

304.12-020 Advertisements in general.

No person shall make or disseminate orally or in other manner any advertisement, information, matter, statement, or thing:

- (1) Misrepresenting the terms of any policy or the benefits or advantages thereof or dividends or share of surplus to be received thereon, or setting forth false or misleading information or estimates as to dividends or share of surplus previously paid on similar policies.
- (2) Using any name or title of any policy or class of policies misrepresenting the true nature thereof.
- (3) Setting forth any misleading representation or any misrepresentation as to the financial condition of an insurer, or as to the legal reserve system upon which any life insurer operates.
- (4) Containing any assertion, representation, or statement with respect to the business of insurance or with respect to any person in the conduct of his insurance business, which is untrue, deceptive, or misleading.

Effective: June 18, 1970

History: Created 1970 Ky. Acts ch. 301, subtit. 12, sec. 2, effective June 18, 1970.