

The Insurance Agent and Broker's Guide to Privacy



The Guide to Privacy is the one-stop source for information concerning the impact of the new federal privacy requirements on insurance agents and brokers. This is a "must read" for anyone facing the impending deadline.

Across the country, countless insurance companies, agents, and brokers are struggling to come into compliance with the unprecedented new privacy obligations placed on the insurance industry by the Gramm-Leach-Bliley Act (GLBA). Most insurers and agencies will need to be in compliance by **July 1, 2001** – and this deadline is approaching quickly!

The *Insurance Agent and Broker's Guide to Privacy* is the insurance industry's most definitive guide to complying with GLBA's privacy requirements, and it is now available in print and electronic (PDF) format. The comprehensive guide explains the new privacy rules; helps agents and brokers develop their own policies and notices; highlights the privacy obligations imposed by other federal laws; and generally serves as a nuts-and-bolts manual on privacy.

The guide is composed of two parts – a 22-page opening memorandum and a 97-page appendix section. The 13 appendices address a host of issues related to privacy compliance – from the most basic issues (including guidance on drafting privacy policies, opt-out notices, and joint marketing agreements) to more sophisticated concerns (including information about the European Union's Privacy Directive and on-line compliance).

The *Insurance Agent and Broker's Guide to Privacy* has been developed by the Independent Insurance Agents of America (IIAA) in conjunction with some of the country's leading experts on privacy and the Gramm-Leach-Bliley Act. It is a meaningful and helpful tool for those in the insurance industry that must come into compliance with these significant new privacy requirements. The *Guide to Privacy* is also recommended to law firms and consultants who will be assisting agents, brokers, and insurers comply with GLBA.

To order either a printed or electronic version of the guide, please complete the form below and return it to IIAA. Electronic orders will be sent to the e-mail address you provide.



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