

**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.