

Disclosure 2

Advertising

- Advertisements must clearly indicate that the advertisement relates to insurance products
- Agents must clearly indicate that they are acting as insurance agents
- Benefits may not be exaggerated by using terms such as “all”, “full”, “comprehensive”, etc.
- Limitations, exceptions, reductions and exclusions may not be worded with positive language and must accurately describe the negative features of those limitations, exemptions, reductions and exclusions
- An advertisement for a limited type of policy that only covers a specified illness or specified event, must clearly and conspicuously in prominent type state the limited nature of the policy
- An invitation to contract must disclose the existence of a waiting period, elimination period or probationary period
- Use of the term “preexisting condition” must be accompanied by an appropriate definition or description