**Section 8000.90 Course Advertising**

a) The Secretary reserves the right to review and approve all advertising regarding an approved motor vehicle accident prevention course that is offered for liability premium reduction.

b) Advertising by a Provider approved to administer or conduct an approved course must conform with the following:

1) it may not use or allow the use of advertising that portrays the Provider as a representative or employee or in any other way associated with the Secretary of State's Office;

2) it may make no false or misleading claims or statements in any of its advertising relating to insurance premium reduction or program effectiveness and benefits;

3) print and digital advertising must provide the course fee or fee schedule and shall include a statement advising persons to consult with their insurance carrier regarding the premium reduction; and

4) all advertising must indicate that the Provider and course has been and is currently approved by the Secretary of State.

(Source: Amended at 46 Ill. Reg. 6651, effective April 11, 2022)