

Title 210 - NEBRASKA DEPARTMENT OF INSURANCE

Chapter 19 - REPLACEMENT OF LIFE INSURANCE AND ANNUITIES (AMENDED)

001. Statutory authority. This Rule is promulgated pursuant to the authority granted by NEB. REV. STAT. §§ 44-1533 and 44-101.01.

002. Purpose. The purpose of this Rule is:

002.01 To regulate the activities of insurers and ~~agents-producers~~ with respect to the replacement of existing life insurance and annuities;

002.02 To protect the interests of life insurance and annuity purchasers by establishing minimum standards of conduct to be observed in replacement transactions or financed purchases by:

002.02A Assuring that the purchasers receive information with which a decision can be made in his or her own best interest;

002.02B Reducing the opportunity for misrepresentation and incomplete disclosures; and

002.02C Establishing penalties for failure to comply with the requirements of this Rule.

002.03 To declare that failure to comply with the provisions of this Rule will be deemed an unfair method of competition and an unfair trade practice.

002.04 This Rule is issued for the purpose of defining certain minimum standards which, if violated, would constitute a violation of NEB. REV. STAT. § 44-1525.

003. Scope. Unless otherwise specifically included, this regulation shall not apply to transactions involving:

003.01 Credit life insurance;

003.02 Group life insurance or group annuities where there is no direct solicitation of individuals by an insurance producer. Direct solicitation shall not include any group meeting held by an insurance producer solely for the purpose of educating or enrolling individuals or, when initiated by an individual member

of the group, assisting with the selection of investment options offered by a single insurer in connection with enrolling that individual. Group life insurance or group annuity certificates marketed through direct response solicitation shall be subject to the provisions of Section 011;

003.03 Group life insurance and annuities used to fund prearranged funeral contracts;

003.04 An application to the existing insurer that issued the existing policy or contract when a contractual change or a conversion privilege is being exercised; or, when the existing policy or contract is being replaced by the same insurer pursuant to a program filed with and approved by the director; or, when a term conversion privilege is exercised among corporate affiliates;

003.05 Proposed life insurance that is to replace life insurance under a binding or conditional receipt issued by the same company;

003.06

003.06A Policies or contracts used to fund (i) an employee pension or welfare benefit plan that is covered by the Employee Retirement and Income Security Act (ERISA); (ii) a plan described by Sections 401(a), 401(k) or 403(b) of the Internal Revenue Code; where the plan, for purposes of ERISA, is established or maintained by an employer; (iii) a governmental or church plan defined in Section 414, a governmental or church welfare benefit plan, or a deferred compensation plan of a state or local government or tax exempt organization under Section 457 of the Internal Revenue Code; or (iv) a nonqualified deferred compensation arrangement established or maintained by an employer or plan sponsor.

003.06B Notwithstanding Subparagraph (A), this regulation shall apply to policies or contracts used to fund any plan or arrangement that is funded solely by contributions an employee elects to make, whether on a pre-tax or after-tax basis, and where the insurer has been notified that plan participants may choose from among two (2) or more insurers and there is a direct solicitation of an individual employee by an insurance producer for the purchase of a contract or policy. As used in this subsection, direct solicitation shall not include any group meeting held by an insurance

producer solely for the purpose of educating individuals about the plan or arrangement or enrolling individuals in the plan or arrangement or, when initiated by an individual employee, assisting with the selection of investment options offered by a single insurer in connection with enrolling that individual employee;

003.07 Where new coverage is provided under a life insurance policy or contract and the cost is borne wholly by the insured's employer or by an association of which the insured is a member;

003.08 Existing life insurance that is a non-convertible term life insurance policy that will expire in five (5) years or less and cannot be renewed;

003.09 Immediate annuities that are purchased with proceeds from an existing contract. Immediate annuities purchased with proceeds from an existing life policy are not exempted from the requirements of this rule; or

003.10 Structured settlements.

Registered contracts shall be exempt from the requirements of Subsection(s) 009.01B and 010.01B with respect to the provision of illustrations or policy summaries; however, premium or contract contribution amounts and identification or the appropriate prospectus or offering circular shall be required instead.

~~003.04. Definition of replacement. "Replacement" means any transaction in which a new life insurance or a new annuity is to be purchased, and it is known or should be known to the proposing agent or broker or to the proposing insurer if there is no agent, that by reason of such transaction, existing life insurance or annuity has been or is to be~~
policy or contract is to be purchased, and it is known or should be known to the proposing producer, or to the proposing insurer if there is no producer, that by reason of the transaction, an existing policy or contract has been or is to be:

~~003.04~~ 004.01 Lapsed, forfeited, surrendered, or partially surrendered, assigned to the replacing insurer or otherwise terminated;

~~003.02~~ 004.02 Converted to reduced paid-up insurance, continued as extended term insurance, or otherwise reduced in value by the use of nonforfeiture benefits or other policy values;

~~003.03~~ 004.03 Amended so as to effect either a reduction in benefits or in the term for which coverage would otherwise remain in force or for which benefits would be paid;

~~003.04~~ 004.04 Reissued with any reduction in cash value; or

~~003.05~~ 004.05 Pledged as collateral or subjected to borrowing, whether in a single loan or under a schedule of borrowing over a period of time for amounts in the aggregate exceeding twenty five percent (25%) of the loan value set forth in the policy Used in a financed purchase.

~~004~~ 005. Other definitions.

~~004.01~~ "Conservation" means any attempt by the existing insurer or its agent or broker to dissuade a policyholder from the replacement of existing life insurance or annuity. Conservation does not include such routine administrative procedures such as late payment reminders, late payment offers or reinstatement offers.

~~004.02~~ "Direct Response Sales" means any sale of life insurance or annuity where the insurer does not utilize an agent in the sale or delivery of the policy. ~~005.01~~ "Direct-response solicitation" means a solicitation through a sponsoring or endorsing entity or individually solely through mails, telephone, the Internet or other mass communication media.

~~004.03~~ ~~005.02~~ "Existing Insurer" means the insurance company whose policy or contract is or will be changed or terminated affected in such a manner as described within the definition of "replacement."

~~004.04~~ "Existing Life Insurance or Annuity" means any life insurance or annuity in force, including life insurance under a binding or conditional receipt or a life insurance policy or annuity that is within an unconditional refund period. ~~005.03~~ "Existing policy or contract" means an individual life insurance policy (policy) or annuity contract (contract) in force, including a policy under a binding or conditional receipt or a policy or contract that is within an unconditional refund period.

~~005.04~~ "Financed purchase" means the purchase of a new policy involving the actual or intended use of funds obtained by the withdrawal or surrender of, or by borrowing from values of an existing policy to pay all or part of any premium due

on the new policy. For purposes of a regulatory review of an individual transaction only, if a withdrawal, surrender or borrowing involving the policy values of an existing policy is used to pay premiums on a new policy owned by the same policyholder and issued by the same company within four (4) months before or thirteen (13) months after the effective date of the new policy, it will be deemed prima facie evidence of the policyholder's intent to finance the purchase of the new policy with existing policy values. This prima facie standard is not intended to increase or decrease the monitoring obligations contained in Subsection 008.01E of this regulation.

005.05 "Illustration" means a presentation or depiction that includes non-guaranteed elements of a policy of life insurance over period of years as defined in 210 NEB. ADMIN. R.& REG. 72.

005.06 "Policy summary," for purposes of this rule;

005.06A For policies or contracts other than universal life policies, means a written statement regarding a policy or contract which shall contain to the extent applicable, but not need to be limited to, the following information:

005.06A(i) current death benefit;

005.06A(ii) annual contract premium;

005.06A(iii) current cash surrender value;

005.06A(iv) current dividend;

005.06A(v) application of current dividend; and

005.06A(vi) amount of outstanding loan.

005.06B For universal life policies, means a written statement that shall contain at least the following information:

005.06B(i) the beginning and end date of the current report period;

005.06B(ii) the policy value at the end of the previous report period and at the end of the current report period;

005.06B(iii) the total amounts that have been credited or debited to the policy value during the current report period, identifying each by type (e.g., interest, mortality, expense and riders);

005.06B(iv) the current death benefit at the end of the current report period on each life covered by the policy;

005.06B(v) the net cash surrender value of the policy as of the end of the current report period; and

005.06B(vi) the amount of outstanding loans, if any, as of the end of the current report period.

005.07 “Producer,” for the purpose of this regulation, shall be defined to include agents, brokers and producers.

~~004.05~~ 005.08 "Replacing Insurer" means the insurance company that issues or proposes to issue a new policy or contract which is a replacement of existing life insurance or annuity that replaces an existing policy or contract or is a financed purchase.

~~004.06 "Registered Contract" means variable annuities, investment annuities, variable life insurance under which the death benefits and cash values vary in accordance with unit values of investments held in a separate account, or any other contracts issued by life insurance companies which are registered with the Federal Securities and Exchange Commission.~~ 005.09 “Registered Contract” means a variable annuity contract or variable life insurance policy subject to the prospectus delivery requirements of the Securities Act of 1933.

005.10 “Sales material” means a sales illustration and any other written, printed or electronically presented information created, completed, or provided by the company or producer and used in the presentation to the policy or contract owner related to the policy or contract purchased.

~~005. Exemptions. Unless otherwise specifically included, this Rule shall not apply to transactions involving:~~

~~005.01 Credit life insurance;~~

~~005.02 Group life insurance or group annuities;~~

~~005.03~~ An application to the existing insurer that issued the existing life insurance and a contractual change or conversion privilege is being exercised;

~~005.04~~ Proposed life insurance that is to replace life insurance under a binding or conditional receipt issued by the same company;

~~005.05~~ Transactions where the replacing insurer and the existing insurer are the same, or are subsidiaries of affiliates under common ownership or control. Provided, however, agents or brokers proposing replacement shall comply with the requirements of Subsection 006.01; and

~~005.06~~ Registered Contracts shall be exempt from the requirements of Subsections 008.02B and 008.02C requiring provision of Policy Summary, illustration or ledger statement information; however, premium or contract contribution amounts and identification of the appropriate prospectus or offering circular shall be required in lieu thereof.

~~006. Duties of aizens and brokers.~~ 006. Duties of Producers

~~006.01~~ ~~Each agent or broker~~ A producer who initiates the application shall submit to the insurer, with or as part of the application a statement signed by both the applicant and the producer as to whether the applicant has existing policies or contracts. If the answer is “no,” the producer’s duties with respect to the replacement is complete. to which an application for life insurance or annuity is presented, with or as part of each application:

~~006.01A~~ ~~A statement signed by the applicant as to whether replacement of existing life insurance or annuity is involved in the transaction; and~~

~~006.02~~ If the applicant answered “yes” to the question regarding existing coverage referred to in Subsection 006.01A, the producer shall present and read to the applicant, not later than at the time of taking the application, a notice regarding replacements in the form as described in Appendix A or other substantially similar form approved by the director of the Department of Insurance or the director’s designee. However, no approval shall be required when amendments to the notice are limited to the omission of references not applicable to the product being sold or replaced. The notice shall be signed by both the applicant and the producer attesting that the notice has been read aloud by the producer or that the applicant did not wish the notice to be read aloud (in

which case the producer need not have read the notice aloud) and left with the applicant.

006.03 The notice shall list all life insurance policies or annuities proposed to be replaced, properly identified by name of insurer, the insured or annuitant, and policy or contract number if available, and shall include a statement as to whether each policy or contract will be replaced or whether a policy will be used as a source of financing for the new policy or contract. If a policy or contract number has not been issued by the existing insurer, alternative identification, such as an application or receipt number, shall be listed.

006.04 In connection with a replacement transaction, the producer shall leave with the applicant, at the time an application for the new policy or contract is completed, the original or a copy or all sales material. With respect to electronically presented sales material, it shall be provided to the policy or contract owner in printed form no later than at the time of policy or contract delivery.

006.05 Except as provided in Subsection 009.03, in connection with a replacement transaction the producer shall submit to the insurer to which an application for a policy or contract is presented, a copy of each document required by this section, a statement identifying any preprinted or electronically presented company approved sales materials used, and copies of any individual sales material, including any illustrations related to the specific policy or contract purchased.

~~006.01B A signed statement as to whether the agent or broker knows replacement is or may be involved in the transaction.~~

~~006.02 Where a replacement is involved, the agent or broker shall:~~

~~006.02A Present to the applicant, not later than at the time of taking the application, a "Notice Regarding Replacement" in the form as described in Exhibit A, or other substantially similar form approved by the Director.~~

~~The Notice shall be signed by both the applicant and the agent or broker and left with the applicant.~~

~~006.02B Obtain with or as part of each application a list of all existing life insurance and/or annuity to be replaced and properly identified by name of insurer, the insured and contract number. If a contract number has not been assigned by the existing insurer, alternative identification, such as an application or receipt number, shall be listed.~~

~~006.02C Leave with the applicant the original or a copy of written or printed communications used for presentation to the applicant.~~

~~006.02D Submit to the replacing insurer with the application, a copy of the Replacement Notice provided pursuant to Subsection 006.02A.~~

~~006.03 Each agent or broker who uses written or printed communications in a conservation shall leave with the applicant the original or a copy of such materials used.~~

007. Duties of all insurers. Each insurer shall:

007.01 Inform its field representatives or other personnel responsible for compliance with this Rule of the requirements of this Rule.

~~007.02 Require with or as a part of each completed application for life insurance or annuity a statement signed by the applicant as to whether such proposed insurance or annuity will replace existing life insurance or annuity.~~

008. Duties of Insurers that use Producers. Each insurer shall:

008.01 Maintain a system of supervision and control to ensure compliance with the requirements of this regulation that shall include at least the following:

008.01A Inform its producers of the requirements of this regulation and incorporate the requirements of this regulation into all relevant producer training manuals prepared by the insurer;

008.01B Provide to each producer a written statement of the company's position with respect to the acceptability of replacements providing guidance to its producer as to the appropriateness of these transactions;

008.01C A system to review the appropriateness of each replacement transaction that the producer does not indicate is in accord with Subsection 008.01B above;

008.01D Procedures to confirm that the requirements of this regulation have been met; and

008.01E Procedures to detect transactions that are replacements of existing policies or contracts by the existing insurer, but that have not been reported as such by the applicant or producer. Compliance with this regulation may include, but shall not be limited to, systematic customer surveys, interviews, confirmation letters, or programs of internal monitoring;

008.02 Have the capacity to monitor each producer's life insurance policy and annuity contract replacements for that insurer, and shall produce, upon request, and make such records available to the Insurance Department. The capacity to monitor shall include the ability to produce records for each producer's:

008.02A Life replacements, including financed purchases, as a percentage of the producer's total annual sales for life insurance;

008.02B Number of lapses of policies by the producer as a percentage of the producer's total annual sales for life insurance;

008.02C Annuity contract replacements as a percentage of the producer's total annual annuity contract sales;

008.02D Number of transactions that are unreported replacements of existing policies or contracts by the existing insurer detected by the company's monitoring system as required by Subsection 008.01E of this section; and

008.02E Replacements, indexed by replacing producer and existing insurer;

008.03 Require with or as a part of each application for life insurance or an annuity a signed statement by both the applicant and the producer as to whether the applicant has existing policies or contracts;

008.04 Require with each application for life insurance or an annuity that indicates an existing policy or contract a completed notice regarding replacements

as contained in Appendix A;

008.05 Be able to produce copies of any sales material required by Subsection 006.05, when the applicant has existing policies or contracts, the basic illustration and any supplemental illustrations related to the specific policy or contract that is purchased, and the producer's and applicant's signed statements with respect to financing and replacement for at least five (5) years after the termination or expiration of the proposed policy or contract;

008.06 Ascertain that the sales material and illustrations required by Subsection 006.05 of this regulation meet the requirements of this regulation and are complete and accurate for the proposed policy or contract;

008.07 Notify the producer and applicant and fulfill the outstanding requirements if an application does not meet the requirements of this regulation; and

008.08 Maintain records in paper, photograph, microprocess, magnetic, mechanical or electronic media or by any process that accurately reproduces the actual document.

~~008. Duties of insurers that use agents or brokers. Each insurer that uses an agent or broker in a life insurance or annuity sale shall:~~

~~008.01 Require with or as part of each completed application for life insurance or annuity, a statement signed by the agent or broker as to whether he or she knows replacement is or may be involved in the transaction.~~

~~008.02 Where a replacement is involved:~~

~~008.02A Require from the agent or broker with the application for life insurance or annuity (i) a list of all of the applicant's existing life insurance or annuity to be replaced and (ii) a copy of the Replacement Notice provided the applicant pursuant to Subsection 006.02A. Such existing life insurance or annuity shall be identified by name of insurer, insured and contract number. If a number has not been assigned by the existing insurer, alternative identification, such as an application or receipt number, shall be listed.~~

008.02B Send to each existing insurer a written communication advising of the replacement or proposed replacement and the identification information obtained pursuant to Subsection 008.02A and a copy of any Policy Summary or illustration provided to the insured pursuant to the Life Insurance Solicitation Regulation, Rule 33 or the Life Insurance Illustrations Regulation, Rule 72. In the case of an annuity, a ledger statement containing comparable data shall be provided. Life insurance cost index and equivalent level annual dividend figures need not be included in the Policy Summary or ledger statement. This written communication shall be made within three (3) working days of the date the application is received in the replacing insurer's home or regional office, or the date the proposed policy or contract is issued, whichever is sooner.

008.02C Each existing insurer, or such insurer's agent or broker that undertakes a conservation shall within twenty days from the date the written communication plus the materials required in Subsection 008.02A and 008.0213 is received, furnish the policyowner with a Policy Summary or illustration for the existing life insurance or, in the case of an annuity, a ledger statement containing Policy Data on the existing policy or annuity. Such Policy Summary, or illustration shall be completed in accordance with the provisions of the Life Insurance Solicitation Regulation, Rule 33, or the Life Insurance Illustrations Regulation, Rule 72, except that information relating to premiums, cash values, death benefits and dividends, if any, shall be computed from the current policy year of the existing life insurance. In the case of an annuity, a ledger statement containing comparable data shall be provided. The Policy Summary shall include the amount of any outstanding indebtedness, the sum of any dividend accumulations or additions, and may include any other information that is not in violation of any regulation or statute. Life insurance cost

~~index and equivalent level annual dividend figures need not be included in the Policy Summary provided. The replacing insurer may request the existing insurer to furnish it with a copy of any Summary, illustration or ledger statement provided.~~

~~008.03 The replacing insurer shall maintain evidence of the "Notice Regarding Replacement", any Policy Summary, Contract Summary, illustration or ledger statements used, and a replacement register, cross indexed, by replacing agent and existing insurer to be replaced. The existing insurer shall maintain evidence of any Policy Summary, Contract Summary, illustration or ledger statements used in any conservation. Evidence that all requirements were met shall be maintained for at least three years or until the conclusion of the next succeeding regular examination by the Insurance Department of its state of domicile, whichever is earlier.~~

~~008.04 The replacing insurer shall provide in its policy or in a separate written notice which is delivered with the policy that the applicant has a right to an unconditional refund of all premiums paid, which right may be exercised within a period of twenty days commencing from the date of delivery of the policy.~~

009. Duties of Replacing Insurers that Use Producers

009.01 Where a replacement is involved in the transaction, the replacing insurer shall:

009.01A Verify that the required forms are received and are in compliance with this rule;

009.01B Notify any other existing insurer that may be affected by the proposed replacement within five (5) business days of receipt of a completed application indicating replacement or when the replacement is identified if not indicated on the application, and mail a copy of the available illustration or policy summary for the proposed policy or available disclosure document for the proposed contract within five (5) business days of a request from an existing insurer;

009.01C Be able to produce copies of the notification regarding replacement required in Subsection 006.02, indexed by producer, for at

least five (5) years or until the next regular examination by the insurance department of a company's state of domicile, whichever is later; and

009.01D Provide to the policy or contract owner notice of the right to return the policy or contract within thirty (30) days of the delivery of the contract and receive an unconditional full refund of all premiums or considerations paid on it, including any policy fees or charges or, in the case of a variable or market value adjustment policy or contract, a payment of the cash surrender value provided under the policy or contract plus the fees and other charges deducted from the gross premiums or considerations or imposed under such policy or contract; such notice may be included in Appendix A or C.

009.02 In transactions where the replacing insurer and the existing insurer are the same or subsidiaries or affiliates under common ownership or control, allow credit for the period of time that has elapsed under the replaced policy's or contract's incontestability and suicide period up to the face amount of the existing policy or contract. With regard to financed purchases, the credit may be limited to the amount the face amount of the existing policy is reduced by the use of existing policy values to fund the new policy or contract.

009.03 If an insurer prohibits the use of sales material other than that approved by the company, as an alternative to the requirements made of an insurer pursuant to Subsection 006.05, the insurer may:

009.03A Require with each application a statement signed by the producer that:

009.03A(i) Represents that the producer used only company-approved sales material; and

009.03A(ii) States that copies of all sales material were left with the applicant in accordance with Subsection 006.04; and

009.03B Within ten (10) days of the issuance of the policy or contract:

009.03B(i) Notify the applicant by sending a letter or by verbal communication with the applicant by a person whose duties are separate from the marketing area of the insurer, that the producer has represented that copies of all sales material have been left with the applicant in accordance with Subsection 006.04;

009.03B(ii) Provide the applicant with a toll free number to contact company personnel involved in the compliance function if such is not the case; and

009.03B(iii) Stress the importance of retaining copies of the sales material for future reference; and

009.03C Be able to produce a copy of the letter or other verification in the policy file for at least five (5) years after the termination or expiration of the policy or contract.

009. Duties of insurers with respect to direct response sales:

009.01 If in the solicitation of a direct response sale, the insurer did not propose the replacement, and a replacement is involved, the insurer shall send to the applicant with the policy a Replacement Notice as described in Exhibit A or other substantially similar form approved by the Director. In such instances the insurer may delete the last sentence and the references to signatures from Exhibit A without having to obtain approval of the form from the Director.

009.02 If the insurer proposed the replacement it shall:

009.02A Provide to applicants or prospective applicants with or as a part of the application a Replacement Notice as described in Exhibit A or other substantially similar form approved by the Director.

009.02B Request from the applicant with or as part of the application, a list of all existing life insurance or annuity to be replaced and properly identified by name of insurer and insured.

009.02C Comply with the requirements of Subsection 008.02B, if the applicant furnishes the names of the existing insurers, and the requirements of Subsection 008.03, except that it need not maintain a replacement register.

Section 10. Duties of the Existing Insurer

010.01 Where a replacement is involved in the transaction, the existing insurer shall:

010.01A Retain and be able to produce all replacement notifications received, indexed by replacing insurer, for at least five (5) years or until the conclusion of the next regular examination conducted by the Insurance Department of its state of domicile, whichever is later.

010.01B Send a letter to the policy or contract owner of the right to receive information regarding the existing policy or contract values including, if available, an in force illustration or policy summary if an in force illustration cannot be produced within five (5) business days of receipt of a notice that an existing policy or contract is being replaced. The information shall be provided within five (5) business days of receipt of the request from the policy or contract owner.

010.01C Upon receipt of a request to borrow, surrender or withdraw any policy values, send a notice, advising the policy owner that the release of policy values may affect the guaranteed elements, non-guaranteed elements, face amount or surrender value of the policy from which the values are released. The notice shall be sent separate from the check if the check is sent to anyone other than the policy owner. In the case of consecutive automatic premium loans, the insurer is only required to send the notice at the time of the first loan.

010. Penalties.

~~010.01 A violation of this Rule shall occur if an agent, broker or insurer recommends the replacement or conservation of an existing policy by use of a substantially inaccurate presentation or comparison of an existing contract's premiums and benefits or dividends and values, if any. Any insurer, agent, representative, officer or employee of such insurer failing to comply with the requirements of this Rule shall be subject to such penalties as may be appropriate under the Insurance Laws.~~

~~010.02 Patterns of action by policyowners who purchase replacing policies from the same agent or broker, after indicating on applications that replacement is not involved, shall be deemed prima facie evidence of the agent's or broker's knowledge that replacement was intended in connection with the sale of those policies, and such patterns of action shall be deemed prima facie evidence of the agent's or broker's intent to violate this Rule.~~

~~010.03 This Rule does not prohibit the use of additional material, other than that which is required, that is not in violation of this Rule or any other statute or regulation.~~

~~010.04 Any insurer, agent, broker, representative, officer or employee of such insurer failing to comply with the requirements of this Rule shall be subject to the penalties of NEB. REV. STAT. § 44-1529.~~

011. Duties of Insurers with Respect to Direct Response Solicitations

011.01 In the case of an application that is initiated as a result of a direct response solicitation, the insurer shall require with or as part of each completed application for a policy or contract, a statement asking whether the applicant, by applying for the proposed policy or contract, intends to replace, discontinue or change an existing policy or contract. If the applicant indicates a replacement or change is not intended or if the applicant fails to respond to the statement, the insurer shall send the applicant, with the policy or contract, a notice regarding replacement in Appendix B, or other substantially similar form approved by the director.

011.02 If the insurer has proposed the replacement or if the applicant indicates a replacement is intended and the insurer continues with the replacement, the insurer shall:

011.02A Provide to applicants or prospective applicants with the policy or contract a notice, as described in Appendix C, or other substantially similar form approved by the director. In these instances the insurer may delete the references to the producer, including the producer's signature, and references not applicable to the product being sold or replaced, without having to obtain approval of the form from the director. The insurer's obligation to obtain the applicant's signature shall be satisfied if it can demonstrate that it has made a diligent effort to secure a signed copy of the notice referred to in this paragraph. The requirement to make a diligent effort shall be deemed satisfied if the insurer includes in the mailing a self-addressed postage prepaid envelope with instructions for the return of the signed notice referred to in this section; and

011.02B Comply with the requirements of Subsection 009.01B, if the applicant furnishes the names of the existing insurers, and the requirements of Subsections 009.01C, 009.01D and 009.02.

012. Violations and Penalties

012.01 Any failure to comply with this regulation shall be considered a violation of the Nebraska Unfair Insurance Trade Practices as set forth in NEB. REV. STAT. §§ 44-1521 to 44-1535. Examples of violations include, but are not limited to:

012.01A Any deceptive or misleading information set forth in sales material;

012.01B Failing to ask the applicant in completing the application the pertinent questions regarding the possibility of financing or replacement;

012.01C The intentional incorrect recording of an answer;

012.01D Advising an applicant to respond negatively to any question regarding replacement in order to prevent notice to the existing insurer; or

012.01E Advising a policy or contract owner to write directly to the company in such a way as to attempt to obscure the identity of the replacing producer or company.

012.02 Policy and contract owners have the right to replace existing life insurance policies or annuity contracts after indicating in or as a part of applications for new coverage that replacement is not their intention; however, patterns of such action by policy or contract owners of the same producer shall be deemed prima facie evidence of the producer's knowledge that replacement was intended in connection with the identified transactions, and these patterns of action shall be deemed prima facie evidence of the producer's intent to violate this rule.

012.03 Where it is determined that the requirements of this rule have not been met the replacing insurer shall provide to the policy owner an in force illustration if available or policy summary for the replacement policy or available disclosure document for the replacement contract and the appropriate notice regarding replacements in Appendix A or C.

012.04 This rule does not prohibit the use of additional material, other than that which is required, that is not in violation of this Rule or any other statute or regulation.

012.05 Any insurer, producer, or representative, officer, employee of such insurer failing to comply with the requirements of this Rule shall be subject to the penalties of NEB. REV. STAT. § 44-1529.

011 013. Severability. If any section or portion of a section provision of this Rule regulation, or the applicability thereof to any person or circumstance, is for any

| reason held to be invalid by a court, the remainder of ~~this Rule~~ the regulation, or the applicability of such provision to other persons, shall not be affected thereby.

~~012.~~ 014. Effective Date. This Amended Rule shall become operative on ~~July 1, 1997~~
October 1, 2008.

Appendix A.

Important Notice: Replacement of Life Insurance or Annuities

This document must be signed by the applicant and the producer, if there is one, and a copy left with the applicant.

You are contemplating the purchase of a life insurance policy or annuity contract. In some cases this purchase may involve discontinuing or changing an existing policy or contract. If so, a replacement is occurring. Financed purchases are also considered replacements.

A replacement occurs when a new policy or contract is purchased and, in connection with the sale, you discontinue making premium payments on the existing policy or contract, or an existing policy or contract is surrendered, forfeited, assigned to the replacing insurer, or otherwise terminated or used in a financed purchase.

A financed purchase occurs when the purchase of a new life insurance policy involves the use of funds obtained by the withdrawal or surrender of or by borrowing some or all of the policy values, including accumulated dividends, of an existing policy to pay all or part of any premium or payment due on the new policy. A financed purchase is a replacement.

You should carefully consider whether a replacement is in your best interests. You will pay acquisition costs and there may be surrender costs deducted from your policy or contract. You may be able to make changes to your existing policy or contract to meet your insurance needs at less cost. A financed purchase will reduce the value of your existing policy and may reduce the amount paid upon the death of the insured.

We want you to understand the effects of replacements before you make your purchase decision and ask that you answer the following questions and consider the questions on the back of this form.

1. Are you considering discontinuing making premium payments, surrendering, forfeiting, assigning to the insurer, or otherwise terminating your existing policy or contract? YES NO

2. Are you considering using funds from your existing policies or contracts to pay premiums due on the new policy or contract? YES NO

If you answered "yes" to either of the above questions, list each existing policy or contract you are contemplating replacing (include the name of the insurer, the insured or annuitant, and the policy or contract number if available) and whether each policy or contract will be replaced or used as a source of financing:

<u>INSURER NAME</u>	<u>CONTRACT</u> <u>OR</u> <u>POLICY #</u>	<u>INSURED</u> <u>OR</u> <u>ANNUITANT</u>	<u>REPLACED (R)</u> <u>OR</u> <u>FINANCING (F)</u>
---------------------	---	---	--

- 1.
- 2.
- 3.

Make sure you know the facts. Contact your existing company or its agent for information about the old policy or contract. If you request one, an in force illustration, policy summary or available disclosure documents must be sent to you by the existing insurer. Ask for and retain all sales material used by the agent in the sales presentation. Be sure that you are making an informed decision.

The existing policy or contract is being replaced because:

I certify that the responses herein are, to the best of my knowledge, accurate:

<u>Applicant's Signature</u>	<u>Applicant's Printed Name</u>
<u>Date</u>	
<u>Producer's Signature</u>	<u>Producer's Printed Name</u>
<u>Date</u>	

I do not want this notice read aloud to me. _____ (Applicants must initial only if they do not want the notice read aloud.)

A replacement may not be in your best interest, or your decision could be a good one. You should make a careful comparison of the costs and benefits of your existing policy or contract and the proposed policy or contract. One way to do this is to ask the company or agent that sold you your existing policy or contract to provide you with information concerning your existing policy or contract. This may include an illustration of how your existing policy or contract is working now and how it would perform in the future based on certain assumptions. Illustrations should not, however, be used as a sole basis to

compare policies or contracts. You should discuss the following with your agent to determine whether replacement or financing your purchase makes sense:

PREMIUMS:

- Are they affordable?
- Could they change?
- You're older--are premiums higher for the proposed new policy?
- How long will you have to pay premiums on the new policy? On the old policy?

POLICY VALUES:

- New policies usually take longer to build cash values and to pay dividends.
- Acquisition costs for the old policy may have been paid, you will incur costs for the new one.
- What surrender charges do the policies have?
- What expense and sales charges will you pay on the new policy?
- Does the new policy provide more insurance coverage?

INSURABILITY:

- If your health has changed since you bought your old policy, the new one could cost you more, or you could be turned down.
- You may need a medical exam for a new policy.
- Claims on most new policies for up to the first two years can be denied based on inaccurate statements.
- Suicide limitations may begin anew on the new coverage.

IF YOU ARE KEEPING THE OLD POLICY AS WELL AS THE NEW POLICY:

- How are premiums for both policies being paid?
- How will the premiums on your existing policy be affected?
- Will a loan be deducted from death benefits?
- What values from the old policy are being used to pay premiums?

IF YOU ARE SURRENDERING AN ANNUITY OR INTEREST SENSITIVE LIFE PRODUCT:

- Will you pay surrender charges on your old contract?
- What are the interest rate guarantees for the new contract?
- Have you compared the contract charges or other policy expenses?

OTHER ISSUES TO CONSIDER FOR ALL TRANSACTIONS:

- What are the tax consequences of buying the new policy?
- Is this a tax free exchange? (See your tax advisor.)
- Is there a benefit from favorable "grandfathered" treatment of the old policy under the federal tax code?
- Will the existing insurer be willing to modify the old policy?
- How does the quality and financial stability of the new company compare with your existing company?

~~EXHIBIT A~~

~~NOTICE REGARDING REPLACEMENT~~

~~REPLACING YOUR LIFE INSURANCE POLICY~~

~~OR ANNUITY?~~

~~Are you thinking about buying a new life insurance policy or annuity and discontinuing or changing an existing one? If you are, your decision could be a good one or a mistake. You will not know for sure unless you make a careful comparison of your existing benefits and the proposed benefits.~~

~~Make sure you understand the facts. You should ask the company or agent that sold you your existing policy to give you information about it.~~

~~Hear both sides before you decide. This way you can be sure you are making a decision that is in your best interest.~~

~~We are required by law to notify your existing company that you may be replacing their policy.~~

~~-~~

~~-~~

~~Applicant's Signature Date Agent's Signature~~

Appendix B.

Notice Regarding Replacement Replacing your Life Insurance Policy or Annuity?

Are you thinking about buying a new life insurance policy or annuity and discontinuing or changing an existing one? If you are, your decision could be a good one--or a mistake. You will not know for sure unless you make a careful comparison of your existing benefits and the proposed policy or contract's benefits.

Make sure you understand the facts. You should ask the company or agent that sold you your existing policy or contract to give you information about it.

Hear both sides before you decide. This way you can be sure you are making a decision that is in your best interest.

Appendix C.

Important Notice: Replacement of Life Insurance or Annuities

You are contemplating the purchase of a life insurance policy or annuity contract. In some cases this purchase may involve discontinuing or changing an existing policy or contract. If so, a replacement is occurring. Financed purchases are also considered replacements.

A replacement occurs when a new policy or contract is purchased and, in connection with the sale, you discontinue making premium payments on the existing policy or contract, or an existing policy or contract is surrendered, forfeited, assigned to the replacing insurer, or otherwise terminated or used in a financed purchase.

A financed purchase occurs when the purchase of a new life insurance policy involves the use of funds obtained by the withdrawal or surrender of or by borrowing some or all of the policy values, including accumulated dividends, of an existing policy, to pay all or part of any premium or payment due on the new policy. A financed purchase is a replacement.

You should carefully consider whether a replacement is in your best interests. You will pay acquisition costs and there may be surrender costs deducted from your policy or contract. You may be able to make changes to your existing policy or contract to meet your insurance needs at less cost. A financed purchase will reduce the value of your existing policy and may reduce the amount paid upon the death of the insured.

We want you to understand the effects of replacements and ask that you answer the following questions and consider the questions on the back of this form.

1. Are you considering discontinuing making premium payments, surrendering, forfeiting, assigning to the insurer, or otherwise terminating your existing policy or contract? YES NO

2. Are you considering using funds from your existing policies or contracts to pay premiums due on the new policy or contract? YES NO

Please list each existing policy or contract you are contemplating replacing (include the name of the insurer, the insured, and the policy or contract number if available) and whether each policy or contract will be replaced or used as a source of financing:

<u>INSURER</u>	<u>CONTRACT</u>	<u>INSURED</u>	<u>REPLACED (R)</u>
	<u>OR</u>	<u>OR</u>	<u>OR</u>
<u>NAME</u>	<u>POLICY #</u>	<u>ANNUITANT</u>	<u>FINANCING (F)</u>
1.			
2.			
3.			

Make sure you know the facts. Contact your existing company or its agent for information about the old policy or contract. If you request one, an in force illustration, policy summary or available disclosure documents must be sent to you by the existing insurer. Ask for and retain all sales material used by the agent in the sales presentation. Be sure that you are making an informed decision.

I certify that the responses herein are, to the best of my knowledge, accurate:

Applicant's Signature

Applicant's Printed Name

Date

A replacement may not be in your best interest, or your decision could be a good one. You should make a careful comparison of the costs and benefits of your existing policy or contract and the proposed policy or contract. One way to do this is to ask the company or agent that sold you your existing policy or contract to provide you with information concerning your existing policy or contract. This may include an illustration of how your existing policy or contract is working now and how it would perform in the future based on certain assumptions. Illustrations should not, however, be used as a sole basis to compare policies or contracts. You should discuss the following with your agent to determine whether replacement or financing your purchase makes sense:

PREMIUMS:

- Are they affordable?
- Could they change?
- You're older--are premiums higher for the proposed new policy?
- How long will you have to pay premiums on the new policy? On the old policy?

POLICY VALUES:

- New policies usually take longer to build cash values and to pay dividends. Acquisition costs for the old policy may have been paid, you will incur costs for the new one.
- What surrender charges do the policies have?
- What expense and sales charges will you pay on the new policy?
- Does the new policy provide more insurance coverage?

INSURABILITY:

- If your health has changed since you bought your old policy, the new one could cost you more, or you could be turned down.
- You may need a medical exam for a new policy.
- Claims on most new policies for up to the first two years can be denied based on inaccurate statements.
- Suicide limitations may begin anew on the new coverage.

IF YOU ARE KEEPING THE OLD POLICY AS WELL AS THE NEW POLICY:

- How are premiums for both policies being paid?
- How will the premiums on your existing policy be affected?
- Will a loan be deducted from death benefits?
- What values from the old policy are being used to pay premiums?

IF YOU ARE SURRENDERING AN ANNUITY OR INTEREST SENSITIVE LIFE PRODUCT:

- Will you pay surrender charges on your old contract?
- What are the interest rate guarantees for the new contract?
- Have you compared the contract charges or other policy expenses?

OTHER ISSUES TO CONSIDER FOR ALL TRANSACTIONS:

- What are the tax consequences of buying the new policy?
- Is this a tax free exchange? (See your tax advisor.)
- Is there a benefit from favorable "grandfathered" treatment of the old policy under the federal tax code?
- Will the existing insurer be willing to modify the old policy?
- How does the quality and financial stability of the new company compare with your existing company?