

**Oklahoma Insurance Department Comments to Suggested Amendments to Model 880
Unfair Trade Practices Act – September 30, 2022**

Section 4. Unfair Trade Practices Defined

B. False Information and Advertising Generally. Making, publishing, disseminating, circulating or placing before the public [in any physical or electronic format](#), or causing, directly or indirectly to be made, published, disseminated, circulated, or placed before the public [in any physical or electronic format](#), in a newspaper, magazine, [electronic mail](#), [internet advertisement or posting](#), or other publication, or in the form of a notice, circular, pamphlet, letter, [electronic posting of any kind](#), or over any radio or television station [or via the internet or other electronic means](#), an advertisement, announcement, or statement containing any assertion, representation or statement with respect to the business of insurance or with respect to any insurer in the conduct of its insurance business, which is untrue, deceptive or misleading.

Commented [A1]: Propose adding this, or similar, broader language and striking through “electronic” and “internet” to ensure language captures all of these types of publications in physical and electronic format. Concern with current changes is whether an opposing party could argue that language only shows intent to capture electronic format of mail and internet ads/posts and not electronic newspapers or magazines.

Commented [A2]: Same as above.

Commented [A3]: Propose Striking.

Commented [A4]: Propose striking.