

**Part 1 Chapter 3: (LA&H 53-1) Advertising Restrictions.**

**Rule 3.01**

Within the past few months certain agents have published insurance advertising that has been confusing to the general public. I, therefore, feel that it is incumbent upon me as Insurance Commissioner to advise all Mississippi Agents that any further misleading or confusing advertising, whether intentional or otherwise, will be construed as being against the interest of the insuring public, and any agent affixing his or her signature to such advertising will be called upon to show cause why his or her license should not be revoked.

It is further suggested that any agent or company desiring to advertise, restrict such advertising to the evaluations of his own types of insurance and refrain from criticizing either directly or by implication the insurance sold by his or her competitor.

Source: Miss. Code Ann. § 83-5-1; § 83-5-35 (Rev. 2011)