

# Arkansas Insurance Department

Mike Beebe  
Governor



Jay Bradford  
Commissioner

September 2, 2011

Directive No. 2A-2011

TO: AUTHORIZED INSURANCE COMPANIES, HMO'S, HOSPITAL/MEDICAL SERVICE CORPORATIONS, FARMERS' MUTUAL AID ASSOCIATIONS AND INSURER AND AGENT TRADE ASSOCIATIONS

FROM: ARKANSAS INSURANCE DEPARTMENT


SUBJECT: VIOLATION OF ARK. CODE ANN. §§ 23-66-206~~(8)~~(10) AND 23-66-308 OF THE INSURANCE CODE; TOKEN GIFT EXCEPTIONS

Directive 2A-2011 replaces Directive 2-2011 in its entirety.

The giving of any gift, whether it be money, trading stamps, goods or otherwise, of whatever value, as an inducement to make inquiry about, to purchase or renew insurance is prohibited under Arkansas Code Annotated §§ 23-66-206~~(8)~~(10) and 23-66-308.

Token gifts of twenty-five dollars (\$25.00) or less in value (wholesale), such as ballpoint pens, calendars, notebooks, and other items for advertisement purposes are not meant to be included. Contact the Legal Division at 501-371-2820 with your inquiries.

This Directive supersedes and replaces Directive 5-98 (titled Bulletin 5-98), issued April 9, 1998.

  
Jay Bradford  
Arkansas Insurance Commissioner

\* ALL UNDERLINED LANGUAGE REPRESENTS THE CHANGES MADE TO THE ORIGINAL BULLETIN.