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## 191—16.21(507B) Purpose.

**16.21(1)** The purpose of these rules is:

a. To regulate the activities of insurers and producers with respect to the replacement of existing life insurance and annuities.

- b. To protect the interests of life insurance and annuity purchasers by establishing minimum standards of conduct to be observed in replacement or financed purchase transactions by:
- (1) Ensuring that purchasers receive information with which a decision can be made in the purchaser's own best interest;
  - (2) Reducing the opportunity for misrepresentation and incomplete disclosure; and
  - (3) Establishing penalties for failure to comply with requirements of these rules.
- **16.21(2)** These rules are authorized by Iowa Code section 507B.12 and are intended to implement Iowa Code section 507B.4.

[ARC 7735C, IAB 3/20/24, effective 4/24/24]