

304.42-190 Advertising restrictions.

No person, including a member insurer, agent, affiliate of a member insurer, life settlement provider, or life settlement broker shall make, publish, disseminate, circulate, or place before the public, or cause directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in any newspaper, magazine, or other publication, or in the form of a notice, circular, pamphlet, letter, or poster, or over any radio station or television station, or in any other way, any advertisement, announcement, or statement which uses the existence of the Insurance Guaranty Association of this state for the purpose of sales, solicitation, or inducement to purchase any form of insurance or other coverage covered by the Kentucky Life and Health Insurance Guaranty Association Act. This section shall not apply to the Kentucky Life and Health Insurance Guaranty Association or any other entity which does not sell or solicit insurance or coverage by a health maintenance organization.

Effective: June 27, 2019

History: Amended 2019 Ky. Acts ch. 70, sec. 11, effective June 27, 2019. -- Amended 2008 Ky. Acts ch. 32, sec. 24, effective July 15, 2008. -- Amended 2000 Ky. Acts ch. 472, sec. 11, effective July 14, 2000. -- Created 1978 Ky. Acts ch. 282, sec. 19, effective June 17, 1978.