**Section 2003.25 Definitions**

Advertisement means any printed or published material, audiovisual material and descriptive literature of the health care plan used in direct mail, newspapers, magazines, radio scripts, television scripts, billboards, websites, electronic mail and similar displays; and any descriptive literature or sales aids of all kinds disseminated by a representative of the health care plan for presentation to the public, including, but not limited to, circulars, leaflets, booklets, depictions, illustrations, form letters and prepared sales presentations and any other written or oral representations delivered by any means.

Code means the Illinois Insurance Code [215 ILCS 5].

Director means the Director of the Illinois Department of Insurance.

Policy means all or any part of the forms constituting the contract between the insurer and the insured, including the policy, certificate, subscriber contract, riders, endorsements, and the application if attached, that are subject to filing with and approval by the Director.

(Source: Added at 25 Ill. Reg. 10190, effective July 30, 2001)