

S T A T E   O F   N E W   Y O R K

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I N   A S S E M B L Y

May 25, 2010

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Introduced by M. of A. MORELLE -- read once and referred to the Committee on Insurance

AN ACT to amend the insurance law, in relation to removing the requirement for advertisements referring to an insurer to include the insurer's full name and principal office and making technical corrections related thereto

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

1     Section 1. Section 2122 of the insurance law is amended to read as  
2 follows:  
3     S 2122. Advertising by insurance agents and brokers. (a) [(1)] No  
4 insurance agent or insurance broker shall make or issue in this state  
5 any advertisement, sign, pamphlet, circular, card or other public  
6 announcement purporting to make known the financial condition of any  
7 insurer, unless the same shall conform to the requirements of section  
8 one thousand three hundred thirteen of this chapter.  
9     [(2)] (B) No insurance agent, insurance broker or other person, shall,  
10 by any advertisement or public announcement in this state, call atten-  
11 tion to any unauthorized insurer or insurers.  
12     [(b) Every agent of any insurer and every insurance broker shall, in  
13 all advertisements, public announcements, signs, pamphlets, circulars  
14 and cards, which refer to an insurer, set forth therein the name in full  
15 of the insurer referred to and the name of the city, town or village in  
16 which it has its principal office in the United States.]  
17     S 2. Paragraph 5 of subsection (b) of section 1101 of the insurance  
18 law, as added by chapter 597 of the laws of 1999, is amended to read as  
19 follows:  
20     (5) Notwithstanding the foregoing, an unauthorized insurer, which (A)  
21 is affiliated with an insurer licensed in this state, and (B) has satis-  
22 fied all applicable requirements for placements by excess line brokers  
23 as set forth in section two thousand one hundred eighteen of this chap-  
24 ter, may provide from an office within the state, services to support  
25 its insurance business. Such services shall not be deemed under this  
26 chapter as doing an insurance business in this state. For the purposes

EXPLANATION--Matter in *ITALICS* (underscored) is new; matter in brackets  
[ ] is old law to be omitted.

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1 of this section these services include, but are not limited to, computer  
2 operations, clerical and staffing support, underwriting, negotiating  
3 contract terms, quoting premiums, binding coverage, drafting and issuing  
4 policies and claims handling, investigation and payment, among other  
5 incidental services. Such services shall not include the marketing,  
6 soliciting or advertising by the unauthorized insurer directly to poli-  
7 cyholders. Notwithstanding [paragraph two of] subsection [(a)] (B) of  
8 section two thousand one hundred twenty-two of this chapter, such unau-  
9 thorized insurers shall be permitted to advertise to, and market and  
10 solicit through, excess line brokers licensed pursuant to section two  
11 thousand one hundred five of this chapter. All obligations of such a  
12 licensee under article twenty-one of this chapter shall remain in full  
13 force and effect. Any document issued by the unauthorized insurer that  
14 indicates any location within this state in which it conducts its oper-  
15 ations shall include a prominent notice that the insurer is not licensed  
16 by the state of New York, in no smaller than 10 point type, in accord-  
17 ance with regulations as may be promulgated by the superintendent.

18 S 3. Subsection (i) of section 2117 of the insurance law, as added by  
19 chapter 597 of the laws of 1999, is amended to read as follows:

20 (i) Notwithstanding subsection (a) of this section, a licensed insurer  
21 may provide, from its office in the state, services to support the  
22 insurance business of an unauthorized insurer with which it is affil-  
23 iated, provided that the unauthorized insurer has satisfied all applica-  
24 ble requirements for placements by excess line brokers as set forth in  
25 section two thousand one hundred eighteen of this article. Such services  
26 may include, but shall not be limited to, computer operations, clerical  
27 and staffing support, underwriting, negotiating contract terms, quoting  
28 premiums, binding coverage, drafting and issuing policies and claims  
29 handling, investigation and payment, among other incidental services.  
30 Services expressly prohibited under this section include the marketing,  
31 soliciting or advertising by the unauthorized insurer directly to poli-  
32 cyholders. Notwithstanding [paragraph two of] subsection [(a)] (B) of  
33 section two thousand one hundred twenty-two of this article, such unau-  
34 thorized insurers shall be permitted to advertise to, and market and  
35 solicit through, excess line brokers licensed pursuant to section two  
36 thousand one hundred five of this article, from an office within the  
37 state. All obligations of such licensee under this article shall remain  
38 in full force and effect. Any document issued by an unauthorized insurer  
39 that indicates any location within this state in which it conducts its  
40 operations shall include a prominent notice that the insurer is not  
41 licensed by the state of New York, in no smaller than 10 point type, in  
42 accordance with regulations as may be promulgated by the superintendent.

43 S 4. This act shall take effect immediately.