

AHIP COMMENTS – UPDATED 11.2.22

Model 880 – Unfair Trade Practices Act

E. “Insurance Lead Generator”

1. means any entity that engages in any of the following activities:
 - a. publicizes the availability of what is, or what purports to be, an insurance product or service that the entity is not licensed to sell directly to consumers;
 - b. identifies consumers who may want to learn more about an insurance product; or
 - c. sells or transmits consumer information to insurers or producers for follow-up contact and sales activity; but
2. **does not include platforms that host paid advertising content created and distributed by Insurers, Producers, or Insurance Lead Generators, such as radio or television stations, internet websites, or newspapers.**