

Compliance Bulletin: Annual Reminder on Advertising Guidelines

The purpose of this Bulletin is to remind all producers of their responsibilities under Global Atlantic's Advertising Guidelines, as required by the NAIC Advertisements of Life Insurance and Annuities Model Regulation.

Under that regulation, an insurer's "system of control" includes: **Regular and routine notification, at least once a year, to agents, brokers and others authorized by the insurer to disseminate advertisements, of the requirement and procedures for company approval prior to the use of any advertisement that is not furnished by the insurer and that clearly sets forth within the notice the most serious consequence of not obtaining the required prior approval.** *Advertisements of Life Insurance and Annuities Model Regulation, Section 3.B.*

You can find the Global Atlantic Advertising Guidelines within the [Agent Market Conduct and Compliance Guide](#).

Any printed or electronic materials that mention Global Atlantic, any affiliated insurer, its life or annuity products, or product features, must be submitted for Compliance approval prior to use. The use of unapproved advertising or marketing materials may result in termination of your appointment with all Global Atlantic issuing companies.