



November 2022

To: Lafayette Life Producers

Annual NAIC Advertising Notice

NAIC Model Advertising Regulations, as well as state advertising regulations, require all insurers to provide an annual notice reminding producers of advertising review procedures and controls, and potential disciplinary actions in cases of non-compliance.

Please remember that all advertising and sales materials must be approved by the Home Office and your advertising principal (if your firm sells securities, the person responsible for reviewing securities-related material) prior to use. Advertising and sales materials include the following:

Any material designed to create public interest in life insurance or annuities, or in an insurer or insurance producer; or to induce the public to purchase, increase, modify, reinstate, borrow on, surrender, replace or retain a policy, including:

- a. Printed and published material, audiovisual material and descriptive literature of an insurer or insurance producer used in direct mail, newspaper, magazines, radio and television scripts, telemarketing scripts, billboards and similar displays, and the Internet (including web sites and bulletin boards, and any social media) or any other mass communication media;
- b. Descriptive literature and sales aids of all kinds, authored by the insurer, its insurance producers, or third parties, issued, distributed or used by the insurer or insurance producer; including, but not limited to, circulars, leaflets, booklets, web pages, depictions, illustrations, research reports, seminar slides and texts, telemarketing scripts and form letters;
- c. Material used for the recruitment, training and education of an insurer's insurance producers which is designed to be used or is used to induce the public to purchase, increase, modify, reinstate, borrow on, surrender, replace or retain a policy;
- d. Prepared sales talks, presentations and materials for use by insurance producers;
- e. Any material meeting the definition of advertisement, sales literature and correspondence found in FINRA Rule 2210, and a state's laws and regulations.

Failure to comply with these requirements may result in disciplinary action, up to and including termination of your sales agreement.

If you have any questions, please contact your Regional Sales Vice President or our Sales Desk at Lafayette Life Sales Desk at 866.937.5542 or LLICSalesdevelopment@llic.com.