

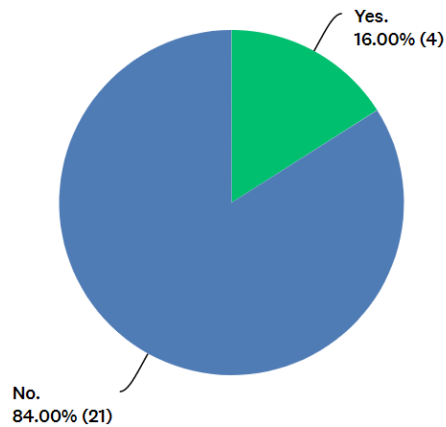
CEFLI Quick Poll

July 2020

Use of a Vendor for Advertising Reviews

Do you use a third party vendor or consulting firm to review advertising and marketing materials for compliance with state insurance laws and regulations?

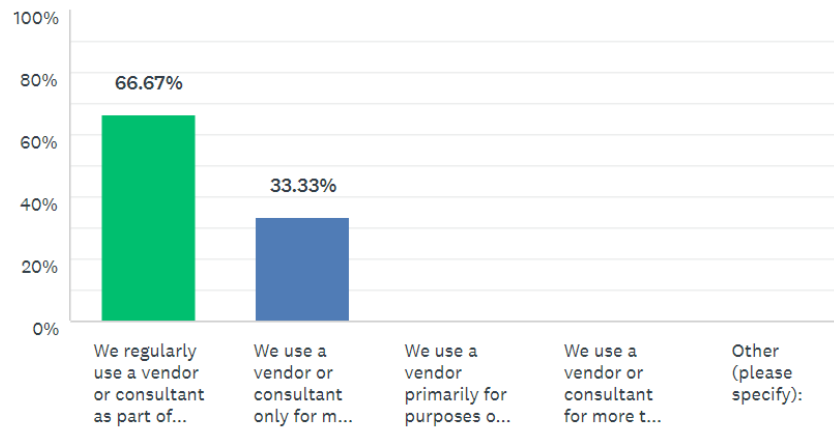
Answered: 25 Skipped: 0



(More on next page.)

In what capacity do you use the vendor or consultant?

Answered: 3 Skipped: 22



ANSWER CHOICES	RESPONSES
▼ We regularly use a vendor or consultant as part of our routine advertising review efforts.	66.67% 2
▼ We use a vendor or consultant only for more challenging advertising concerns (e.g. new product launch, highly technical content, to manage certain unique state requirements, etc.).	33.33% 1
▼ We use a vendor primarily for purposes of quality assurance.	0.00% 0
▼ We use a vendor or consultant for more than one of the above reasons.	0.00% 0
▼ Other (please specify):	Responses 0.00% 0
TOTAL	3

Please share the name of the vendor or consulting firm used.

Answered: 2 Skipped: 23

Specific Responses:

1. Currin Compliance.
2. Currin Compliance.