**20:06:10:12.  Disparaging comparisons and statements.** An advertisement or solicitation may not directly or indirectly make unfair or incomplete comparisons of policies or benefits or comparisons of noncomparable policies of other insurers, and may not disparage competitors, their policies, services or business methods, and may not disparage or unfairly minimize competing methods of marketing insurance.

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

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

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