61—20.12(537) Rule violations. The failure to comply with this chapter, or the use of sales practices which are inconsistent with this chapter, is a separate violation of Iowa Code section 537.4101 (excess charges in insurance) and Iowa Code section 714.16 (consumer fraud Act). In addition, the inclusion of noncredit property insurance premiums within the sale or loan of other credit products is considered an excess charge for purposes of Iowa Code sections 536.13(6), 537.5201(3) and 537.6113. Applicable defenses available to creditors under the Iowa consumer credit code are equally available to creditors under this rule.