

PLEASE NOTE: Legislative Information **cannot** perform research, provide legal advice, or interpret Maine law. For legal assistance, please contact a qualified attorney.

An Act To Protect Consumers from Deceptive Insurance Solicitation

Be it enacted by the People of the State of Maine as follows:

Sec. 1. 24-A MRS §2154, as amended by PL 2005, c. 46, §1, is further amended to read:

§ 2154. False information, advertising

A person may not 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 a newspaper, magazine or other publication, or in the form of a notice, circular, pamphlet, letter or poster, or over any radio or television station, or in any other way, an advertisement, announcement or statement containing any assertion, representation or statement with respect to the business of insurance or with respect to any person in the conduct of that person's insurance business that is untrue, deceptive or misleading or that uses the name of a financial institution without that financial institution's express written permission ~~unless the person discloses that the person does not have permission to use the financial institution's name and the person discloses that the person is not affiliated with the financial institution.~~

SUMMARY

This bill prohibits a person from using the name of a financial institution in insurance solicitations without the express written permission of that financial institution.