

**Advertising Prohibition Policy**

Idaho Code Section 41-4319. No person, including an insurer, agent, or affiliate of an insurer shall make, publish, disseminate, circulate, or place before the public, or cause directly or indirectly, to be made, published, disseminated, circulated or placed before the public, in any newspaper, magazine or other publication, or in the form of a notice, circular, pamphlet, letter or poster, or over any radio station or television station, or in any other way, any advertisement, announcement or statement, written or oral, which uses the existence of the insurance guaranty association of this state for the purpose of sales, solicitation, or inducement to purchase any form of insurance covered by the Idaho life and health insurance guaranty association act. Provided, however, that this section shall not apply to the Idaho life and health insurance guaranty association or any other entity which does not sell or solicit insurance, or to prohibit the furnishing of written information in a form prepared by the association and approved by the director upon request of the policy owner.