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LEGISLATIVE ACTION

Senate

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House

The Committee on Rules (Flores) recommended the following:

1 **Senate Substitute for Amendment (833430) (with title**
2 **amendment)**

3
4 Between lines 318 and 319
5 insert:

6 Section 8. Paragraph (m) of subsection (1) of section
7 626.9541, Florida Statutes, is amended to read:

8 626.9541 Unfair methods of competition and unfair or
9 deceptive acts or practices defined.—

10 (1) UNFAIR METHODS OF COMPETITION AND UNFAIR OR DECEPTIVE
11 ACTS.—The following are defined as unfair methods of competition



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12 and unfair or deceptive acts or practices:

13 (m) Advertising and promotional gifts and charitable
14 contributions permitted.—

15 1. No provision of paragraph (f), paragraph (g), or
16 paragraph (h) shall be deemed to prohibit a licensed insurer or
17 its agent from:

18 a. Giving to insureds, prospective insureds, and others,
19 for the purpose of advertising, any article of merchandise,
20 goods, wares, gift cards, gift certificates, event tickets, loss
21 mitigation services, and other items with a total value of \$100
22 or less per customer or prospective customer within 1 calendar
23 year having a value of not more than \$25.

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

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, may not give to insureds, prospective
30 insureds, and others, for the purpose of advertising, any
31 article of merchandise having a value in excess of \$25. A person
32 or entity governed by this subparagraph is exempt from
33 subparagraph 1.

34
35 ===== T I T L E A M E N D M E N T =====

36 And the title is amended as follows:

37 Delete line 24

38 and insert:

39 relating to specified levied assessments; amending s.
40 626.9541, F.S.; revising a limitation on licensed



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41 insurers or their agents relating to advertising and
42 promotional gifts given to insureds, prospective
43 insureds, and others; authorizing such insurers and
44 agents to make specified charitable contributions on
45 behalf of insureds or prospective insureds; specifying
46 a limitation on the value of merchandise given by
47 title insurance agents or title insurance agencies to
48 insureds, prospective insureds, and others; providing
49 applicability; amending s.