



*2023 Spring National Meeting
Louisville, Kentucky*

MARKET REGULATION AND CONSUMER AFFAIRS (D) COMMITTEE

Friday, March 24, 2023

3:45 – 5:00 p.m.

Meeting Summary Report

The Market Regulation and Consumer Affairs (D) Committee met March 24, 2023. During this meeting, the Committee:

1. Adopted its 2022 Fall National Meeting minutes.
2. Heard a presentation on the emerging cyberthreat of technology-enabled claims instigation. The presentation reviewed the use of search engine optimization (SEO). The presentation reviewed how public adjusters and plaintiff law firms create web content that results in their websites having the most favored ranking in response to consumer searches on Google and other internet search engines.
3. Adopted the reports of its task forces and working groups: the Antifraud (D) Task Force; the Market Information Systems (D) Task Force; the Producer Licensing (D) Task Force; the Advisory Organization (D) Working Group; the Market Analysis Procedures (D) Working Group; the Market Conduct Annual Statement Blanks (D) Working Group; the Market Conduct Examination Guidelines (D) Working Group; the Market Regulation Certification (D) Working Group; and the Speed to Market (D) Working Group.