

By Senator Mayfield

17-01128-17

20171032__

1 A bill to be entitled
2 An act relating to unfair insurance trade practices;
3 amending s. 626.9541, F.S.; revising provisions to
4 permit a licensed insurer or its agent to give
5 promotional or advertising items under a certain
6 value; providing an effective date.

7
8 Be It Enacted by the Legislature of the State of Florida:

9
10 Section 1. Paragraph (m) of subsection (1) of section
11 626.9541, Florida Statutes, is amended to read:

12 626.9541 Unfair methods of competition and unfair or
13 deceptive acts or practices defined.—

14 (1) UNFAIR METHODS OF COMPETITION AND UNFAIR OR DECEPTIVE
15 ACTS.—The following are defined as unfair methods of competition
16 and unfair or deceptive acts or practices:

17 (m) Promotional items ~~Advertising gifts permitted.~~—No
18 provision of paragraph (f), paragraph (g), or paragraph (h)
19 shall be deemed to prohibit a licensed insurer or its agent from
20 giving prizes, goods, wares, gift cards, gift certificates,
21 event tickets, merchandise, and other items valued at \$100 or
22 less to insureds, prospective insureds, and others, for the
23 purpose of conducting a promotional or advertising program. An
24 insurer or its agent may not give such promotional items that
25 exceed \$100 in total value within one calendar year to an
26 individual ~~advertising, any article of merchandise having a~~
27 ~~value of not more than \$25.~~

28 Section 2. This act shall take effect July 1, 2017.