit, reduction, favor, advantage or consideration may be provided for in rating-systems filed by or on behalf of such insurer and approved by the commissioner. N.J. STAT. ANN. § 17:29A-15.</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>Life insurers from paying bonuses to policyholders.</li> <li>For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>Issuance of life or health insurance policies on a salary savings, bank draft, preauthorized check, or payroll deduction plan, or other similar plan, at a rate which is lower than that charged when</li> </ul>	<p>Mirroring the statutory text, New Jersey's Department of Banking and Insurance has issued regulations in this space. They provide that no insurance producer shall offer, pay, or give (or permit to be offered, paid, or given) to any person, directly or indirectly:</p> <ul style="list-style-type: none"> <li>An inducement to purchase insurance other than that plainly expressed in the insurance contract;</li> <li>Any rebate of premiums payable on a contract of insurance, other than that plainly expressed in the contract or provided for in ratings systems filed by or on behalf of the insurer writing the contract and approved by the Commissioner;</li> <li>Anything of value in return for that person's</li> </ul>

	<p>With respect to rates and supplementary rate information and all changes and amendments . . . (a) no insurer or employee thereof, and no broker or agent shall knowingly charge, demand or receive a premium for a policy of commercial lines insurance except in accordance with the respective rates and supplementary rate information and all changes and amendments thereof effective pursuant to this act; (b) no insurer, or employee thereof, and no broker or agent shall pay, allow, or give, or offer to pay, allow, or give, directly or indirectly, as an inducement to insure, or after insurance has been effected, any rebate, discount, abatement, credit, or reduction of the premium specified in the policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever, not specified in the policy of insurance, except to the extent that such rebate, discount, abatement, credit, reduction, favor, advantage or consideration may be provided for in such rates and supplementary rate information and all changes and amendments thereof effective pursuant to this act; and (c) no insured named in a policy of insurance, nor any employee of such insured, shall knowingly receive or accept, directly or indirectly, any such rebate, discount, abatement, or reduction of premium, or any such special favor or advantage or valuable consideration or inducement. Nothing herein contained shall be construed as prohibiting the payment of commissions or other compensation to regularly appointed and licensed agents and to brokers duly licensed by this State, nor as prohibiting a discount, abatement, or reduction in premium on policies issued to or on behalf of the State. N.J. STAT. ANN. § 17:29AA-14.</p> <p>Except as otherwise expressly provided by law, no person shall knowingly make, permit to be made or</p>	<p>policies are not issued on such plan.</p> <ul style="list-style-type: none"> <li>• Issuance of life or health insurance policies at rates less than the usual rates of premiums or considerations for such policies or modification of premium based on an amount of insurance. N.J. STAT. ANN. § 17B:30-14.</li> </ul>	<p>agreement not to purchase insurance from another insurance producer or insurer; or</p> <ul style="list-style-type: none"> <li>• Anything of value as compensation for being unable to offer a comparable or better insurance program at less cost. N.J. ADMIN CODE § 11:17A-2.3(a)-(e).</li> </ul> <p><b>Charitable Contributions.</b> An offer by an insurer or a producer to make a contribution to a charity that is a qualified organization under the guidelines of the IRS, to a non-profit corporation, or to the State of New Jersey (or any political subdivision thereof) upon a consumer (that is not the charity itself) will not be considered an inducement or a rebate provided that all of the following are met:</p> <ul style="list-style-type: none"> <li>• No pecuniary benefit is obtained by the insurer or producer, other than the income tax benefit of such contribution.</li> <li>• No income tax benefits are passed through to the consumer by the insurer or producer making the contribution, and the consumer does not receive the contribution and has no direct or indirect interest in the recipient of the contribution.</li> <li>• The amount of premium or commission to be charged is not altered as a result of the contribution.</li> <li>• Records of all such offers and contributions are maintained for at least 5 years and are available to the Department for review and inspection upon request. N.J. ADMIN. CODE § 11:17A-2.3(f).</li> </ul> <p>The above prohibitions against rebates and inducements do not prohibit an insurance producer from providing services or other offerings for free or at a discounted price and in a fair and non-discriminatory manner, provided that the service(s) or other offering(s) relate to or enhance the value of the insurance product being purchased. Services and</p>
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	<p>offer to make any contract of life insurance, annuity or health insurance, or agreement as to such contract other than as plainly expressed in the contract issued thereon, or pay or allow, or give or offer to pay, allow, or give, directly or indirectly, as an inducement to such insurance, or annuity, any rebate of premiums or considerations payable on the contract or of any agent's, solicitor's or broker's commission relating thereto, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or give, or sell, or purchase or offer to give, sell, or purchase as an inducement to such insurance or annuity or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. N.J. STAT. ANN. § 17B:30-13.</p> <p><i>Person is defined to include any individual, insurer, company, association, organization, society, partnership, syndicate, trust, business trust, corporation and every legal entity. N.J. STAT. ANN. § 17B:17-6.</i></p>		<p>other offerings that would not be prohibited include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• Discounts on gym memberships or wellness programs in connection with life, accident, health, workers' compensation, or sickness insurance products;</li> <li>• Claims filing assistance, including group health insurance assistance services;</li> <li>• COBRA, HRA, HSA, and FSA administration;</li> <li>• Risk management services, including loss control; and</li> <li>• Product audits to assist policyholders to evaluate their current policies. N.J. ADMIN. CODE § 11:17A-2.3(g).</li> </ul> <p>However, services or monetary benefits provided for free or at a discounted price that inure to the personal benefit of the person and that are largely extraneous to the coverage being purchased or the insurance services being provided by an insurance producer, or services offered in a discriminatory manner as an inducement to write or move business <u>are</u> prohibited rebates or inducements. Such services or benefits that qualify as prohibited rebates or inducements include:</p> <ul style="list-style-type: none"> <li>• Payments of cash or cash equivalents greater than \$100;</li> <li>• Provision of tickets to a concert or event with a value greater than \$100; and</li> <li>• COBRA, HRA, HSA, and FSA administration services offered only to new customers who agree to change producers or insurers, which are not otherwise provided to in-force accounts. N.J. ADMIN. CODE §§ 11:17A-2.3(h), 11:17A-1.2.</li> </ul>
<p><b>New Mexico</b></p>	<p>.No person subject to the Superintendent's jurisdiction shall induce or attempt to induce another person to enter into or continue a contract of</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Payment of commissions or other compensations to licensed insurance products.</li> </ul>	<p>The 2021 amendment to NMSA 1978, §59A-16-17 Discrimination, Rebates and Certain Inducements Prohibited went into effect on July 1,</p>

	<p>insurance by directly or indirectly offering to pay or accept any special favor or advantage, any rebate of premiums or any valuable consideration or promise whatsoever not specified in the the insurance contract. .N.M. STAT. ANN. § 59A-16-17(A).</p> <p>No insured named in a policy or any employee of such insured shall knowingly receive or accept, directly or indirectly, any rebate, discount, abatement, credit or reduction of premium, or any special favor or advantage or valuable consideration or inducement, except as allowed by law. N.M. STAT. ANN. § 59A-16-17(C).</p> <p>Discrimination – Rebates and certain inducements prohibited – life, health and annuity contracts. Except at otherwise expressly provide by law, no person directly or indirectly, as an inducement to any contract of life, annuity, or health insurance:</p> <p style="padding-left: 40px;">A. Offer, pay or accept any special favor or advantage, any rebate of premiums or any valuable consideration or promise whatsoever.</p> <p style="padding-left: 40px;">B. Promise any returns or profits, interest or dividends not specified in the contract.</p> <p>N.M. STAT. ANN. § 59A-16-15.</p> <p><b><i>Person is defined to include an individual (natural person), association, organization, reciprocal or Lloyds plan insurer, partnership, firm, syndicate, trust, corporation and every legal entity.</i></b> N.M. STAT. ANN. § 59A-1-10.</p> <p>A similar restraint is placed on administrators as well. N.M. STAT. ANN. § 59A-12A-15.</p>	<ul style="list-style-type: none"> <li>• Extension of credit to an insured for the payment of any premium and for which a reasonable rate of interest is charged and collected.</li> <li>• Any insurer from allowing or returning to its participating policyholders, members, or subscribers, dividends, savings, or unabsorbed premium deposits.</li> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial or debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Reduction in the premium rate for policies of large amounts, but not exceeding savings in issuance and administration expenses reasonably attributable to such policies as compared with policies of similar plan issued in smaller amounts.</li> <li>• Reduction in the premium rates for life or health insurance policies on salary savings, payroll deduction, preauthorized check, bank draft, or similar plans in amounts reasonably commensurate with the savings made by the use of such plans.</li> <li>• Extension of credit for the payment of any premium and for which credit a reasonable rate of interest is charged and collected.</li> <li>• Provision of prizes and gifts (e.g., goods, gift cards, gift certificates, charitable donations, raffle entries, meals, event tickets, and other items) to customers or prospective customers not exceeding \$100 in the aggregate in value per customer or prospective customer in any</li> </ul>	<p>2021. The amendment clarified provisions related to the prohibition of inducement regarding insurance contracts and provided an exception to the general prohibition of inducement. Under the new provisions an insurer may now offer value-added products and services at no or reduced cost, even when such products or services are not specified in the insurance contract, if the criteria described in NMSA 1978, §59A-16-17(G)(1)-(1) are satisfied.</p> <p>Pursuant to NMSA 1978, §59A-16-17(H), prior to offering or providing a value-added product or service, a person shall notify the Superintendent of the person’s intent to offer. To provide this notification, the offering insurer shall complete and submit a Notification of Intent to Offer Value-added Products and Services Form. A copy of the form is attached for your information but note that it must be submitted as an informational filing in SERFF.</p> <p>Section 59A-16-17(G) specifies criteria that must be satisfied to justify offering or providing a value-added product or service. Those criteria predominately relate to insurance cost containment and loss mitigation. The criteria also require an assessment of costs incurred in relation to premiums charged. Because these criteria impact underwriting and rating considerations, the value-added product and service exception is not available to insurance producers. The notification requirement only applies to insurers. The new provisions require complete notification to OSI through an information filing in SERFF. If a notification does not contain the required information referenced above and in the form, or if the notification is not filed in advance of the offering, OSI may refuse to accept the notification.</p>
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	<p>2021 <a href="#">HB 235</a> (Enacted): Effective July 1, 2021. Similar to NAIC model</p>	<p>one calendar year. N.M. STAT. ANN. §§ 59A-16-16; 59A-16-17(E)-(F).</p> <ul style="list-style-type: none"> <li>• <i>A person may offer a value-added products or services at the no or reduced cost, even when such products are not specified in the insurance contract, if the product or service; relates to the insurance contract, offered at a reasonable cost in comparison to the insured's premiums, has availability based on documented objective evidence, and offered in a manner that is not unfairly discriminatory.</i></li> <li>• <i>Prior to offering or providing a value-added product or service, a person shall notify the Superintendent of the person's intent to offer or provide a value-added product or service.</i> N.M. STAT. ANN. §59A-16-17 (as amended in 2021 by <a href="#">NM H.B. 235</a>)</li> </ul>	<p><a href="#">Bulletin 2021-14</a></p>
<p><i>New York</i></p>	<p>No authorized insurer, no licensed insurance agent, no licensed insurance broker, and no employee or other representative of any such insurer, agent or broker shall make, procure or negotiate any contract of insurance other than as plainly expressed in the policy or other written contract issued or to be issued as evidence thereof, or shall directly or indirectly, by giving or sharing a commission or in any manner whatsoever, pay or allow or offer to pay or allow to the insured or to any employee of the insured, either as an inducement to the making of insurance or after insurance has been effected, any rebate from the premium which is specified in the policy, or any special favor or advantage in the dividends or other benefit to accrue thereon, or shall give or offer to give any valuable consideration or inducement of any kind, directly or indirectly, which is not specified in such policy or contract, other than any valuable consideration, including but not limited to merchandise or periodical subscriptions, not exceeding \$25 in value, or shall give, sell or purchase, or offer to give, sell or</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• An insurer from equitably distributing dividends payable from surplus on earned premiums to its policyholders.</li> <li>• The return of dividends, savings, or the unused or unabsorbed portion of premiums and premium deposits to policyholders of a mutual insurer or to the subscribers of a reciprocal insurer.</li> <li>• An insurer or insurance agent from paying commissions to a licensed insurance broker for negotiating a policy or contract of insurance.</li> <li>• A licensed insurance broker from sharing or dividing a commission earned or received by him with any other licensed insurance broker who has aided him in respect to the insurance for the negotiation of which the commission has been earned or paid. N.Y. INS. LAW § 2324(c).</li> </ul>	<p>The Department of Financial Services provided guidance and clarification as to what kinds of value-added services may be provided to insureds without running afoul of the anti-rebating rules.</p> <p>An insurer or insurance producer may provide a service not specified in the insurance policy without violating the anti-rebating provisions of New York law if the following two requirements are met:</p> <ul style="list-style-type: none"> <li>• The service directly relates to the sale or servicing of the policy or provides general information about insurance or risk reduction; and</li> <li>• The insurer or insurance producer provides the service in a fair and nondiscriminatory manner to like insureds or potential insureds. <a href="#">Circular Letter No. 9</a>.</li> </ul> <p>The following services generally will fall within the scope of services that an insurance producer may lawfully provide in connection with insurance sold by the producer if provided incidental to the</p>

	<p>purchase, as an inducement to the making of such insurance or in connection therewith, any stock, bond or other securities or any dividends or profits accrued thereon, nor shall the insured, his agent or representative knowingly receive directly or indirectly, any such rebate or special favor or advantage, provided, however, a licensed insurance agent or a licensed insurance broker may retain the usual commission or underwriting fee on insurance placed on his own property or risks, if the aggregate of such commissions or underwriting fees will not exceed five percent of the total net commissions or underwriting fees received by such licensed insurance agent or insurance broker during the calendar year. N.Y. INS. LAW § 2324; <a href="#">Supplement 1 to Circular Letter No. 14.</a></p> <p>Except as permitted by law, no such life insurance company and no such savings and insurance bank and no officer, agent, solicitor or representative thereof and no such insurer doing in this state the business of accident and health insurance and no officer, agent, solicitor or representative thereof, and no licensed insurance broker and no employee or other representative of any such insurer, agent or broker, shall pay, allow or give, or offer to pay, allow or give, directly or indirectly, as an inducement to any person to insure, or shall give, sell or purchase, or offer to give, sell or purchase, as such inducement, or interdependent with any policy of life insurance or annuity contract or policy of accident and health insurance, any stocks, bonds, or other securities, or any dividends or profits accruing or to accrue thereon, or any valuable consideration or inducement whatever not specified in such policy or contract other than any valuable consideration, including but not limited to merchandise or periodical subscriptions, not exceeding twenty-five dollars in value; nor shall any person in this state knowingly receive as such inducement, any rebate</p>		<p>insurance and in a fair and nondiscriminatory manner:</p> <ul style="list-style-type: none"> <li>• Risk assessments, including identifying sources of risk and developing strategies for eliminating or limiting those risks.</li> <li>• Insurance consulting services or other insurance-related advice.</li> <li>• Insurance-related regulatory and legislative updates.</li> <li>• Certain claims assistance services (including the preparation of claims forms), but excluding claims adjustment, unless the exceptions set forth under New York law are satisfied.</li> <li>• Tax preparation on behalf of an employer of Schedule A .</li> <li>• Information to group policy or contract holders and members under group insurance policies currently in place, as well as forms needed for plan administration, enrollment in a plan, insurer website links, and answers to frequently asked questions related to the insurance.</li> <li>• Certain services performed pursuant to COBRA, such as billing former employees, collecting the insurance premiums, and forwarding the aggregate premiums to the employer policy or contract holder or to the insurer, when offered in connection with the provision of accident and health insurance.</li> <li>• Certain services provided in accordance with HIPAA, such as those pertaining to health care access, portability, and renewability, when offered in connection with the provision of accident and health insurance. <a href="#">Circular Letter No. 9.</a></li> </ul> <p>However, because they are too attenuated to the provision of insurance, or would otherwise violate the law because the services are not specified in the policy, the following services, if provided by an insurance producer to an insured or prospective</p>
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	<p>of premium or policy fee or any special favor or advantage in the dividends or other benefits to accrue on any such policy or contract, or knowingly receive any paid employment or contract for services of any kind, or any valuable consideration or inducement whatever which is not specified in such policy or contract. N.Y. INS. LAW § 4224.</p>		<p>insured for “free” or at a reduced fee, or otherwise offered in conjunction with insurance services, could run afoul of the anti-rebating law. Therefore, the Department suggests that careful consideration should be given to:</p> <ul style="list-style-type: none"> <li>• Flexible spending administration services.</li> <li>• Legal services.</li> <li>• Payroll services, such as providing employers with check creation and distribution services for their employees.</li> <li>• Referrals to third-party service providers through which an insured or prospective insured may receive a discounted rate while the producer is the producer of record.</li> <li>• Advice regarding compliance with federal and state laws concerning human resource issues not relating to the insurance provided.</li> <li>• Management of employee benefit programs, such as retirement programs and time-off/leave of absence programs, other than the insurance sold by the producer.</li> <li>• Preparation of employee benefit statements listing all of the benefits provided to employees by the employer that are unrelated to the insurance purchased.</li> <li>• Development of employee handbooks and training, which are unrelated to the insurance purchased.</li> <li>• Services related to employee compensation, discipline, job descriptions, leaves of absence, organizational development, business policies and practices, safety, staffing, and recruiting that are unrelated to the insurance purchased.</li> </ul> <p><a href="#">Circular Letter No. 9</a>; <i>see also</i> <a href="#">OGC Opinion (Oct. 2004)</a> (administrative health services); <a href="#">OGC Opinion (Mar. 2000)</a> (legal fees).</p> <p><b>\$25 Merchandise.</b> The article of merchandise permitted under New York’s anti-rebating law “contemplates a keepsake . . . which conspicuously</p>
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			<p>bears the agency’s name and is designed to keep the agency’s name before the customer through the conspicuous stamp or printing thereof.” Certain items, such as a gift certificate or gift card, are not “keepsakes” within the meaning of the statute because they are expected to be used shortly after receipt and then will be discarded and are thus prohibited as an unlawful inducement. <a href="#">OGC Opinion (Aug. 2004)</a> (gift certificates and cards); <a href="#">OGC Opinion (Apr. 2005)</a> (gift cards); <a href="#">OGC Opinion (Dec. 2006)</a> (calendar); <a href="#">OGC Opinion (July 2007)</a> (cash, meals, and free miles).</p> <p><b>Raffles.</b> A raffle in which any attendee, without obligation, will receive a free ticket (i.e., participation is not limited only to customers that purchase insurance or individuals that seek insurance quotes) does not violate the anti-rebating statute. <a href="#">OGC Opinion (Apr. 2003)</a>.</p> <p><b>Wellness Programs.</b> Wellness programs are also excluded from the rebating and inducement prohibitions set forth under New York law. <a href="#">Circular Letter No. 9</a>; <a href="#">OGC Opinion (Apr. 2010)</a>.</p> <p><b>Commissions.</b> A licensed agent may not reduce the amount of commission which it is willing to accept on a policy so as to reduce the premium payable by a prospective insured. Such a negotiation of a commission would result in either a rebate or an unlawful inducement to the making of insurance. <a href="#">OGC Opinion (Feb. 2000)</a>.</p> <p><b>Circular Letter No. 9 provides the baseline interpretation of the rebating law. There are hundreds of other opinions on specific matters. They can be searched <a href="#">here</a>.</b></p>
North Carolina	No person shall engage in this state in any trade	The statute does not prohibit:	The Department of Insurance concluded that the

	<p>practice which is . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. N.C. GEN. STAT. § 58-63-10.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of life insurance, life annuity or accident and health insurance, or agreement as to such contract other than as plainly expressed in the contract issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance, or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, or selling, or purchasing or offering to give, sell, or purchase as inducement to such insurance or annuity or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. N.C. GEN. STAT. § 58-63-15(8).</p> <p><b><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, interinsurer, Lloyds insurer, fraternal benefit society, and any other legal entity engaged in the business of insurance . . . and includes agents, brokers, limited representatives, and adjusters. N.C. GEN. STAT. § 58-63-5(2).</i></b></p> <p>No insurer, agent, broker or limited representative shall knowingly charge, demand or receive a premium for any policy of insurance except in</p>	<ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Payment of commissions or compensation to regularly appointed and licensed agents.</li> <li>• Distribution by a participating insurer of dividends, savings, or the unused or unabsorbed portion of premiums and premium deposits to participating policyholders. N.C. GEN. STAT. § 58-63-15(8)(b)-(c).</li> </ul>	<p>offering or arranging of extra-contractual benefits violates the North Carolina statutes prohibiting inducements and rebating when they are provided at no cost or below their fair market value. <a href="#">Bulletin 99B-02</a>. The statutes provide an absolute bar to any service or any thing of value wherein those goods are neither (1) referenced specifically or generally in the contract of insurance, nor (2) are advertising in nature.</p> <p>As a general matter, the Department views the following goods to be <b><i>advertising in nature</i></b> (and therefore they are not considered rebating):</p> <ul style="list-style-type: none"> <li>• Taking a client out for a reasonably priced business meal.</li> <li>• Calendars.</li> <li>• Small inexpensive personal items such as pens or other marketing items.</li> <li>• Inexpensive items celebrating holidays or other special events such as birthday, marriage, birth of a child, or graduation.</li> <li>• Inexpensive snacks and food in conjunction with benefit presentations. <a href="#">2006 Commissioner’s Column</a>.</li> </ul> <p>The following test will determine whether an offer constitutes a rebate or an inducement:</p> <ol style="list-style-type: none"> <li>1. Is the carrier paying, giving, or allowing some “thing”? <ul style="list-style-type: none"> <li>• Is the regulated person paying, allowing, or giving something to the applicant/insured?</li> <li>• But for the efforts or acquiescence of the carrier, would the applicant/insured receive something?</li> <li>• Would the applicant/insured be receiving something if the carrier were not involved in the situation?</li> </ul> </li> <li>2. Is the “thing” given of value, so as to be possibly</li> </ol>
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	<p>accordance with the applicable filing approved by the Commissioner. No insurer, agent, broker or limited representative shall pay, allow, or give, or offer to pay, allow, or give, directly or indirectly, as an inducement to insurance, or after insurance has been effected, any rebate, discount, abatement, credit, or reduction of the premium named in a policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever, not specified in the policy of insurance. N.C. GEN. STAT. § 58-33-85.</p> <p>It shall be unlawful for any insurance carrier, or officer, agent or representative of an insurance company writing credit life and credit accident and health insurance, as defined by law, or combination credit life, accident and health, hospitalization and disability insurance in connection with loans, to permit any agent or representative of such company to retain any portion of funds received for the payment of losses incurred, or to be incurred, under such policies of insurance issued by such company, or to pay, allow, permit, give or offer to pay, allow, permit or give, directly, or indirectly, as an inducement to insurance, or after insurance has been effected, any rebate, discount, abatement, credit or reduction of the premium, to any loan agency, insurance agency or broker, or to any creditor of the debtor on whose account the insurance was issued, or to any person, firm or corporation which received a commission or fee in connection with the issuance of such insurance. N.C. GEN. STAT. § 58-33-90.</p> <p>A similar restraint is placed on persons or entities selling real property and performing services as a real estate agent, attorney, or lender, as well. N.C. GEN. STAT. § 58-27-5.</p>		<p>considered an inducement or credit/rebate?</p> <ul style="list-style-type: none"> <li>• Anything has some value to someone—a regulated entity is not going to give away or allow something to an applicant/insured unless it believes that the thing will be of some value to the applicant/insured.</li> <li>• Note, however, that where the applicant/insured pays a fair market value for the thing, there is no inducement or rebate.</li> </ul> <p>3. Is the thing of value specified in the policy?</p> <ul style="list-style-type: none"> <li>• It is acceptable under the statutes, to give something, including either an insurance related benefit or non-insurance related benefit, as long as it is specified in the policy. <a href="#">Bulletin 99B-02</a>.</li> </ul> <p><i>The above Bulletin provides sample contract language that may be used to illustrate the amount of flexibility that would be permissible under North Carolina law while still complying with its anti-inducement and anti-rebating laws.</i></p>

<p><i>North Dakota</i></p>	<p>A person may not engage in this state in any trade practice . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. N.D. CENT. CODE § 26.1-04-02.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of life insurance, life annuity, or accident and health insurance, or agreement as to such contract other than as plainly expressed in the contract issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to the insurance or annuity any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatsoever not specified in the contract; or giving, selling, or purchasing, or offering to give, sell, or purchase as inducement to the insurance or annuity or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. N.D. CENT. CODE §§ 26.1-04-03; 26.1-04-06.</p> <p>A life insurance company doing business in this state may not make or permit any distinction or discrimination between insureds of the same class and with equal expectation of life in the amount or payment of premiums or rate charges for policies of life or endowment insurance, or in the dividends or other benefits payable thereon, or in any other of the terms or conditions of the contracts which it makes. No life insurance company, and no insurance producer therefor, either personally or by any other</p>	<p>If the cost does not exceed an aggregate retail value of \$100 per person per year, an insurance producer may give a</p> <ul style="list-style-type: none"> <li>• Gift</li> <li>• Prize</li> <li>• Promotional article</li> <li>• Logo merchandise</li> <li>• Meal</li> <li>• Entertainment activity</li> </ul> <p>directly or indirectly to a person in connection with marketing, promoting, or advertising the business. The above may not, however, be conditioned on obtaining a quote or contract of insurance. N.D. CENT. CODE § 26.1-04-06(2); <a href="#">S.B. 2140</a>.</p> <p>An insurance producer may give a gift card for specific merchandise or services such as a meal, gasoline, or carwash. It may not, however, give cash, a cash card, any form of currency, or any refund or discount in premium.</p> <p>An insurance producer may make a donation to a nonprofit organization in any amount as long as the donation is not given as an inducement to obtain a quote or a contract of insurance. N.D. CENT. CODE § 26.1-04-06(2).</p> <p>“Person” is defined by the statute to the named insured, policy owner, prospective client, or the spouse thereof. It does not include a certificate holder, child, or employee of the named insured, policy owner, or prospective client. N.D. CENT. CODE § 26.1-04-06(2).</p> <p>An insurance producer may conduct raffles or drawings, if there is no financial cost to an entrant to participate, the drawing or raffle does not obligate a participant to purchase insurance, the prizes are not valued in excess of a reasonable amount determined by the Commissioner, and the drawing or raffle is</p>	<p>The Insurance Department has not issued any interpretative guidance on the statute as of this date. However, it has released a FAQ document that provides a few examples.</p> <p><b>Gift with No Retail Value.</b> Some specialty products may appear to have no retail value. For example, some specialty clothing manufacturers only have a wholesale price. It is recommended an insurance agent keep documentation of the money spent on such specialty items in case a complaint or question arises about gift-giving practices.</p> <p><b>Gift Cards.</b> An insurance producer may give a gift card up for specific merchandise or services, but may not give cash, a cash card, any form of currency, or any refund or discount in premium. Producers are cautioned to read the statutes carefully for full details of what is permitted, as there are limitations on what may be given, the dollar value of what is given, and who may be a recipient.</p> <p><b>Free Appreciation Day.</b> Expenses related to a client appreciation day that consisted of the insurance agent providing sandwiches, coffee, and dessert for clients would count toward the \$50 per person per year limit, even if the appreciation day is open to anyone who shows up.</p> <p><b>Credit.</b> An insurance producer may not accept any rebate of premium on any insurance policy. <a href="#">North Dakota FAQs</a>.</p> <p>Pilot or Testing Program: The new law allows for producers to submit notification to the department and test/pilot products or services in a good faith effort for no longer than one year. The department may object within 21 days of receiving the notice.</p> <p><b>Pursuant to North Dakota Century Code 26.1-</b></p>
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	<p>person, may:</p> <ul style="list-style-type: none"> <li>• Make any insurance contract, or agreement with reference thereto, other than such as is expressed plainly in the policy issued thereon.</li> <li>• Offer, promise, allow, give, set off, or pay any rebate of the whole or any part of the premium payable on the policy or the insurance producer's commission thereon, or any special favor or advantage in the dividends, earnings, profits, or other benefit founded, arising, accruing, or to accrue thereon or therefrom.</li> <li>• Offer, promise, allow, or give any special advantage in the date of the policy or the age at which the same is issued.</li> <li>• Offer, promise, allow, or give any paid employment or contract for services of any kind, or any other valuable inducement or consideration whatsoever not specified in the insurance policy or contract.</li> <li>• Offer, promise, give, option, sell, or purchase, or offer to give, sell, or purchase, as inducement to insurance or in connection therewith, any stocks, bonds, securities, or property, or any dividends or profits accruing or to accrue thereon, or other thing of value whatsoever not specified in the policy. N.D. CENT. CODE § 26.1-04-05.</li> </ul> <p><a href="#">SB 2072</a> (Enacted): Similar to NAIC Model</p>	<p>open to the public. The drawing or raffle must be offered in a manner that is not unfairly discriminatory and may not be contingent on the purchase, continued purchase, or renewal of a policy. N.D. CENT. CODE § 26.1-04-03</p> <p>The offer or provision by an insurer or producer, by or through an employee, an affiliate, or a third-party representative, of value-added products or services at no or reduced cost if the products or services are not specified in the policy. The offer can provide loss mitigation, reduce claims costs, product education, monitor or access risk, enhance health, enhance financial wellness, provide post loss services, incent behavioral changes to improve health or reduce risk of death, assist administration of an employee or retiree benefit insurance coverage. N.D. CENT. CODE § 26.1-04-16</p>	<p><b>04-03 and 26.1-25-16 insurers and/or producers are able to offer value added services for loss control or loss mitigation to policyholders through a service or product.</b> These types of services and products are no longer required and should not be filed within or part of the insurance policies. However, the department still requires notification of these services or products. Please complete the survey link below and submit the information to the department.</p> <p><a href="#">Value Added Services/Rebates Survey</a></p>
<p><i>Ohio</i></p>	<p>No corporation, association, or partnership engaged in this state in the guaranty, bonding, surety, or insurance business . . . nor any officer, agent, solicitor, employee, or representative thereof, shall pay, allow, or give, or offer to pay, allow, or give, directly or indirectly, as inducements to insurance, and no person shall knowingly receive as an inducement to insurance, any rebate of premium</p>	<p><i>The statute does not prohibit:</i></p> <ul style="list-style-type: none"> <li>• <i>The payment of a commission or other compensation to any licensed agent or broker.</i></li> <li>• <i>Any insurer from allowing or returning to its participating policyholders dividends, savings, or unused premium deposits.</i></li> <li>• <i>Any insurer from returning or otherwise abating, in full or in part, the premiums of its</i></li> </ul>	

	<p>payable on the policy, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any paid employment or contract for services of any kind, or any special advantage in the date of the policy or date of its issue, or any valuable consideration or inducement not plainly specified in the policy or contract of insurance or agreement of indemnity, or give, receive, sell, or purchase, or offer to give, receive, sell, or purchase, as inducements to insurance or in connection therewith, any stock, bonds, or other obligations of an insurance company or other corporation, association, partnership, or individual. OHIO REV. CODE ANN. § 3933.01.</p> <p>The new provisions of Sections 3901.213 and 3933.01 that prohibit a producer or insurer from giving rebates, discounts, gifts, or other valuable considerations as an inducement to insurance <b>do not apply to commercial property and casualty insurance</b>, but do apply to producer commission reductions not included in insurance company rate filings.</p> <p>Sec. 3901.215. The intent of the General Assembly in amending this section 3901.21 and enacting sections 3901.212 and 3901.213 revised code is to promote innovation in connection with the offering of value-added services while maintain strong consumer protections.</p> <p>No life insurance company doing business in this state, or an officer, agent, solicitor, or representative thereof, shall pay, allow, or give, or offer to pay, allow, or give, directly or indirectly, as an inducement to insurance, a rebate of the premium payable on a policy, or a special favor or advantage in the dividends or other benefits to accrue thereon, or a paid employment or contract for services of any kind, or any valuable consideration or inducement not specified in the policy of insurance, or give, sell,</p>	<p><i>policyholders out of surplus accumulated from nonparticipating insurance.</i></p> <ul style="list-style-type: none"> <li>• <i>The taking of a bona fide obligation, with interest at a rate not exceeding six per cent per annum, in the payment of any premium.</i></li> <li>• <i>Life insurers from paying bonuses to policyholders.</i></li> <li>• <i>Any company that transacts industrial insurance on the weekly payment plan from returning to policyholders, who have made premium payments for a period of at least one year directly to the company at its home or district offices, a percentage of the premium which the company would have paid for the weekly collection of such payments.</i></li> <li>• <i>Readjustment of the rate of premium for a group insurance policy based on loss or expense. OHIO REV. CODE ANN. §§ 3901.21, 3923.17, 3911.20</i></li> </ul> <p><i>Meals or Charitable Donations: Allows for gifts, non-cash items or services, including meals or charitable donations on behalf of the consumer so long the cost does not exceed an amount determined by the Superintendent per policy year, term, or calendar year. (no guidance is available yet)</i></p> <p><i>Value-Added Products or Services:</i></p> <p><i>Value-added Products and Services – Expressly allows insurers and agents to provide value-added products and services at no or reduced cost when such products or services are not specified in the policy. The products or services must; (1) relate to the insurance coverage (2) are designed to satisfy certain permitted purposes (mitigate loss, reduce claims, provide education about risk, etc.), and (3) are reasonable in comparison with the insurance premium. The value-added products shall not be</i></p>	
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	<p>or purchase, or offer to give, sell, or purchase, as an inducement for insurance, any stocks, bonds, or securities of an insurance company or other corporation, association, or partnership, or any dividends or profits to accrue thereon, or anything of value not specified in the policy. OHIO REV. CODE ANN. §§ 3999.05, 3911.20.</p> <p>No person shall engage in this state in any trade practice which is . . . determined . . . to be an unfair or deceptive act or practice in the business of insurance. OHIO REV. CODE ANN. § 3901.20.</p> <p>Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of life insurance, life annuity or accident and health insurance, or agreement as to such contract other than as plainly expressed in the contract issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance, or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, or selling, or purchasing, or offering to give, sell, or purchase, as inducement to such insurance or annuity or in connection therewith, any stocks, bonds, or other securities, or other obligations of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. OHIO REV. CODE ANN. § 3901.21.</p> <p>An insurer, producer, or representative of either shall not offer or provide insurance as an inducement to the purchase of another policy of insurance and shall not use the words “FREE” or “NO COST,” or words of similar import, to such</p>	<p><i>offered in a manner that is unfairly discriminatory. The availability of value-added products or services shall be based on documented, objective criteria which must be maintained by the insurer or agent and be provided to the superintendent of insurance upon request.</i></p> <p><i>Personal Lines – Does not state an amount permitted as a rebate or inducement but instead expressly authorizes the superintendent of the Ohio Department of Insurance (ODI) to determine an acceptable amount per policy year per term or calendar year. NAIC recommended that the permissible amount that can be spent on meals and items to the lesser of 5% of premium or a set amount of \$250. Again, this change is not included in the legislation, rather will be reflected as an update to the Ohio Department of Insurance bulletin that currently limits rebates and inducements to the \$50 annual limit.</i></p> <p><i>Conducting of raffles or drawings – These are permissible as long as the raffle or drawing meets all of the following: (1) There is no financial cost to entrants to participate. (2) The drawing or raffle does not obligate participants to purchase insurance. (3) The drawing or raffle is open to the public. (4) The raffle or drawing is offered in a manner that is not unfairly discriminatory. OHIO REV. CODE ANN. § 3901.213 (as amended in 2021 by <u>OH SB 256</u>)</i></p>	
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	<p>effect in an advertisement. OHIO REV. CODE ANN. §3901.213</p> <p><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, inter-insurer, fraternal benefit society, title guarantee and trust company, health insuring corporation, and any other legal entity.</i> OHIO REV. CODE ANN. § 3901.19.</p> <p><a href="#">SB 256 Enacted (2022)</a></p>		
<p><b>Oklahoma</b></p>	<p>No person shall engage in this state in any trade practice which is . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. OKLA. STAT. TIT. 36 § 1203.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of insurance or agreement as to such contract other than as plainly expressed in the contract issued thereon; or paying or allowing, or giving or offering to pay, allow or give, directly or indirectly, as inducement to any contract of insurance, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; except in accordance with an applicable rate filing, rating plan or rating system filed with and approved by the Insurance Commissioner; or giving or selling or purchasing or offering to give, sell, or purchase as inducement to such insurance, or in connection therewith, any stocks, bonds or other securities of any company, or any dividends or profits accrued</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit or weekly premium plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Allowing a life insurance company’s bona fide employees to receive a commission on the premiums paid by them on policies on their own lives.</li> <li>• Issuing life or health policies on a salary saving or payroll deduction plan at a reduced rate commensurate with the savings made by the use of such plan.</li> <li>• Payment of commissions or other compensation to duly licensed agents or brokers, or allowing or returning to participating policyholders, members, or subscribers, dividends, savings, or unabsorbed premium deposits. OKLA. STAT. TIT. 36 § 1204(8)(b).</li> </ul>	<p>According to the Insurance Commissioner, rebating includes, but is not limited to:</p> <ul style="list-style-type: none"> <li>• Value-added services.</li> <li>• Wellness/preventative services.</li> <li>• Payment of premiums.</li> <li>• Cafeteria plans.</li> <li>• COBRA premiums.</li> <li>• COBRA administrative costs.</li> <li>• FSA/HRA administration.</li> <li>• Providing two or more quotes for the same client based on different commission scales or administrative charges from the same carrier or administrator. Bulletin 05-08-2006.</li> </ul>

	<p>thereon, or anything of value whatsoever not specified in the contract or receiving or accepting as inducement to contracts of insurance, any rebate of premium payable on the contract, or any special favor or advantage in the dividends or other benefit to accrue thereon, or any valuable consideration or inducement not specified in the contract. OKLA. STAT. TIT. 36 § 1204.</p> <p><b><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, inter-insurer, Lloyd's insurer, Lloyd's Name, Lloyd's Syndicate Name, fraternal benefit society, and any other legal entity engaged in the business of insurance, including agents, brokers and adjusters.</i></b> OKLA. STAT. TIT. 36 § 1202 (1).</p>	<p>The statute prohibits giving as an inducement to an insured, prospective insured, or any other person on his or her behalf, any of the following:</p> <ul style="list-style-type: none"> <li>• Any employment.</li> <li>• Any shares of stock or other securities issued or at any time to be issued or any interest therein or rights thereto.</li> <li>• Any advisory board contract, or any similar contract, agreement or understanding, offering, providing for, or promising any special profits.</li> <li>• Any prizes, goods, wares, merchandise, or tangible property of an aggregate value in excess of \$100.</li> <li>• Any special favor, advantage or other benefit in the payment, method of payment or credit for payment of the premium through the use of credit cards, credit card facilities, credit card lists, or wholesale or retail credit accounts of another person. OKLA. STAT. TIT. 36 § 1204(10).</li> </ul>	
<p><b><i>Oregon</i></b></p>	<p>No person shall personally or otherwise offer, promise, allow, give, set off, pay or receive, directly or indirectly, any rebate of or rebate of part of the premium payable on an insurance policy or the insurance producer's commission thereon, or earnings, profit, dividends or other benefit founded, arising, accruing or to accrue on or from the policy, or any other valuable consideration or inducement to or for insurance on any domestic risk, which is not specified in the policy. OR. REV. STAT. § 746.045.</p> <p><b><i>Person is defined to include an individual or a business entity (a corporation, association, partnership, limited liability company, limited liability partnership or other legal entity).</i></b> OR. REV. STAT. § 731.116.</p>	<p>The statute does not prohibit giving, as a form of advertising, promotional program, or promotional material, a prize, goods, wares, merchandise, articles or property with an aggregate value of not more than \$100 in a calendar year to a person other than a person to whom an insurer issues health insurance or a health benefit plan. OR. REV. STAT. § 746.045(3).</p>	<p>An insurer may offer gifts to potential clients, so long as the gift is not conditional upon the recipient applying for, purchasing, or increasing the insurance. There is no limit on the value or type of gift. Oregon law prohibits a producer or insurer from offering a gift only to those that purchase a policy. <a href="#">Commissions and Gifts</a>.</p>

	<p>With respect to title insurance, no commissions, rebates or discounts shall be paid, allowed or permitted to any person having an interest in or lien upon real property which is the subject of the title insurance involved, or to any person acting for or on behalf of a person with such an interest or lien. OR. REV. STAT. § 746.055.</p> <p>An insurance consultant may not give or receive or offer to give or receive a rebate of all or a part of any fee or other expenses charged for services or any earnings, profit, dividends or other benefit accruing to the insurance consultant from the services provided by the insurance consultant. OR. REV. STAT. § 744.655.</p>		
<p><i>Pennsylvania</i></p>	<p>No person shall engage in this state in any trade practice which is defined or determined to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance pursuant to this act. 40 PA. CONS. STAT. § 1171.4.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of insurance, or agreement as to such contract other than as plainly expressed in the insurance contract issued thereon, or paying or allowing, or giving or offering to pay, allow or give as inducement to such insurance, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration, inducement or anything of value whatsoever which is not specified in the contract. 40 PA. CONS. STAT. §§ 1171.5(a)(8).</p>	<p>The statute affirmatively permits an insurance producer or an insurance company to—on an annual basis—offer to give an insured or prospective insured, any favor, advantage, object, valuable consideration, or anything other than money with a value of less than or equal to \$100 that is not specified in the contract of insurance. 40 PA. CONS. STAT. §§ 310.45, 310.46, 471. Nonetheless, a producer may <u>not</u> make receipt of anything of value contingent on the purchase of insurance.</p> <p>Moreover, the statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial or debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or</li> </ul>	<p>N/A</p>

	<p><b><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, inter-insurer, Lloyds insurer, fraternal benefit society, beneficial association and any other legal entity engaged in the business of insurance, including agents, brokers and adjusters and also means health care plans. 40 PA. CONS. STAT. § 1171.3.</i></b></p> <p>No insurance producer shall, directly or indirectly, offer, promise, allow, give, set off or pay a rebate of, or part of, a premium payable on the contract of insurance or on the insurance producer's commission, earnings, profits, dividends or other benefit founded, arising, accruing or to accrue thereon, or any special advantage in date of policy or age of issue, or any paid employment or contract for services of any kind, or any other valuable consideration or inducement, to or for insurance on a risk in this Commonwealth which is not specified in the contract of insurance. 40 PA. CONS. STAT. § 310.45.</p> <p>No insurance producer shall, directly or indirectly, offer, promise, give, option, sell or purchase any stocks, bonds, securities or property, or any dividends or profits accruing or to accrue thereon, or other thing of value whatsoever, as an inducement to purchase a contract of insurance. Nothing in this section shall be construed to prevent the taking of a bona fide obligation, with legal interest, in payment of any premium. This section shall not prohibit payment or receipt of referral fees in accordance with this act. 40 PA. CONS. STAT. § 310.46.</p> <p>No insurance company, association, or exchange, by itself or by its officers or members, attorney-in-fact or by any other party, shall offer, promise, allow, give, set off, or pay, directly or indirectly, any rebate of, or part of, the premium payable on the</p>	<p>expense. 40 PA. CONS. STAT. § 1171.5(b)</p>	
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	<p>policy, or on any policy or agent's commission thereon, or earnings, profit, dividends, or other benefit founded, arising, accruing, or to accrue thereon or therefrom, or any special advantage in date of policy or age of issue, or any paid employment or contract for services of any kind, or any other valuable consideration or inducement, to or for insurance on any risk in this Commonwealth, now or hereafter to be written, which is not specified in the policy contract of insurance; nor shall any such company, association, or exchange, personally or otherwise, offer, promise, give, option, sell, or purchase any stocks, bonds, securities, or property, or any dividends or profits accruing or to accrue thereon, or other thing of value whatsoever, as inducement to insurance or in connection therewith, which is not specified in the policy. Nothing in this section shall be construed to prevent the taking of a bona fide obligation, with legal interest, in payment of any premium. 40 PA. CONS. STAT. § 471.</p>		
<p><i>Rhode Island</i></p>	<p>No person shall engage in this state in any trade practice which is . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. 27 R.I. GEN. LAWS § 27-29-3.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any policy or agreement as to the policy other than as plainly expressed in the policy issued on it, or paying or allowing or giving or offering to pay, allow, or give, directly or indirectly, as inducement to the policy, any rebate of premiums payable on the policy, or any special favor or advantage in the dividends or other benefits on the</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. 27 R.I. GEN. LAWS § 27-29-4(8)(ii).</li> </ul> <p><i>Value-Added Services: The offer or provision by insurers or producers, by or through employees, affiliates, or third-party representatives, of value-added products or services at no or reduced cost</i></p>	

	<p>policy, or any valuable consideration or inducement not specified in the policy, or giving, selling, or purchasing or offering to give, sell, or purchase as inducement to the policy, or in connection with the policy, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued on the security, or anything of value not specified in the policy. 27 R.I. GEN. LAWS § 27-29-4(8).</p> <p><b>Person is defined to include any natural or artificial entity, including but not limited to, an individual, corporation, association, partnership, trust, or any other legal entity.</b> 27 R.I. GEN. LAWS § 27-29-2(6).</p> <p>No life insurance corporation doing business in this state, nor any insurance producer of the corporation, shall permit, offer, or make any contract of insurance or agreement as to any contract other than as plainly expressed in the policy issued on the contract or agreement; nor shall any company or any officer, insurance producer, or representative of the company or producer pay, allow, or give, or offer to pay, allow, or give, directly or indirectly, as inducement to any person to insure, or give, sell, or purchase, or offer to give, sell, or purchase as an inducement or in connection with any insurance, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accruing on the securities, or any valuable consideration or inducement of any kind not specified in the policy, nor shall any person knowingly receive as an inducement any rebate of premium, or any special favor or advantage in the dividends or other benefits, or any paid employment or contract for services of any kind, or any valuable consideration or inducement of any kind, not</p>	<p><i>when such products or services are not specified in the policy of insurance if the product or service:</i></p> <p><i>(i) Relates to the insurance coverage; and</i>  <i>(ii) Is primarily designed to satisfy one or more of the following: (aa) Provide loss mitigation or loss control; (bb) Reduce claim costs or claim settlement costs; (cc) Provide education about liability risks or risk of loss to persons or property; (dd) Monitor or assess risk, identify sources of risk, or develop strategies for eliminating or reducing risk; (ee) Enhance health; (ff) Enhance financial wellness through items such as education or financial planning services; (gg) Provide post-loss services; (hh) Incent behavioral changes to improve the health or reduce the risk of death or disability of a customer (defined for purposes of this subsection as policyholder, potential policyholder, certificate holder, potential certificate holder, insured, potential insured, or applicant); or (ii) Assist in the administration of the employee or retiree benefit insurance coverage.</i></p> <p><i>(iii) The cost to the insurer or producer offering the product or service to any given customer must be reasonable in comparison to that customer's premiums or insurance coverage for the policy class.</i></p> <p><i>(iv) If the insurer or producer is providing the product or service offered, the insurer or producer must ensure that the customer is provided with contact information to assist the customer with questions regarding the product or service.</i></p> <p><i>(v) The commissioner may adopt regulations when implementing the permitted practices set forth in this statute to ensure consumer protection. Such regulations, consistent with applicable law, may address, among other issues, consumer data</i></p>	
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	<p>specified in the policy. 27 R.I. GEN. LAWS § 27-4-6.</p>	<p><i>protections and privacy, consumer disclosure, and unfair discrimination.</i></p> <p><i>(vi) The availability of the value-added product or service must be based on documented objective criteria and offered in a manner that is not unfairly discriminatory. The documented criteria must be maintained by the insurer or producer and produced upon request by the department.</i></p> <p><i>(Vii) If an insurer or producer does not have sufficient evidence, but has a good-faith belief that the product or service meets the criteria in subsection 8(ii)(e)(ii) of this section, the insurer or producer may provide the product or service in a manner that is not unfairly discriminatory as part of a pilot or testing program for no more than one year. An insurer or producer must notify the department of such a pilot or testing program offered to consumers in this state prior to launching and may proceed with the program unless the department objects within twenty-one days of notice. 27 R.I. GEN. LAWS § 27-29-4(8)</i></p> <p><i><u>Note:</u> These provisions were added through the passage of MN H.B. 3255 in 2021. The text has yet to be codified, but became effective January 1, 2023.</i></p> <p><i>Pilot or Testing Program: If an insurer or producer does not have sufficient evidence, but has a good-faith belief that the product or service meets the criteria in subsection 8(ii)(e)(ii) of this section, the insurer or producer may provide the product or service in a manner that is not unfairly discriminatory as part of a pilot or testing program for no more than one year. An insurer or producer must notify the department of such a pilot or testing program offered to consumers in this state</i></p>	
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		<p><i>commissioner and the drawing or raffle is open to the public. The raffle or drawing must be offered in a manner that is not unfairly discriminatory. The customer may not be required to purchase, continue to purchase or renew a policy in exchange for the gift, item, or service. 27 R.I. GEN. LAWS § 27-29-4(8) (as amended in 2021 by <a href="#">RI S.B. 2746</a>)</i></p>	
<p><b>South Carolina</b></p>	<p>No person may pay, allow, or give or offer to pay, allow, or give, directly or indirectly, as inducement to the purchase or the renewal of an insurance contract, any rebate of premiums payable on the contract, any special favor or advantage in any benefits payable thereon, or any valuable consideration or inducement that is not specified in the contract. S.C. CODE ANN. §§ 38-57-130(3); 38-57-140.</p> <p><b><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, interinsurer, Lloyd's insurer, fraternal benefit society, and any other legal entity engaged in the business of insurance, including agents, brokers, and adjusters. S.C. CODE ANN. § 38-57-20.</i></b></p> <p>An insurer or its officer, agent, solicitor, or representative or an insurance broker may not pay, allow, or give or offer to pay, allow, or give, directly or indirectly, as inducement to the taking of insurance any rebate of premium payable on the policy, any special favor or advantage in the dividends or other benefits to accrue from the policy, any paid employment or contract for services of any kind, or any valuable consideration or inducement not specified in the policy contract of insurance, or give, sell, or purchase or offer to give,</p>	<p>No policy may provide for, as an inducement to the purchaser or in connection with a policy, directly or indirectly:</p> <ul style="list-style-type: none"> <li>• Paying, allowing, giving, or offering any paid employment or contract for services of any kind.</li> <li>• Giving, selling, or purchasing or offering or agreeing to give, sell, purchase, allow, or provide for any agreement promising returns and profits, or any stock, bonds, or other securities, including trading stamps or other properties or present or contingent interest therein of any insurer or other corporation, association, partnership, or person, or any dividends or profits accrued thereon.</li> <li>• Giving, allowing, arranging for, or offering any advisory board contract, or similar contract, promising returns and profits. S.C. CODE ANN. § 38-57-150(1).</li> </ul> <p>Licensed agents are permitted to do the following:</p> <ul style="list-style-type: none"> <li>• Give insureds, prospective insureds, and others—for the purpose of advertising—an article of merchandise having a value that does not exceed \$25 and that has an advertisement for the insurer or agent printed on it. S.C. CODE ANN. § 38-57-160.</li> <li>• Provide refreshments during a sales presentation, so long as they do not exceed \$10</li> </ul>	<p>N/A</p>

	<p>sell, or purchase, as inducement to the taking of insurance or in connection therewith, any stocks, bonds, or other securities of an insurer or other corporation, association, or partnership, any dividends or profits to accrue from them, or anything of value not specified in the policy. S.C. CODE ANN. § 38-55-50.</p>	<p>per person in cost. S.C. CODE ANN. § 38-57-160.</p> <ul style="list-style-type: none"> <li>• Charge administrative fees for incidental services associated with uninsured motorist related transactions. S.C. CODE ANN. § 38-55-50.</li> </ul> <p>Additionally, no person may advertise, offer, or provide free insurance as an inducement to the purchase or sale of real or personal property or of services directly or indirectly connected to real or personal property. <i>See generally</i> S.C. CODE ANN. § 38-57-170.</p>	
<p><b>South Dakota</b></p>	<p>No insurer or any employee or representative thereof, and no insurance producer may pay, allow, or give, or offer to pay, allow or give, directly or indirectly, as an inducement to insurance, or after insurance has been effected, any rebate, discount, abatement, credit, or reduction of the premium named in the policy of insurance, or any special favor or advantage in the dividends or other benefits to accrue thereon, or any valuable consideration or inducement whatever, not specified in the policy, except to the extent provided for in an applicable filing with the director as provided by law. S.D. CODIFIED LAWS § 58-33-24.</p> <p>Except as otherwise provided by law, no person shall knowingly permit or offer to make or make any contract of life insurance, life annuity or health insurance, or agreement as to such contract other than is plainly expressed in the contract issued thereon, or pay or allow, or give or offer to pay, allow, or give, directly or indirectly, as inducement to such insurance, or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any paid employment or contract for</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders. S.D. CODIFIED LAWS § 58-33-17.</li> <li>• For policies issued on the industrial debit plan, preauthorized check, bank draft, or similar plans, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense. S.D. CODIFIED LAWS § 58-33-18.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. S.D. CODIFIED LAWS § 58-33-19.</li> <li>• Reduction of premium rate for policies of a large amount, but not exceeding savings in issuance and administration expenses reasonably attributable to such policies as compared with policies of similar plans issued in smaller amounts. S.D. CODIFIED LAWS § 58-33-20.</li> <li>• Issuance of life or health insurance policies or annuity contracts on salary savings, payroll deduction, or other distribution plan at a rate</li> </ul>	<p>The Department of Revenue &amp; Regulation Insurance Division provided several hypothetical examples discussing what is permissible and impermissible under the anti-rebating law.</p> <p><b>Free Gift or Quote.</b> <i>An agent advertises in the local media that he will give a free coffee mug (under \$25 value) to anyone just for coming in for a quote on auto insurance.</i> This action is permissible. The gift of a free coffee mug that is not tied to the purchase of insurance and is under \$25 is allowed. However, if the agent required that the prospective customer apply for coverage as a condition of receiving the gift, then it would not be permissible.</p> <p><b>Money on Renewal.</b> <i>An agent offers to give \$10 cash to an existing client because the policy offered through the agent costs \$10 more upon renewal than another policy available to the customer.</i> This would be considered an illegal rebate. The \$10 cash payment is not a promotional item. It is also tied to the purchase of the policy.</p> <p><b>Quarterly Drawing.</b> <i>An agent is seeking to</i></p>

	<p>services of any kind, or any valuable consideration or inducement whatever not specified in the contract; or directly or indirectly give or sell, or purchase or offer or agree to give, sell, purchase, or allow as inducement to such insurance or annuity or in connection therewith, and whether or not to be specified in the policy or contract, any agreement of any form or nature promising returns and profits, or any stocks, bonds, or other securities, or interest present or contingent therein or as measured thereby, of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued or to accrue thereon; or offer, promise or give anything of value whatsoever not specified in the contract. S.D. CODIFIED LAWS § 58-33-14.</p> <p><b><i>Person is defined to include an individual, insurer, company, association, organization, Lloyds, society, reciprocal or inter-insurance exchange, partnership, syndicate, business trust, corporation, and any other legal entity.</i></b> S.D. CODIFIED LAWS § 58-1-2.</p> <p>No insurer may, directly or indirectly through its insurance producers or representatives, participate in any plan to offer or effect any kind or kinds of life insurance, health insurance, property insurance, casualty insurance, surety insurance, or annuities in this state as an inducement to, or in combination with, the purchase by the public of any goods, securities, commodities, services, or subscriptions to periodicals, except upon the payment of a bona fide premium by the insured. S.D. CODIFIED LAWS § 58-33-15.</p>	<p>reasonably commensurate with the savings made by the use of such plans. S.D. CODIFIED LAWS § 58-33-21.</p> <ul style="list-style-type: none"> <li>• Issuance of health insurance policies which provide for increases in benefits to policyholders who maintain their policies continuously in force without lapse for specified periods. S.D. CODIFIED LAWS § 58-33-22.</li> <li>• A licensed insurer or its officers or employees from giving to insureds, prospective insureds, or others for advertising purposes or promotional programs, any article of merchandise having an invoice value of \$25 or less. S.D. CODIFIED LAWS § 58-33-74.</li> </ul>	<p><b><i>increase referrals to his agency. The agency would like to request referrals from its client and/or realtors, mortgage brokers and friends. Those submitting referrals would be eligible for a quarterly drawing for a \$300 Gift Card. The person submitting the referral would be eligible regardless, even if none of the referrals resulted in a sale.</i></b> This would be permissible provided all of those submitting referrals are eligible for the drawing. There must be no obligation to purchase insurance and it must be open to clients and non-clients alike. Referrals are different than gifts to clients. The referral statute has no dollar limit as to the amount of the referral. However, all referrals must be flat amounts that do not vary based upon how many sales are made and do not vary based upon premiums or commissions.</p> <p><b><i>Free Lunches. An agent likes to provide free lunches at local restaurants to his clients in exchange for his clients purchasing insurance from his agency.</i></b> This would be considered a rebate and is not permissible. No insurer or any employee or representative thereof may pay, allow, or give, directly or indirectly, as an inducement to insurance, or after insurance has been affected any valuable consideration or inducement whatever. Providing free lunches to clients in exchange for the clients purchasing insurance would violate this statute.</p> <p><b><i>Gas Giveaway. An insurance company wants to show its appreciation to a city for being a “safe driving” community. From 6:00 a.m. to 10:00 a.m. it wants to give away up to 15 gallons of gas per vehicle at a local gas station. The giveaway is open to the general public, regardless where insured. The price for gas at the time is \$1.79/gallon. The company will have representatives on hand pumping gas and a company banner is present. The representatives will not be handing out any</i></b></p>
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			<p><b>promotional material.</b> The gasoline give-away would be considered as advertising or promotional and therefore subject to the \$25 limitation. The fair market value of the gasoline give-away (15 gallons at \$1.79/gallon) exceeded the \$25 limit and therefore would not be permissible. A similarly structured gasoline give-away that limited the per customer amount to \$25 or less would be allowed. <a href="#">Bulletin 09-01</a>.</p> <p>Additional prohibitions have also been enumerated in other bulletins by the Department, including:</p> <ul style="list-style-type: none"> <li>• Negotiating commissions with an agent is an inducement and therefore prohibited as a rebate. <i>There is an exception for certain types of insurance that lend themselves to negotiating premiums with an insured because the products are not subject to approval by the Division.</i> <a href="#">Bulletin 13-04</a>; <a href="#">Bulletin 06-06</a>.</li> <li>• Reducing commissions to secure and/or retain new and renewal insurance business is an inducement for insurance and therefore is rebating. <a href="#">Bulletin 92-01</a>.</li> <li>• Providing commission incentives. <a href="#">Bulletin 95-01</a>.</li> </ul>
<p><b>Tennessee</b></p>	<p>No person shall engage in an unfair trade practice from, in or into this state that is . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. TENN. CODE ANN. § 56-8-103.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any policy of insurance, including, but not limited to, any life insurance policy or annuity, or accident and health insurance</p>	<p>This does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Offering a child passenger restraint system or a discount in premium equal to the amount of the</li> </ul>	<p>The following arrangements—in which an agency wishes to be able to either return premium to the employee or pay on an employee’s behalf part of the premium—would violate the anti-rebating provision:</p> <ul style="list-style-type: none"> <li>• An agency remits to the employee the agency’s commission received from the carrier earned by the agency for selling the insurance to the employee, thus reimbursing the employee for at least a portion of the premium paid by the employee.</li> <li>• An agency would bill the employee for the premium less the amount of the agency’s</li> </ul>

	<p>or other insurance, or agreement as to the contract other than as plainly expressed in the policy issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to the policy, any rebate of premiums payable on the policy, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the policy; or giving, or selling, or purchasing or offering to give, sell, or purchase as inducement to the policy or annuity or in connection with the policy or annuity, any stocks, bonds or other securities of any insurance company or other corporation, association or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the policy. TENN. CODE ANN. § 56-8-104(8).</p> <p><i>Person is defined to include a natural or artificial entity, including, but not limited to, individuals, partnerships, associations, trusts, corporations, insurance producers, adjusters, any employer to the extent that the employer self-insures its workers' compensation liabilities . . . or a group of employers qualifying as self-insurers . . . or third-party administrators. TENN. CODE ANN. § 56-8-102.</i></p>	<p>purchase price of a child passenger restraint system, when the purpose of the restraint system is the safety of the child and it complies with Tennessee law. TENN. CODE ANN. § 56-8-104(8)(B).</p>	<p>commission. The agency would pay the balance of the premium and then be reimbursed when the carrier paid the agency its earned commission.</p> <ul style="list-style-type: none"> <li>An agency, with the permission of the carrier, would bill the employee for the premium less the amount of the agency's commission, which would, in turn, be sent to the carrier in full payment of the employee's premium (<i>charging for a policy net of commission</i>).</li> </ul> <p>Inducements are permitted as long as they are disclosed in the policy. <a href="#">Interpretive Opinion 02-12</a>, Attorney General Opinion 86-016 (discussing the constitutionality of the provision).</p>
<p><i>Texas</i></p>	<p>Except as provided in an applicable filing, an insurer, an insurer's employee, or a broker or agent may not directly or indirectly pay, allow, or give, or offer to pay, allow, or give, as an inducement to insurance, or after insurance has been written, a rebate, discount, abatement, credit or reduction of the premium stated in an insurance policy, or a special favor or advantage in the dividends or other benefits to accrue on the policy, or any valuable consideration or inducement, not specified in the policy. TEX. INS. CODE ANN. §§ 1806.104(b).</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>Life insurers from paying bonuses to policyholders.</li> <li>For a life insurance policy issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expenses.</li> <li>For a group insurance policy, readjustment of the</li> </ul>	<p>Texas regulation provides the following additional information:</p> <ul style="list-style-type: none"> <li>No insurer or agent may state or imply as an inducement to the purchase of insurance a guarantee of return of premium based upon the quality of its policy other than where such guarantee is required by law or stated within the policy of insurance offered.</li> <li>An advertisement may offer an incentive to inquire about a policy or obtain a quote provided that it includes a clear and</li> </ul>

	<p>A person may not engage in this state in a trade practice that is defined in this chapter as or determined under this chapter to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. TEX. INS. CODE ANN § 541.003.</p> <p>Except as otherwise expressly provided by law, it is an unfair method of competition or an unfair or deceptive act or practice in the business of insurance to knowingly permit the making of, offer to make, or make a life insurance contract, life annuity contract, or accident and health insurance contract or an agreement regarding the contract, other than as plainly expressed in the issued contract, or directly or indirectly pay, give, or allow or offer to pay, give, or allow as inducement to enter into a life insurance contract, life annuity contract, or accident and health insurance contract a rebate of premiums payable on the contract, a special favor or advantage in the dividends or other benefits of the contract, or a valuable consideration or inducement not specified in the contract, or give, sell, or purchase or offer to give, sell, or purchase in connection with a life insurance, life annuity, or accident and health insurance contract or as inducement to enter into the contract stocks, bonds, or other securities of an insurer or other corporation, association, or partnership, dividends or profits accrued from the stocks, bonds, or securities, or anything of value not specified in the contract. TEX. INS. CODE ANN § 541.056.</p> <p><i>Person is defined to include an individual, corporation, association, partnership, reciprocal or interinsurance exchange, Lloyd's plan, fraternal benefit society, or other legal entity engaged in the business of insurance, including an agent, broker, adjuster, or life and health insurance counselor.</i></p>	<p>rate of premium for a group insurance policy based on loss or expense.</p> <ul style="list-style-type: none"> <li>• For a life annuity contract, waiving or surrendering charges under a contract when the contract holder exchanges that contract for another annuity contract issued by the same insurer, pending certain requirements are met.</li> <li>• In connection with an accident and health insurance policy or an HMO, providing to policyholders, in addition to benefits under the terms of the insurance contract, health-related services, or to disclose the availability of those additional services and information to prospective policyholders.</li> <li>• Offering an item that is a promotional advertising item, educational item, or traditional courtesy commonly extended to consumers and that is valued at \$25 or less. TEX. INS. CODE ANN § 541.058(b).</li> </ul>	<p>conspicuous disclosure that no purchase is required in order to receive the incentive. An advertisement may offer an incentive to inquire about a policy or obtain a quote provided that it includes a clear and conspicuous disclosure that no purchase is required in order to receive the incentive.</p> <ul style="list-style-type: none"> <li>• No advertisement may state or imply any advantage, right, or preference which if granted or performed would be a violation of the public policy or any law of this state or of the United States of America.</li> <li>• An advertisement may not state or imply any deviation in normal or usual cost that is not in fact legally allowable.</li> <li>• An advertisement may not state or imply an advantage by purchase of insurance to be gained by an organization because of past or prospective donation to be made by an insurer, agent, or representative out of proceeds of purchase. 28 TEX. ADMIN. CODE § 21.109.</li> </ul>
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	<p>TEX. INS. CODE ANN § 541.002.</p> <p>An insurer or an officer, agent, or representative of an insurer may not: directly or indirectly pay, allow, or give or offer to pay, allow, or give as an inducement to insurance a thing of value or other inducement that is not specified in the policy, including: a rebate of premium payable on the policy; a special favor or advantage in the dividends or other benefits to accrue on the policy; or paid employment or a contract for service; or give, sell, or purchase or offer to give, sell, or purchase as an inducement to insurance or in connection with insurance a thing of value that is not specified in the policy, including: stocks, bonds, or other securities of an insurer or other corporation, association, or partnership; or dividends or profits to accrue on the stocks, bonds, or other securities of an insurer or other corporation, association, or partnership. § 543.003.</p> <p><u>HB 3964</u> (Passed first chamber): Clarifies that existing state laws governing discrimination, prohibited inducements, promotional practices, etc. must not be construed as:</p> <p>(1) permitting an unfair method of competition or a deceptive act/practice; or</p> <p>(2) prohibiting an insurer/their agent from giving (for free or at a discount) services or other offerings that relate to loss control</p>		
<p><i>Utah</i></p>	<p>A producer, consultant, or other licensee under this title, or an officer or employee of a licensee, may not induce a person to enter into, continue, or terminate an insurance contract by offering a benefit that is not: specified in the insurance contract; or directly related to the insurance contract.</p>	<p>The statute does not prohibit an insurer from:</p> <ul style="list-style-type: none"> <li>• Reducing premiums because of expense savings.</li> <li>• Providing one or more incentives to a policyholder to participate in a program or activity designed to reduce claims or claim expenses, including: <ul style="list-style-type: none"> <li>- A premium discount offered to a small or</li> </ul> </li> </ul>	<p>Multi-level marketing programs, investment programs, memberships, or other similar programs, designed or represented to produce or provide funds to pay all or any part of the cost of insurance constitutes an illegal inducement. This does not preclude the provision of insurance through a bona fide employee benefits program. UTAH ADMIN.</p>

	<p>An insurer may not make or knowingly allow an agreement of insurance that is not clearly expressed in the insurance contract to be issued or renewed.</p> <p>A licensee is also prohibited from absorbing the tax imposed on surplus lines premiums. UTAH CODE ANN. § 31A-23a-402.5.</p>	<p>large employer group based on a wellness program if</p> <ul style="list-style-type: none"> <li>▪ The premium discount for the employer group does not exceed 20% of the group premium and</li> <li>▪ The premium discount based on the wellness program is offered uniformly by the insurer to all employer groups in the large or small group market.</li> </ul> <ul style="list-style-type: none"> <li>- A premium discount offered to employees of a small or large employer group in an amount that does not exceed federal limits on wellness program incentives.</li> <li>- A combination of premium discounts offered to the employer group and the employees of an employer group, based on the wellness program if             <ul style="list-style-type: none"> <li>▪ The premium discounts for the employer group do not exceed 20% of the group premium and</li> <li>▪ The premium discounts for the employees of an employer group are offered uniformly by the insurer to all employer groups in the large or small group market.</li> </ul> </li> <li>- Rewards or incentives for employees of an employer group, if the rewards or incentives are for a savings rewards program,<sup>1</sup> as defined by statute. <a href="#">H.B. 19</a>.</li> </ul> <ul style="list-style-type: none"> <li>• Receiving premiums under an installment payment plan.</li> </ul> <p>The statute also does not prohibit a producer, consultant, or other licensee—or an officer to employee thereof—from directly or through a third</p>	<p>CODE R. 590-154-9.</p> <p>For a detailed analysis of Utah’s recently enacted statutory provisions related to rebating, see <a href="#">Bulletin 2015-8</a>.</p>
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<sup>1</sup> A “savings reward program” is a program to reward a health insurance enrollee if the enrollee receives services: (1) covered by the enrollee’s health plan; and (2) from a provider whose costs for services are lower than the average costs for the services. Such a program may include rewards to the enrollee through: (1) premium discounts, (2) rebates, (3) reduction of out-of-pocket costs, and (4) other rewards or incentives developed by the insurer. [HB 19](#).

		<p>party:</p> <ul style="list-style-type: none"> <li>• Engaging in a usual kind of social courtesy if receipt of the social courtesy is not conditioned on a quote or the purchase of a particular insurance product.             <ul style="list-style-type: none"> <li>- A de minimis gift or meal that does not exceed \$10 may be conditioned on the receipt of a quote of a particular insurance product. UTAH CODE ANN. § 31A-23a-402.5(7)(b).</li> </ul> </li> <li>• Extending credit on a premium to the insured             <ul style="list-style-type: none"> <li>- Without interest, for no more than 90 days from the effective date of the insurance contract; or</li> <li>- For interest that is not less than the legal rate under Utah law, on the unpaid balance after the statutorily defined period of time has passed.</li> <li>- <b><i>An installment or payroll deduction payment of premiums on an insurance contract issued under an insurer's mass marketing program is not considered an extension of credit for purposes of the statute.</i></b></li> </ul> </li> <li>• Preparing or conducting a survey that is directly related to an accident and health insurance policy purchased from the licensee; or is used by the licensee to assess the benefit needs and preferences of insureds, employers, or employees directly related to an insurance product sold by the licensee.</li> <li>• Providing limited human resource services that are directly related to an insurance product sold by the licensee, including             <ul style="list-style-type: none"> <li>- Answering questions directly related to:                 <ul style="list-style-type: none"> <li>▪ An employee benefit offering or administration, if the insurance product purchased from the licensee is accident and health insurance or health insurance; and</li> </ul> </li> </ul> </li> </ul>	
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		<p>electronic enrollment platform or application system.</p> <ul style="list-style-type: none"> <li>• Communicating coverages in writing and in consultation with the insured and employees.</li> <li>• Providing employee communication materials and notifications directly related to an insurance product purchased from a licensee;</li> <li>• Providing claims management and resolution to the extent permitted under the licensee's license.</li> <li>• Providing underwriting or actuarial analysis or services.</li> <li>• Negotiating with an insurer regarding the placement and pricing of an insurance product.</li> <li>• Recommending placement and coverage options.</li> <li>• Providing a health fair or providing assistance or advice on establishing or operating a wellness program, but not providing any payment for or direct operation of the wellness program.</li> <li>• Providing COBRA and Utah mini-COBRA administration, consultations, and other services directly related to an insurance product purchased from the licensee.</li> <li>• Assisting with a summary plan description, including providing a summary plan description wraparound.</li> <li>• Providing information necessary for the preparation of documents directly related to ERISA.</li> <li>• Providing information or services directly related to the HIPAA, such as services directly related to health care access, portability, and renewability when offered in connection with accident and health insurance sold by a licensee.</li> <li>• Sending proof of coverage to a third party with a legitimate interest in coverage.</li> <li>• Providing information in a form approved by the commissioner and directly related to determining whether an insurance product sold by the licensee meets the requirements of a third-party</li> </ul>	
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		<p>contract that requires or references insurance coverage.</p> <ul style="list-style-type: none"> <li>• Facilitating risk management services directly related to property and casualty insurance products sold or offered for sale by the licensee, including:             <ul style="list-style-type: none"> <li>- Risk management</li> <li>- Claims and loss control services</li> <li>- Risk assessment consulting, including analysis of an employer’s job descriptions or an employer’s safety procedures or manuals</li> <li>- Providing information and training on best practices.</li> </ul> </li> <li>• Otherwise providing services that are legitimately part of servicing an insurance product purchased from a licensee.</li> <li>• Providing other directly related services approved by the department. UTAH CODE ANN. § 31A-23a-402.5(3)-(4).</li> </ul> <p>The statute does, however, prohibit the following activities:</p> <ul style="list-style-type: none"> <li>• Providing a rebate, reward, or incentive (except as part of a savings reward program).</li> <li>• Paying the salary of an employee of a person who purchases an insurance product from the licensee.</li> <li>• If the licensee is an insurer, or a third party administrator who contracts with an insurer paying the salary for an onsite staff member to perform an act prohibited under Utah law. <a href="#">H.B. 19</a>.</li> </ul> <p>The following acts are also prohibited, unless a fee is paid:</p> <ul style="list-style-type: none"> <li>• Performing background checks of prospective employees.</li> <li>• Providing legal services by a person licensed to practice law.</li> </ul>	
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		<ul style="list-style-type: none"> <li>• Performing drug testing that is directly related to an insurance product purchased from the licensee.</li> <li>• Preparing an employer or employee handbook.             <ul style="list-style-type: none"> <li>- <i>The licensee may, however, provide information for a medical benefit section of an employee handbook, provide information for the section of an employee handbook directly related to an employment practices liability insurance product purchased from the licensee, or prepare or print an employee benefit enrollment guide.</i></li> </ul> </li> <li>• Providing job descriptions, postings, and applications for a person.</li> <li>• Providing payroll services.</li> <li>• Providing performance reviews or performance review training.</li> <li>• Providing union advice.</li> <li>• Providing accounting services.</li> <li>• Providing data analysis information technology programs.</li> <li>• Providing administration of health reimbursement accounts or health savings accounts.</li> </ul> <p><i>De Minimis Gifts.</i> A de minimis gift or meal that does not exceed a fair market value of \$100 is presumed to be a social courtesy not conditioned on a quote or purchase of a particular insurance product for each individual receiving the gift or meal. § 31A-23a-402.5(7). For the purposes of this requirement, “fair market value” means what a knowledgeable, willing, and unpressured buyer would pay for a product or service to a knowledgeable, willing, and unpressured seller in the open market without any connection to other goods, services, or contracts sold by the producer, consultant, or other licensee. UTAH CODE ANN. § 31A-23a-402.5(9).</p>	
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		<p>Nonetheless, a producer, consultant, or other licensee may provide goods or services, whether or not the goods or services are directly related to an insurance contract, for free or for less than fair market value if:</p> <ul style="list-style-type: none"> <li>• The goods or services are available on the same terms to the general public.</li> <li>• The receipt of the goods or services is not contingent upon the immediate or future purchase, continuation, or termination of an insurance product or receipt of a quote for an insurance product.</li> <li>• The producer, consultant, or other licensee does not retroactively charge for the goods or services based on an event subsequent to the receipt of the goods or services. UTAH CODE ANN. § 31A-23a-402.5(10).</li> </ul> <p>Moreover, if a producer, consultant, or other licensee opts to provide goods or services for free or for less than fair market value, then a conspicuous disclosure—either oral or written—must be made to the recipient that the products or services are not contingent upon the sale or future sale of an insurance product. UTAH CODE ANN. § 31A-23a-402.5(11).</p>	
<p><i>Vermont</i></p>	<p>No person shall engage in any trade practice which is determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. VT. STAT. ANN. tit. 8 § 4723.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, knowingly permitting or offering to make or making any contract of insurance or</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense. VT.</li> </ul>	<p>In a 2016 Vermont Insurance Order, the Commissioner of Insurance found that an insurance producer, who provided restaurant gift cards to clients in return for providing referrals, was in violation of Vermont’s anti-rebating law. <a href="#">Dauphin Consent Order (Sept. 2016)</a>.</p>

	<p>agreement as to such contract other than as plainly expressed in the insurance contract issued thereon, or paying or allowing, or giving or offering to pay, allow, or give, directly or indirectly, as inducement to such insurance, any rebate or premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or giving, or selling, or purchasing or offering to give, sell, or purchase as inducement to such insurance contract or annuity or in connection therewith, any stocks, bonds, or other securities of any insurance company or other corporation, association, or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever of value not specified in the contract. VT. STAT. ANN. tit. 8 § 4724(8).</p> <p><i>Person is defined to include any individual, corporation, association, partnership, reciprocal exchange, inter-insurer, Lloyds insurer, fraternal benefit society, and any other legal entity engaged in the business of insurance, including agents, brokers, appraisers, and adjusters. Person also means medical, dental, optometric, and hospital service plans as defined in this title. For the purposes of this title, medical, dental, optometric, and hospital service plans shall be deemed to be engaged in the business of insurance.</i> VT. STAT. ANN. tit. 8 § 4722(1).</p>	<p>STAT. ANN. tit. 8 § 4724(9)</p>	
<p><i>Virginia</i></p>	<p>Except as otherwise expressly provided by law, no person shall: knowingly permit, offer, or make any insurance or annuity contract or agreement which is not plainly expressed in the contract issued; pay, allow or give, or offer to pay, allow or give, directly or indirectly, as inducement to any insurance or annuity contract, any rebate of premium payable on the contract, any special favor or advantage in the</p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have, for a specified period, continuously made premium payments directly to an office of the insurer in an amount that fairly represents the</li> </ul>	

	<p>dividends or other benefits on the contract, any valuable consideration or inducement not specified in the contract, except in accordance with an applicable rating plan authorized for use in this Commonwealth; give, sell, purchase, or offer to give, sell or purchase as inducement to insurance, or annuity contracts, or in connection with such contracts, any stocks, bonds, or other securities of any company, any dividends or profits accrued on any stocks, bonds or other securities of any company, or anything of value not specified in the contract; or receive or accept as inducement to insurance, or annuity contracts, any rebate of premium payable on the contract, any special favor or advantage in the dividends or other benefit to accrue on the contract, or any valuable consideration or inducement not specified in the contract. VA. CODE. ANN. § 38.2-509.</p> <p><i>Person extends to any other legal entity transacting the business of insurance, including agents, brokers and adjusters. Person also means health, legal, dental, and optometric service plans and health maintenance organizations. Such service plans shall be deemed to be transacting the business of insurance. Person also means premium finance companies.</i> VA. CODE. ANN. § 38.2-501.</p> <p>A similar restraint is placed on persons or entities selling real property and performing services as a real estate agent, attorney, or lender, as well. VA. CODE. ANN. § 38.2-4614.</p>	<p>savings in collection expense.</p> <ul style="list-style-type: none"> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Allowance of insurers’ bona fide employees to receive a reduction on the premiums paid by them on policies on their own lives and property (and on the lives and property of their spouses and dependent children).</li> <li>• Issuance of life or accident and sickness policies on a salary savings or payroll deduction plan at a reduced rate consistent with the savings made by the use of such plan.</li> <li>• Payment of commissions or other compensation to duly licensed agents or brokers.</li> <li>• Allowing or returning to participating policyholders, members, or subscribers, dividends, saving, or unabsorbed premium payments.</li> </ul> <p>VA. CODE. ANN. § 38.2-509(B).</p>	<p>N/A</p>
<p><b>Washington</b></p>	<p>Except to the extent provided for in an applicable filing with the commissioner then in effect, no insurer, insurance producer, or title insurance agent shall, as an inducement to insurance, or after insurance has been effected, directly or indirectly,</p>	<p>The statute does not apply to:</p> <ul style="list-style-type: none"> <li>• The allowance by any marine insurer of such discount as is sanction by custom among marine insurers as being additional to the insurance producer’s commission.</li> </ul>	<p>The Office of the Insurance Commissioner has provided guidance interpreting the prohibition and provides several examples of conduct and their characterization under the rule.</p>

	<p>offer, promise, allow, give, set off, or pay to the insured or to any employee of the insured, any rebate, discount, abatement, or reduction of premium or any part thereof named in any insurance contract, or any commission thereon, or earnings, profits, dividends, or other benefit, or any other valuable consideration or inducement whatsoever which is not expressly provided for in the policy. WASH. REV. CODE § 48.30.140.</p> <p>No insurer, insurance producer, title insurance agent, or other person shall, as an inducement to insurance, or in connection with any insurance transaction, provide in any policy for, or offer, or sell, buy, or offer or promise to buy or give, or promise, or allow to, or on behalf of, the insured or prospective insured in any manner whatsoever:</p> <ul style="list-style-type: none"> <li>• Any shares of stock or other securities issued or at any time to be issued on any interest therein or rights thereto; or</li> <li>• Any special advisory board contract, or other contract, agreement, or understanding of any kind, offering, providing for, or promising any profits or special returns or special dividends; or</li> <li>• Any prizes, goods, wares, gift cards, gift certificates, or merchandise of an aggregate value in excess of \$100 per person in the aggregate in any consecutive 12-month period. WASH. REV. CODE § 48.30.150.</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising or promotional programs conducted by insurers whereby prizes, goods, wares, gift cards, gift certificates, or merchandise not exceeding \$100 in value per person in the aggregate over a 12-month period are given to all insureds (or prospective insureds) under similar qualifying circumstances.</li> <li>• An offset or reimbursement of all or part of a fee paid to an insurance producer as allowed under Washington law.</li> <li>• Inclusion as part of a group or individual health benefit plan a wellness program that complies with federal law.</li> <li>• A payment by an insurer to offset documented expenses incurred by a large group policyholder in changing coverages from one insurer to another (i.e., an implementation credit). WASH. REV. CODE § 48.30.140(3)-(7).</li> </ul> <p>Illegal inducements, however, include:</p> <ul style="list-style-type: none"> <li>• Shares of stock or other securities issued on any interest therein.</li> <li>• Special advisory board contracts offering or promising profits, special returns, or special dividends.</li> <li>• Prizes, goods, wares, gift cards, gift certificates, or merchandise of an aggregate value in excess of \$100 per person in the aggregate in any consecutive 12 months period.</li> </ul>	<p><b><i>An insurance producer provides a floral arrangement for the funeral services of the spouse of the insured. This is the insurer's practice whenever an insured's spouse or other close family member dies where the insured had insurance through him/her with an annual premium totaling \$5,000 or more.</i></b> The gifting of this floral arrangement appears to be a component of an advertising or promotional program contemplated by the exception to the anti-rebating and illegal inducement statutes. The criteria for sending it is rationally related to a legitimate business purpose and appears to be offered to all insureds who fit the criteria. Thus, it is permitted if the value of the floral arrangement, taking into consideration the value of any other prizes, goods, wares, gift cards, gift certificates, or merchandise, given to the insured client during a 12-month period, does not exceed \$100 in value for that 12-month period.</p> <p><b><i>An insurance producer gives back a portion of the fee she/he charged to her/his insured client.</i></b> This appears to be a rebate and is a violation of the anti-rebating and illegal inducement statutes. But if the producer receives a commission along with the fee, she/he may offset or reimburse the insured all or a part of the fee. An explanation of any offset or reimbursement should be provided on the compensation disclosure form at the time the fee is charged.</p> <p><b><i>An insurance producer offers to give the 100th person who comes in for a quote on insurance coverage a free I-Pad.</i></b> This is not permitted because the value of the I-Pad exceeds \$100.</p> <p><b><i>An insurance producer gives prospective new clients a \$50 gift card.</i></b> This is permitted, but the producer should keep a record of how much each prospect receives to ensure the \$100 limit in the</p>
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			<p>aggregate is not exceeded during the 12-month period for each prospect receiving a gift card or other prize, good, etc.</p> <p><i>An insurance producer takes an insured client along with the client’s family—spouse and children—to dinner and picks up their part of the tab totaling \$350.</i> This would be permitted if the value of any person’s dinner did not exceed \$100 <b>and</b> if the producer had not previously—during the preceding 12-month period—provided the client and any of those members of the client’s family who dined at the producer’s expense, any prizes, goods, wares, gift cards, gift certificates, or merchandise that, when their value is added to the value of each’s dinner, results in a total value in excess of \$100. In addition, paying for the dinner of insureds and their families must be part of a promotional program that the producer offers to all insureds under similar qualifying circumstances.</p> <p><b>An insurance producer writes a large commercial policy for a business and gives the leadership team tickets to a sporting event. The value of each ticket is \$75.</b> This would be permitted if the producer had not previously—during the preceding 12-month period—provided members of the leadership team any prizes, goods, wares, gift cards, gift certificates, or merchandise that, when their value is added to the value of the member’s ticket, results in a total value in excess of \$100. In addition, giving sporting event tickets to leadership teams of commercial business clients must be part of a promotional program that the producer offers to all insureds under similar qualifying circumstances. <a href="#">Rebating and Illegal Inducements Compliance Guidance</a>.</p> <p>Additionally, the Office of the Insurance Commissioner has clarified that “implementation</p>
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<p><b>West Virginia</b></p>	<p>No person shall engage in this state in any trade practice which is . . . determined . . . to be an unfair method of competition or an unfair or deceptive act or practice in the business of insurance. W. VA. CODE § 33-11-3.</p> <p>Such unfair methods of competition and unfair or deceptive acts or practices in the business of insurance include: Except as otherwise expressly provided by law, no person shall knowingly permit or offer to make or make any contract of life insurance, life annuity, or accident and sickness insurance, or agreement as to any contract other than as plainly expressed in the insurance contract issued thereon, or pay or allow or give or offer to pay, allow or give, directly or indirectly, as inducement to any insurance or annuity, any rebate of premiums payable on the contract, or any special favor or advantage in the dividends or other benefits thereon, or any valuable consideration or inducement whatever not specified in the contract; or give or sell, or purchase or offer to give, sell or purchase as inducement to any insurance contract or annuity or in connection therewith, any stocks, bonds or other securities of any insurance company or other corporation, association or partnership, or any dividends or profits accrued thereon, or anything of value whatsoever not specified in the contract. § 33-11-4(8).</p> <p><b>Person is defined to include any individual,</b></p>	<p>The statute does not prohibit:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Issuance of life policies or accident and sickness policies on a salary savings or payroll deduction plan at a reduced rate commensurate with the savings made by the use of the plan. § 33-11-4(8)(b).</li> </ul>	<p>The rules governing items of value with respect to rebates allow insurance companies and producers to provide educational materials, promotional materials, or articles of merchandise that cost \$25 or less, regardless of whether a policy or contract is purchased. W.V. CODE OF STATE RULES § 114-70-3.1.</p> <p>If the insurance company opts to provide such items, it must retain the original invoice for such item for 5 years beyond the later of the date the offer is discontinued or the date the last item is given. W.V. CODE OF STATE RULES § 114-70-3.2.</p> <p><i>Additionally, the Office of the Insurance Commissioner has provided guidance interpreting the prohibition, noting that value-added products and services or programs (e.g., connected technology devices or wearables, telematics, mobile apps, smart technology devices such as smart fire detectors, discounted wellness programs or gym memberships, etc.) may be offered to policyholders at no or reduced cost, so long as they have a nexus to or enhance the value of the insurance coverage <u>and</u> are intended to do at least one of the following:</i></p> <ul style="list-style-type: none"> <li>• <i>Prevent or mitigate loss to persons or property;</i></li> <li>• <i>Provide loss control;</i></li> <li>• <i>Reduce claims costs or claim settlement costs;</i></li> <li>• <i>Educate about risk of loss to persons or</i></li> </ul>

	<p><i>company, insurer, association, organization, society, reciprocal, business trust, corporation, or any other legal entity, including agents and brokers. Person also includes hospital service corporations, medical service corporations and dental service corporations, and health care corporations. For these purposes, hospital service corporations, medical service corporations, dental service corporations, and health care corporations shall be deemed to be in the business of insurance. § 33-11-2(a).</i></p>		<p><i>property;</i></p> <ul style="list-style-type: none"> <li>• <i>Monitor or assess risk, identify sources of risk, or develop strategies for eliminating or reducing risk;</i></li> <li>• <i>Enhance the health or financial wellness of the policyholder; or</i></li> <li>• <i>Provide post-loss services.</i></li> </ul> <p><i>The offering of these products, however, must not threaten the solvency of an insurance company or unfairly discriminate. The primary focus of the insurer should be on the quality of the product, not the inducement.</i></p> <p><i>While the Office of the Insurance Commissioner declined to officially sanction any specific value-added product or service, it did explain that <u>providing a good product or service that adds value to the type of insurance offered is distinct from providing a policyholder with unrelated benefits or merchandise (e.g., tickets to a concert/sporting event, televisions, coolers, BBQ grills, restaurant gift cards, etc.). When giving or gifting benefits, products, or services that do not add value to a policy; are not included in a policy; do not align with or relate to the type of insurance offered; and do not mitigate, control, assess, or educate about risk, an insurer or producer must still comply with two requirements:</u></i></p> <ul style="list-style-type: none"> <li>• <i>If the item gifted or given away is not a value-added product, service, or program, it must cost \$25 or less (per person, per year); <u>and</u></i></li> <li>• <i>The item gifted or given away cannot be tied or conditioned in any way to the purchase of insurance or acquisition of the recipient as an insurance customer or client. <u>Bulletin 20-02.</u></i></li> </ul>
<p><b>Wisconsin</b></p>	<p>No insurer, no employee of an insurer, and no insurance intermediary may seek to induce any</p>	<p>The statute does not preclude the reduction of premiums by reason of expense savings, including</p>	

	<p>person to enter into an insurance contract or to terminate an existing insurance contract by offering benefits not specified in the policy, nor may any insurer make any agreement of insurance that is not clearly expressed in the policy to be issued. WIS. STAT. § 628.34(2).</p>	<p>commission reductions, resulting from any form of mass marketing. WIS. STAT. § 628.34(2).</p>	<p>N/A</p>
<p><b>Wyoming</b></p>	<p>No property, casualty or surety insurer or any employee or representative thereof, and no broker or agent shall pay, allow or give, or offer to pay, allow or give, in any manner, as an inducement to insurance, or after insurance has been effected, any valuable consideration or inducement of any kind not specified or provided for in the policy, except to the extent provided for in an applicable filing with the commissioner as provided by law. WYO. STAT. ANN. § 26-13-112.</p> <p>Except as otherwise provided by law, no person shall: knowingly permit or offer to make or make any contract of life insurance, life annuity or disability insurance, or agreement as to that contract other than as expressed in the contract issued thereon; pay, allow or give or offer to pay, allow or give in any manner as inducement to the insurance or annuity; any rebate of premiums payable on the contract; any special favor or advantage in the dividends or other benefits thereon; any paid employment or contract for services of any kind; or any valuable consideration or inducement not specified in the contract. WYO. STAT. ANN. § 26-13-110(a).</p> <p><b><i>Person is defined to include an individual, insurer, company, association, organization, Lloyd's insurer, society, reciprocal insurer or interinsurance exchange, partnership, syndicate, business trust, corporation, agent, general agent, broker, adjuster and any legal entity.</i></b> WYO. STAT.</p>	<p>The prohibition does not apply to:</p> <ul style="list-style-type: none"> <li>• Life insurers from paying bonuses to policyholders.</li> <li>• For policies issued on the industrial debit plan, making allowance to policyholders who have continuously for a specified period made premium payments directly to an office of the insurer in an amount that fairly represents the savings in collection expense.</li> <li>• Readjustment of the rate of premium for a group insurance policy based on loss or expense.</li> <li>• Reduction of premium rate for policies of a large amount.</li> <li>• Reduction in premium rates for life or disability policies on salary savings, payroll deduction, preauthorized check, bank draft, or similar plans in amounts reasonably commensurate with the savings made by the use of such plan.</li> <li>• The payment of commissions or other compensation to licensed agents or brokers.</li> <li>• Any insurer allowing or returning to its participant policyholders dividends, savings or unabsorbed premium deposits. WYO. STAT. ANN. §§ 26-13-111; 26-13-112.</li> </ul>	<p>N/A</p>

	ANN. § 26-1-102.  A similar restraint is placed on title insurers as well. WYO. STAT. ANN. § 26-23-322.		
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