
Issue No. 13 – March 2007

BULLETIN

TO ALL INSURANCE LICENSEES

“Principles For The Sale of Insurance: A Consumer Protection Document”

Enclosed is a copy of “Principles For The Sale of Insurance: A Consumer Protection Document”. This is a principle based document and is not in legislation or regulation. However, we expect the principles outlined to be followed by the insurance industry in this province. As stated in the document, it must be provided to a purchaser of insurance on the delivery of the policy contract and with any renewal or cancellation notice. The document will be available on our website for printing and must be printed in its entirety. However, if you wish to add your own contact information, you may do so.

We recognize that every principle will not apply to every insurance product, but where a principle does not apply it simply is non-applicable in that circumstance.

We expect the industry to start implementing the principles immediately and expect everyone to be in a position to be in full compliance by July 1, 2007.

We will monitor compliance through consumer enquiries and complaints, and if we find that a principle is not being complied with by the industry in general, then we will consider legislation to address that particular issue. If we find that a company, agent, broker or representative is not complying with one or more principles we will consider placing compliance as a condition on the license.

We believe the principles will provide for openness and transparency in the insurance industry and will be of benefit to consumers and the industry alike. We will be reviewing the effectiveness of this principle based approach in two years and report to government on its effectiveness.

Your cooperation in implementing the principles will be much appreciated.

If you have any questions or require clarifications on any issue, please feel free to contact this office at 709-729-2602 or 709-729-2623

Yours truly,

Winston Morris
Superintendent of Insurance

Encl.