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LEGISLATIVE ACTION

Senate

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House

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The Committee on Rules (Flores) recommended the following:

**Senate Amendment (with title amendment)**

Between lines 318 and 319

insert:

Section 8. 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:



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

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

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

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

26           2. A title insurance agent or title insurance agency, as  
27 those terms are defined in s. 626.841, or a title insurer, as  
28 defined in s. 627.7711, may not give to insureds, prospective  
29 insureds, and others, for the purpose of advertising, any  
30 article of merchandise having a value in excess of \$25. A person  
31 or entity governed by this subparagraph is exempt from  
32 subparagraph 1.

33  
34 ===== T I T L E   A M E N D M E N T =====

35 And the title is amended as follows:

36           Delete line 24

37 and insert:

38           relating to specified levied assessments; amending s.  
39           626.9541, F.S.; revising a limitation on licensed  
40           insurers or their agents relating to advertising and



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