

Insurers and Agents Prohibited from Using the Security Fund in Advertising and Marketing

Wisconsin is one of 48 states and the District of Columbia that does not allow the Security Fund or its protection to be used in marketing coverage. This prohibition was enacted by state lawmakers and regulators to encourage competition to focus on the financial soundness of the insurer not on the coverage provided by the Fund.

Here's the specific statutory provision.

Advertising Prohibition Policy

Section 628.34. "Unfair marketing practices" ... (10) Insurance security fund. No insurer or insurance intermediary may make use in any manner of the protection given policyholders by Chapter 646 (Security Fund statute) as a reason for buying insurance from the insurer or intermediary

If you have additional questions about the restriction or want to report an issue regarding this requirement contact the Wisconsin Office of the Commissioner of Insurance at 800-236-8517 or ocicomplaints@wisconsin.gov .