

BULLETIN

A Communication for
Financial Professionals



DATE: December 21, 2023

TO: Consumer Markets Financial Professional, Management, Office Administrators, and Technical Staff

SUBJECT: Annual Reminder- Life Insurance and Annuities Sales Material Review
Procedures- Consumer Markets Financial Professional Created

Category

- | | |
|-------------------------------------|----------------|
| <input type="checkbox"/> | Administration |
| <input checked="" type="checkbox"/> | Compliance |
| <input type="checkbox"/> | Marketing |
| <input type="checkbox"/> | Product |
| <input type="checkbox"/> | Underwriting |
| <input type="checkbox"/> | Miscellaneous |

State insurance laws require every insurer to establish and maintain a system of control over the content, form, and method of dissemination of all sales material used in connection with the sale of its variable and non-variable, life insurance policies and annuity contracts. In order to maintain this system of control, you are required to submit all sales material that can be used in connection with the sale of a Pacific Life life insurance policy or annuity contract to the Consumer Markets (CM) Sales Material Approval Process for review and approval prior to its use, regardless of by whom it is written, created, designed or presented.

Pacific Life's approval process is designed to review sales material for compliance complying with applicable state insurance laws, regulations regarding sales material as well as to mitigate potential litigation and liability risk. Pacific Life considers sales material to be any material designed to create public interest in life insurance, annuities, an insurer, or a insurance producer (financial professional); or to induce the public to purchase, increase, modify, reinstate, borrow on, surrender, replace, or retain a policy.

Examples of sales material include, but are not limited to:

- Concept presentations incorporating life insurance (such as a deferred compensation plan or an estate tax analysis) or annuity (such as retirement planning and annuity),
- Letters to potential or existing clients such as direct mail marketing/form letters,
- Prepared sales talks, presentations, and materials for use by financial professionals,
- Brochures, flyers, circulars, newsletters,
- Material published or designed for use in newspaper, magazine, directory, or other public media such as website, audiovisual materials and scripts or other electronic media,
- Standardized or personalized performance reports or summaries, or customized illustrations ([see attached bulletin regarding unapproved spreadsheet](#))
- Material used for the recruitment, training, and education of an insurer's financial professionals which is designed to be used or is used to induce the public to purchase, increase, modify, reinstate, borrow on, surrender, replace, or retain a policy/contract,
- Social media platform used for business purposes (e.g., Facebook, LinkedIn, Twitter)

We encourage the use of advertising and sales material created and designed by the Pacific Life home office. These materials have been approved for use and may serve your needs. We make these available to you on our producer websites and in our product sales kits.

Please note: Pacific Life logos, service marks or trademarks may not be used without our home office's prior written permission.

The Compliance Reference Guide (CRG) and Primer are other resources that focus on compliance issues and provide expectations regarding these issues when selling Pacific Life's life insurance and annuity products. Please review all updated information and apply to your practices appropriately.

You are also required to submit sales material that may be used in connection with the sale of a Pacific Life variable product to your Broker-Dealer for approval in accordance with your Broker-Dealer's compliance procedures. Pacific Life may request for additional information about these submissions such as Broker-Dealer approval and/or FINRA letter. The submission to Pacific Life and the submission to your Broker-Dealer may occur simultaneously or independent of one another; however, keep in mind that if your Broker-Dealer requires changes after Pacific Life's approval, you are required to resubmit the changed piece to Pacific Life for approval.

Approval of sales material by Pacific Life expires three years from the date of the approval, unless otherwise indicated. If you wish to continue using such sales material after its expiration, please resubmit it for review and approval as outlined above. Additionally, if sales material previously approved by Pacific Life is rewritten, excerpted, or customized, you must resubmit it for review and approval.

As a reminder, material approved for use with financial professional may not be provided to clients. When utilizing client approved material, you are responsible for ensuring that you fully understand the material contained therein and provide your client with a complete representation of the features of the policy including, but not limited to, the restrictions, conditions and limitations of any benefits described therein.

Pacific Life is required by state law to communicate to you that failure to comply with these procedures may result in disciplinary action up to and including termination of your appointment and if applicable, the Non-Variable Producer Agreement with Pacific Life.

Please contact your Consumer Markets, Marketing Representative for questions on how to submit sales material to Pacific Life for review and approval.

Additional information including guidelines for communicating and creating sales material:

- Life (Resource Center, Compliance)– [Lifeline.Pacificlife.com](https://lifeline.pacificlife.com)
- Life Broad Market (Compliance) - [Producer Bay](https://producerbay.pacificlife.com)
- Annuity (Announcement) – [Annuities.Pacificlife.com](https://annuities.pacificlife.com)

For further questions please contact the following area for support:

Procedures and sales material

- Life - Cynthia San Souci: Cynthia.SanSouci@pacificlife.com
- Annuity - Eileen Jares: Eileen.Jares@pacificlife.com
- Supplemental illustration/presentation - Christine Vaughan: Christine.Vaughan@pacificlife.com

Marketing/submission process

- Paul Kos: Paul.Kos@pacificlife.com

Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.



PACIFIC LIFE

**Pacific Life Insurance Company
(800) 800-7681 • www.PacificLife.com**

**Pacific Life & Annuity Company
(888) 595-6996 • www.PacificLife.com**

Pacific Life refers to Pacific Life Insurance Company and its subsidiary Pacific Life & Annuity Company. Insurance products can be issued in all states, except New York, by Pacific Life Insurance Company and in all states by Pacific Life & Annuity Company. Product/material availability and features may vary by state. Each insurance company is solely responsible for the financial obligations accruing under the products it issues.

Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker-dealer, insurance agency, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims-paying ability of the life insurance company.

The home office for Pacific Life & Annuity Company is located in Phoenix, Arizona. The home office for Pacific Life Insurance Company is located in Omaha, Nebraska.

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