1974. No. 251 **[C]**

INSURANCE

Contents of Advertisements

REGULATIONS, DATED 4TH OCTOBER 1974, MADE BY THE DEPARTMENT OF COMMERCE UNDER SECTIONS 41 AND 53(1) OF AND SCHEDULE 3 TO THE INSURANCE COMPANIES AMENDMENT ACT 1973.

The Department of Commerce, in exercise of the powers conferred upon it by sections 41 and 53(1) of and Schedule 3 to the Insurance Companies Amendment Act 1973(**a**) and of all other powers enabling it in that behalf, hereby makes the following regulations:

Citation and commencement

1.—(1) These regulations may be cited as the Insurance Companies (Contents of Advertisements) Regulations (Northern Ireland) 1974 and shall come into operation on 1st November 1974.

(2) The Interpretation Act (Northern Ireland) 1954(**b**) shall apply to these regulations as it applies to a Measure of the Northern Ireland Assembly.

Application

2.—(1) Subject to paragraph (2), regulations 3 and 4 shall apply to any insurance advertisement which invites any person to enter into or to offer to enter into, or which contains information calculated to lead directly or indirectly to any person entering into or offering to enter into, any contract of insurance (other than a contract of reinsurance) with an insurer named in the advertisement the effecting of which by him would constitute the carrying on by him of ordinary long-term insurance business and is issued at a time when the insurer named in the advertisement is not authorised to carry on that class of business in Northern Ireland by or under section 4 of the Insurance Companies Act (Northern Ireland) 1968(**c**) or in Great Britain by or under section 3 of the Insurance Companies Act 1974(**d**).

(2) Regulations 3 and 4 shall not apply to any insurance advertisement if the insurer named in the advertisement is permitted to carry on ordinary long-term insurance business in Northern Ireland otherwise than by virtue of an authorisation to do so by or under section 4 of the Insurance Companies Act (Northern Ireland) 1968 or is permitted to carry on that class of business in Great Britain otherwise than by virtue of an authorisation to do so by or under section 3 of the Insurance Companies Act 1974.

3. An insurance advertisement to which this regulation applies shall include the words "An insurance company which does not and is not authorised to carry on in any part of the United Kingdom business of the class to which this advertisement relates" and those words shall appear prominently—

(*a*) immediately after or alongside the statement of the name of the insurer, or

(a) 1973. c. 58.
(b) 1954. c. 33.
(c) 1968. c. 6 (N.I.).
(d) 1974. c. 49.