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Public Law
123rd Legislature
First Regular Session

Chapter 32
H.P. 331 - L.D. 415

An Act To Enhance Consumer Awareness of Insurance Sales Activity

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 on a business card, 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.

Effective September 20, 2007