



827622

LEGISLATIVE ACTION

Senate	.	House
Comm: RCS	.	
04/17/2017	.	
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The Committee on Commerce and Tourism (Mayfield) recommended the following:

Senate Amendment (with title amendment)

Delete 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



11 and unfair or deceptive acts or practices:

12 (m) Advertising and promotional gifts and charitable
13 contributions permitted.—No provision of paragraph (f),
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, and
19 other items with a total value of \$100 or less per customer or
20 prospective customer within one calendar year having a value of
21 ~~not more than \$25.~~

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

31
32 ===== T I T L E A M E N D M E N T =====

33 And the title is amended as follows:

34 Delete everything before the enacting clause
35 and insert:

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



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