



# ALASKA STATE LEGISLATURE

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### SB 185 Insurance; Rebates; Advertising

#### Sectional Analysis

#### Version N

**Section 1:** Amends AS 21.36.010, *Trade Practices and Frauds* chapter, to add the Gramm-Leach-Bliley Act to the list of federal laws the chapter is in accordance with.

**Section 2:** Amends AS 21.36.110 to add that the offer or provision by an insurer of a product or service at a reduced cost as an exemption to the definition of insurance discrimination if the service or product is related to the policy holder's insurance coverage and is designed to provide specific aid to the consumer as defined in statute.

**Section 3:** Amends AS 21.36.110 adding a list of provisions that the insurer must meet and defines what is allowable for insurers in terms of noncash gifts. This section adds a provision for an insurer who has a good faith belief that a product or service meets certain criteria defined in (a)(6)(c), the insurer may provide this service or product as part of a pilot program. This section also allows the Director to adopt regulations.

**Section 4:** Amends AS 21.36 by adding a new section, AS 21.36.115 defining prohibited advertising practices by insurers.

**Section 5:** Amends AS 21.36.120(a) making a technical change to conform with current industry and licensing terminology.

**Section 6:** Provides transitional regulation authority to the Director of the Division of Insurance.

**Section 7:** Provides an immediate effective date for Section 6.

**Section 8:** Provides an effective date of January 1, 2026, for the remainder of the bill.