
DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 612 Original

2026 Regular Session

Green

Abstract: Establishes a prohibition against insurers incorporating advertising expenditures into their rate-setting processes. Outlines the procedures for asserting trade secret protections related to rate filings and stipulates the conditions which the public may access the filing information. Sets penalties for false claims of trade secret protection.

Present law defines "institutional advertising expenses".

Proposed law repeals present law.

Present law defines "expenses" for purposes of insurance rate regulation and excludes loss adjustment expenses and institutional advertising expenses from the definition.

Present law also prohibits an insurer from considering its institutional advertising expenses when setting rates.

Proposed law removes the limitation to institutional advertising expenses and prohibits insurers from considering any advertising expenses when setting rates. Proposed law makes corresponding changes to the definition of "expenses" and to the rating standards.

(Amends R.S. 22:1452(C)(7) and 1454(B)(3); Repeals R.S. 22:1452(C)(9.1))