

December 1, 2020

Compliance Bulletin: Annual Reminder on Advertising Guidelines

The purpose of this Bulletin is to remind all producers of their responsibilities under Global Atlantic's Advertising Guidelines, as required by the NAIC Advertisements of Life Insurance and Annuities Model Regulation. Under that regulation, an insurer's "system of control" includes:

Regular and routine notification, at least once a year, to agents, brokers and others authorized by the insurer to disseminate advertisements of the requirement and procedures for company approval prior to the use of any advertisements that is not furnished by the insurer and that clearly sets forth within the notice the most serious consequence of not obtaining the required prior approval.

You can find the Global Atlantic Advertising Guidelines at www.globalatlanticlife.com/get-business-done under Legal and Compliance or by [clicking here](#).

