

Amendment No.

CHAMBER ACTION

Senate

House

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Representative Yarborough offered the following:

**Amendment (with title amendment)**

Remove everything after the enacting clause and insert:

Section 1. Paragraph (m) of subsection (1) of section 626.9541, Florida Statutes, is amended to read:

626.9541 Unfair methods of competition and unfair or deceptive acts or practices defined.—

(1) UNFAIR METHODS OF COMPETITION AND UNFAIR OR DECEPTIVE ACTS.—The following are defined as unfair methods of competition and unfair or deceptive acts or practices:

(m) Advertising and promotional gifts and charitable contributions permitted.—No provision of paragraph (f),

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14 paragraph (g), or paragraph (h) shall be deemed to prohibit:

15 1. A licensed insurer or its agent from:

16 a. Giving to insureds, prospective insureds, and others,  
17 for the purpose of advertising, any article of merchandise,  
18 goods, wares, gift cards, gift certificates, event tickets, loss  
19 mitigation services, and other items with a total value of \$100  
20 or less per customer or prospective customer within one calendar  
21 year having a value of not more than \$25.

22 b. Making charitable contributions, as defined in s.  
23 170(c) of the Internal Revenue Code, up to \$100 per calendar  
24 year on behalf of each insured or prospective insured.

25 2. A title insurance agent or title insurance agency, as  
26 those terms are defined in s. 626.841, or a title insurer, as  
27 defined in s. 627.7711, from giving to insureds, prospective  
28 insureds, and others, for the purpose of advertising, any  
29 article of merchandise having a value of not more than \$25.

30 Section 2. This act shall take effect July 1, 2017.

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33 **T I T L E A M E N D M E N T**

34 Remove everything before the enacting clause and insert:

35 A bill to be entitled

36 An act relating to unfair insurance trade practices;  
37 amending s. 626.9541, F.S.; revising provisions to  
38 permit a licensed insurer or its agent, a title

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39 | insurance agent, a title insurance agency, or a title  
40 | insurer to give advertising or promotional items under  
41 | specified values; providing that licensed insurers and  
42 | their agents are not prohibited from making specified  
43 | charitable contributions on behalf of insureds or  
44 | prospective insureds; providing an effective date.

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