

**2790.2100 RESPONSIBILITY OF INSURER, AGENT, OR AGENCY.**

Subpart 1. **System of control required.** Every insurer, agent, or agency shall establish and at all times maintain a system of control over the content, form, and method of advertisements and representations, oral and written, concerning its policies. All advertisements and representations, whether written or oral, regardless of by whom written, created, designed, or presented, shall be the responsibility of the insurer whose policies are so advertised or represented.

Subp. 2. **Prior approval by insurer.** An insurer shall require its agents or agencies and any other person or agency preparing advertisements naming the insurer or its products to submit proposed advertisements to it for approval prior to use.

**Statutory Authority:** *MS c 60A; 72A*

**History:** *9 SR 175*

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