

Ins 3

Gary L. Poulson
Received 7/23/73
10:15 a.m.

STATE OF WISCONSIN)
) ss
OFFICE OF THE COMMISSIONER OF INSURANCE)

TO ALL TO WHOM THESE PRESENTS SHALL COME, GREETINGS:

I, S. C. DuRose, Commissioner of Insurance and custodian of the official records of said office, do hereby certify that the annexed order amending a rule relating to advertisements of and deceptive practices in accident and sickness insurance was issued by this office on July 23, 1973.

I further certify that said copy has been compared by me with the original on file in this office and that the same is a true copy thereof, and of the whole of such original.

IN TESTIMONY WHEREOF, I have hereunto subscribed my name and affixed the official seal of the Office of the Commissioner of Insurance in the City of Madison, State of Wisconsin, this 23rd day of July, 1973.

S. C. DuRose

S. C. DuRose
Commissioner of Insurance

STATE OF WISCONSIN
DEPARTMENT OF STATE
RECEIVED AND FILED

JUL 23 1973

ROBERT C. ZIMMERMAN
SECRETARY OF STATE

ORDER OF THE OFFICE OF THE COMMISSIONER OF INSURANCE

Amending Rules

Pursuant to authority vested in the Commissioner of Insurance by section 601.41 (3), Wis. Stats., the Commissioner of Insurance hereby amends a rule as follows:

Paragraph (zb) of Wisconsin Administrative Code section Ins 3.27 (9) is amended to read:

(zb) An advertisement of a limited policy as defined in Wisconsin Administrative Code section Ins 3.13 (2) (h) shall prominently indicate that the policy provided limited coverage with an appropriate statement such as "THIS IS A CANCER ONLY POLICY" or "THIS IS AN AUTOMOBILE ACCIDENT ONLY POLICY," and shall clearly disclose what injuries or sicknesses and what losses are covered.


Subdivision 1 of Wisconsin Administrative Code section Ins 3.27 (11) (c) is amended to read:

1. Paragraph (a) or (f) applies or

Paragraph (a) of Wisconsin Administrative Code section Ins 3.27 (11) is amended to read:

(e) An advertisement which refers to a policy benefit and which is an institutional advertisement shall not be subject to the disclosure requirements of this subsection unless paragraph (a) or (f) applies.

Dated at Madison, Wisconsin, this 23rd day of July, 1973.


S. C. DuRose
Commissioner of Insurance

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DEPARTMENT OF STATE
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ROBERT C. ZIMMERMAN
SECRETARY OF STATE