§ 2707. Penalty. In addition to any other penalty prescribed by this article or any other provision of this chapter, any insurer or person who violates the provisions of this article will be subject to a civil penalty of up to one thousand dollars for each day each such violation continues except that, if the superintendent finds that such violation has been willful, such insurer shall be fined an amount that the superintendent deems appropriate based on the degree of willful misconduct and the nature of the violation.