**20:06:13:58.02.  Health insurance advertisement disclosure statements.** Any health insurance advertisement that includes a statement for which disclosure is required pursuant to § 20:06:13:58.01 must contain in close proximity to any such statement and in an at least as conspicuous a form as the statement itself, the following disclosure or an alternative as may be approved by the director:

Premiums or rates may increase for other reasons such as an increase applicable to all persons covered under this type of policy or certificate in this state.

**Source:** 32 SDR 128, effective January 29, 2006.

**General Authority:** SDCL 58-17A-2(11).

**Law Implemented:** SDCL 58-33-5, 58-33-6.