

## Article - Insurance

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§14-415.

(a) A dental plan organization or its representative may not cause or knowingly allow:

- (1) advertising that is untrue or misleading;
- (2) solicitation that is untrue or misleading; or
- (3) any form of evidence of coverage that is deceptive.

(b) Unless a dental plan organization holds a certificate of authority as an insurer, the dental plan organization may not use in its name, evidence of coverage, or literature:

(1) the words “insurance”, “assurance”, “casualty”, “surety”, or “mutual”;  
or

(2) any other words descriptive of the insurance, casualty, or surety business or deceptively similar to the name or description of an insurer authorized to do business in the State.

(c) The Commissioner shall enforce this section.

(d) This subtitle does not limit the powers of the Attorney General and the procedures with respect to consumer fraud.

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