

NOTICE OF
PROPOSED RULE AMENDMENT

- The agency identified below in box 1 provides notice of proposed rule change pursuant to Utah Code Section 63G-3-301 and Subsection 53C-1-201(3)(c).
- Please address questions regarding information on this notice to the agency.
- The full text of all rule filings is published in the Utah State Bulletin unless excluded because of space constraints.
- The full text of all rule filings may also be inspected at the Division of Administrative Rules.

Agency Information

1. Agency: Insurance - Administration
Room no.: 3110
Building: STATE OFFICE BLDG
Street address 1: 450 N MAIN ST
Street address 2:
City, state, zip: SALT LAKE CITY UT 84114-1201
Mailing address 1: PO BOX 146901
Mailing address 2:
City, state, zip: SALT LAKE CITY UT 84114-6901

Contact person(s):

Name: Phone: Fax: E-mail:

Steve Gooch	801-538-3803	801-538-3829	sgooch@utah.gov
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(Interested persons may inspect this filing at the above address or at DAR during business hours)

Rule Information

DAR file no:	39945	Date filed:	11/13/2015 05:03 PM
State Admin Rule Filing Key:	156952		

Utah Admin. Code ref. (R no.): R 590 - 154 -
Changed to Admin. Code ref. (R no.): - -

Title

2. Title of rule or section (catchline):
Unfair Marketing Practices Rule; Misleading Names.

Notice Type

3. Type of notice: Amendment

Rule Purpose

4. Purpose of the rule or reason for the change:
The change clarifies some language about what constitutes a full legal name.

Response Information

5. This change is a response to comments by the Administrative Rules Review Committee.
No

Rule Summary

6. Summary of the rule or change:
The rule makes it clear that a licensee shall be licensed using their full legal name. It removes confusing language about what constitutes a full legal name. It also makes two minor clerical changes.

Aggregate Cost Information

7. Aggregate anticipated cost or savings to:
- A) State budget:
Affected: No
There is no cost or savings to state budget. The change merely clarifies what is considered a full legal name for licensing purposes.
- B) Local government:
Affected: No
There is no cost or savings to local governments. The change merely clarifies what is considered a full legal name for licensing purposes.
- C) Small businesses:
Affected: No
("small business" means a business employing fewer than 50 persons)
There is no cost or savings to small businesses. The change merely clarifies what is considered a full legal name for licensing purposes.
- D) Persons other than small businesses, businesses, or local government entities:
Affected: No
("person" means any individual, partnership, corporation, association, governmental entity, or public or private organization of any character other than an agency)
There is no cost or savings to any other persons. The change merely clarifies what is considered a full legal name for licensing purposes.

Compliance Cost Information

8. Compliance costs for affected persons:
There is no compliance cost related to this rule. It only clarifies what is considered a full legal name for licensing purposes.

Department Head Comments

9. A) Comments by the department head on the fiscal impact the rule may have on businesses:
There will be no fiscal impact on businesses. This rule applies to the licensing process for those who sell insurance in Utah, and clarifies for them what constitutes a full legal name.
- B) Name and title of department head commenting on the fiscal impacts:
Todd E. Kiser, Insurance Commissioner

Citation Information

10. This rule change is authorized or mandated by state law, and implements or interprets the following state and federal laws.

State code or constitution citations (required) (e.g., Section 63G-3-402; Subsection 63G-3-601(3); Article IV) :

Subsection 31A-23a-110(2)

Subsection 31A-2-201(3)

Section 31A-23a-402

Incorporated Materials

11. This rule adds, updates, or removes the following title of materials incorporated by references (a copy of materials incorporated by reference must be submitted to DAR; if none, leave blank) :

Official Title of Materials Incorporated (from title page): Publisher: Date Issued: Issue, or version: ISBN Number: ISSN Number: Cost of Incorporated Reference: Adds, updates, removes:

Comments

12. The public may submit written or oral comments to the agency identified in box 1. (The public may also request a hearing by submitting a written request to the agency. The agency is required to hold a hearing if it receives requests from ten interested persons or from an association having not fewer than ten members. Additionally, the request must be received by the agency not more than 15 days after the publication of this rule in the Utah State Bulletin. See Section 63G-3-302 and Rule R15-1 for more information.)

A) Comments will be accepted until 5:00 p.m. on (mm/dd/yyyy) : 12/31/2015
 B) A public hearing (optional) will be held:
 On (mm/dd/yyyy): At (hh:mm AM/PM):At (place):

Proposed Effective Date

13. This rule change may become effective on (mm/dd/yyyy): 01/07/2016
 NOTE: The date above is the date on which this rule MAY become effective. It is NOT the effective date. After a minimum of seven days following the date designated in Box 12(A) above, the agency must submit a Notice of Effective Date to the Division of Administrative Rules to make this rule effective. Failure to submit a Notice of Effective Date will result in this rule lapsing and will require the agency to start the rulemaking process over.

Indexing Information

14. Indexing information - keywords (maximum of four, in lower case, except for acronyms (e.g., "GRAMA") or proper nouns (e.g., "Medicaid")):
 insurance
 misleading names

unfair marketing practices

File Information

15. Attach an RTF document containing the text of this rule change (filename):
There is a document associated with this rule filing.

To the Agency

Information requested on this form is required by Sections 63G-3-301, 302, 303, and 402. Incomplete forms will be returned to the agency for completion, possibly delaying publication in the Utah State Bulletin, and delaying the first possible effective date.

Agency Authorization

Agency head or designee, and title: Steve Gooch Information Specialist Date (mm/dd/yyyy): 11/13/2015