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A bill to be entitled
An act relating to unfair insurance trade practices;
amending s. 626.9541, F.S.; revising provisions to
permit a licensed insurer or its agent to give
advertising or promotional items under a certain
value; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

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 permitted.—No
provision of paragraph (f), paragraph (g), or paragraph (h)
shall be deemed to prohibit a licensed insurer or its agent from
giving to insureds, prospective insureds, and others, ~~for the~~
~~purpose of advertising,~~ any article of merchandise, goods,
wares, gift cards, gift certificates, event tickets, and other
items with a total value of \$100 or less per customer or
prospective customer within one calendar year ~~having a value of~~
~~not more than \$25.~~

HB 1029

2017

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