

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

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 8   Be It Enacted by the Legislature of the State of Florida:  
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10           Section 1. Paragraph (m) of subsection (1) of section  
 11   626.9541, Florida Statutes, is amended to read:

12           626.9541 Unfair methods of competition and unfair or  
 13   deceptive acts or practices defined.—

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

17           (m) Advertising and promotional gifts permitted.—No  
 18   provision of paragraph (f), paragraph (g), or paragraph (h)  
 19   shall be deemed to prohibit:

20           1. A licensed insurer or its agent from giving to  
 21   insureds, prospective insureds, and others, ~~for the purpose of~~  
 22   ~~advertising,~~ any article of merchandise, goods, wares, gift  
 23   cards, gift certificates, event tickets, loss mitigation  
 24   services, and other items with a total value of \$100 or less per  
 25   customer or prospective customer within one calendar year ~~having~~

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26 | ~~a value of not more than \$25.~~

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

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