

Alabama Department of Insurance

**NOTICE OF INTENDED ACTION**

**AGENCY NAME:** Alabama Department of Insurance

**RULE NO. & TITLE:** Rule 482-1-071-.20: Standards for Marketing.

**INTENDED ACTION:** Revise existing rule.

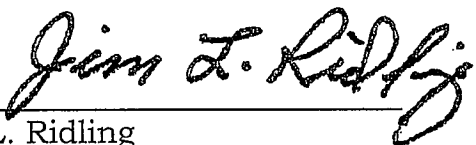
**SUBSTANCE OF PROPOSED ACTION:** The Alabama Commissioner of Insurance is proposing to revise the existing rule to set forth revisions which sets forth clarification regarding standards for marketing and marketing practices. Revisions include the establishment of marketing procedures that are not false or deceptive and have received prior approval of the Commissioner. Revisions also include criteria for direct or indirect marketing practices.

**TIME, PLACE, MANNER OF PRESENTING VIEWS:** Interested persons may submit data, views, or arguments in writing at any time prior to the date stated below to the Alabama Department of Insurance, Attention: Legal Division, Post Office Box 303351, Montgomery, Alabama 36130-3351, or orally by appearing at the public hearing, Suite 1700, RSA Tower, 201 Monroe Street, Montgomery, Alabama, beginning at 10:00 AM, December 15, 2009.

**FINAL DATE FOR COMMENT AND COMPLETION OF NOTICE:**

December 8, 2009

**CONTACT PERSON AT AGENCY:** Kathleen Healey  
Associate Counsel

  
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Jim L. Ridling  
Commissioner of Insurance