Below are some suggested wording to clarify the definition:

"Health Insurance Lead Generator" means any entity-person (as defined in this section) that engages in any of the following activities:

1. Publicizes the availability of what is, or what purports to be, as health insurance products or services that a entity-person is not licensed under [insert state statute] to sell directly to consumers;

2. Identifies consumers who may want to learn more about as health insurance products or services; or

3. Sells or transmits consumer information to insurers or producers for follow-up contact and sales activity of health insurance products or services.

This definition is already included in the Model and only including in this email for reference to the suggested above.

**Q-H** “Person” means a natural or artificial entity, including but not limited to, individuals, partnerships, associations, trusts, or corporations.

Thank you,

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