

State: Arkansas **Filing Company:** Amica Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: Simplified Whole Life
Project Name/Number: Simplified Whole Life Update/

Filing at a Glance

Company: Amica Life Insurance Company
Product Name: Simplified Whole Life
State: Arkansas
TOI: L071 Individual Life - Whole
Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
Filing Type: Form
Date Submitted: 09/17/2012
SERFF Tr Num: AMMB-128689051
SERFF Status: Closed-Accepted For Informational Purposes
State Tr Num:
State Status: Closed-Accepted for Informational Purposes
Co Tr Num: SIWL01-02 UPDATE

Implementation: On Approval
Date Requested:
Author(s): Laurie Clark
Reviewer(s): Linda Bird (primary)
Disposition Date: 09/24/2012
Disposition Status: Accepted For Informational Purposes
Implementation Date:

State Filing Description:

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General Information

Project Name: Simplified Whole Life Update Status of Filing in Domicile: Not Filed
 Project Number: Date Approved in Domicile:
 Requested Filing Mode: Informational Domicile Status Comments:
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Individual Market Type:
 Overall Rate Impact: Filing Status Changed: 09/24/2012
 State Status Changed: 09/24/2012
 Deemer Date: Created By: Laurie Clark
 Submitted By: Laurie Clark Corresponding Filing Tracking Number:

Filing Description:

Our Simplified Whole Life Policy was approved by your department on August 16, 2012 (SERFF Tracking No. AMMB-128595338). When this policy was originally filed, we indicated that we would not utilize the services or involvement of our agents. However, we have received some calls from proposed insureds indicating that they would like assistance in completing the application. These calls were transferred to our licensed, full-time employee representatives for handling. Thus, we just wanted to advise that although it was never our intention to utilize agents, at times this may actually occur as a convenience to the consumer.

On September 13th, I posted a Note to Reviewer in the that filing indicating the information above. I spoke to Linda Bird that afternoon, and she indicated that we would need to make an informational filing.

Please let me know if there is anything else that you need. Thank you.

Company and Contact

Filing Contact Information

Laurie A. Clark, Compliance Supervisor lclark@amica.com
 10 Amica Center Boulevard 800-234-5433 [Phone] 29729 [Ext]
 Lincoln, RI 02861 401-334-5146 [FAX]

Filing Company Information

Amica Life Insurance Company	CoCode: 72222	State of Domicile: Rhode
100 Amica Way	Group Code: 28	Island
Lincoln, RI 02865	Group Name: 72222	Company Type: Life
(800) 234-5433 ext. 29729[Phone]	FEIN Number: 05-0340166	State ID Number:

Filing Fees

Fee Required? No
 Retaliatory? No
 Fee Explanation:
 Per Company: No

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Company	Amount	Date Processed	Transaction #
Amica Life Insurance Company	\$0.00	09/17/2012	

SERFF Tracking #:

AMMB-128689051

State Tracking #:

Company Tracking #:

SIWL01-02 UPDATE

State:

Arkansas

Filing Company:

Amica Life Insurance Company

TOI/Sub-TOI:

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	09/24/2012	09/24/2012

SERFF Tracking #:

AMMB-128689051

State Tracking #:

Company Tracking #:

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Disposition

Disposition Date: 09/24/2012

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No