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.