



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, a title
 5 insurance agent, a title insurance agency, or a title
 6 insurer to give advertising or promotional items under
 7 specified values; providing that licensed insurers and
 8 their agents are not prohibited from making specified
 9 charitable contributions on behalf of insureds or
 10 prospective insureds; providing an effective date.

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

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 14 Section 1. Paragraph (m) of subsection (1) of section
 15 626.9541, Florida Statutes, is amended to read:

16 626.9541 Unfair methods of competition and unfair or
 17 deceptive acts or practices defined.—

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

21 (m) Advertising and promotional gifts and charitable
 22 contributions permitted.—No provision of paragraph (f),
 23 paragraph (g), or paragraph (h) shall be deemed to prohibit:

- 24 1. A licensed insurer or its agent from:
 25 a. Giving to insureds, prospective insureds, and others,



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26 ~~for the purpose of advertising,~~ any article of merchandise,
27 goods, wares, gift cards, gift certificates, event tickets, loss
28 mitigation services, and other items with a total value of \$100
29 or less per customer or prospective customer within one calendar
30 year having a value of not more than \$25.

31 b. Making charitable contributions, as defined in s.
32 170(c) of the Internal Revenue Code, up to \$100 per calendar
33 year on behalf of each insured or prospective insured.

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

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