**20:06:10:03.  Method of disclosure of required information.** All information required to be disclosed by this chapter must be set out conspicuously and in close conjunction with the statements to which the information relates or under appropriate prominent captions. The information may not be minimized, rendered obscure, presented in an ambiguous fashion, or intermingled with the context of the advertisement so as to confuse or mislead.

If an advertisement or solicitation refers to an insurer, it shall clearly and prominently provide the full name of the insurance company being advertised or solicited. If an advertisement refers to a policy, it shall clearly and prominently describe the type of policy discussed or advertised. The name, title, or description of a policy may not deceive or mislead a person as to the true nature of the policy or the benefits provided.

**Source:** 4 SDR 6, effective August 9, 1977; 12 SDR 151, 12 SDR 155, effective July 1, 1986; 15 SDR 143, effective March 29, 1989; 27 SDR 54, effective December 4, 2000; 38 SDR 116, effective January 10, 2012.

**General Authority:** SDCL 58-33A-7.

**Law Implemented:** SDCL 58-33-5, 58-33-6, 58-33-7, 58-33A-8, 58-33A-10.