

HB 531 -- Unfair Insurance Practices

Sponsor: Conway (14)

This bill changes the laws regarding the Unfair Trade Practice Act which regulates insurance business trade practices by adding unfair solicitation methods for selling, soliciting, or negotiating the purchase of Medicare insurance products to the list of unfair insurance practices including cold lead advertising, which is marketing that fails to disclose in a clear and conspicuous manner that the purpose of marketing is an insurance solicitation and that a contact will be made by an insurance producer or insurance company.