



5. States generally prohibit discrimination on the basis of specific consumer characteristics – such as race, religion or national origin – as well as require discrimination on the basis of other consumer characteristics be justified by differences in expected losses or expenses. Pricing practices – such as dynamic pricing or price optimization – are not permitted in personal lines insurance.
6. Some insurance is required either by law or by lenders requiring protection of home or vehicle collateralizing the loan.
7. An insurance contract is a promise for future benefits if an undesirable event occurs. If the product “fails” – the consumer learns the insurance policy won’t cover the loss – she is stuck and can’t purchase another policy that would protect her against a known loss.
8. Consumers have little or no information about the insurers’ performance.
9. There is profound public interest in broad coverage – failure or inability of consumers and businesses to access insurance has implications not just for individual families and businesses, but for taxpayers, communities and the nation.
10. State insurance regulators have resources to assist you to understand, navigate and develop products in compliance with the consumer protection goals of the state-based insurance regulatory system

We suggest that the proposed bulletin would provide a useful introduction to insurance regulation and provide a roadmap for innovation.