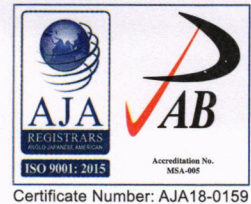




Republic of the Philippines
Department of Finance
INSURANCE COMMISSION
1071 United Nations Avenue
Manila



Circular Letter (CL) No.:	2019-018
Date:	22 April 2019
Supersedes:	None

CIRCULAR LETTER

TO : ALL REGULATED ENTITIES OF THE INSURANCE COMMISSION

SUBJECT : GUIDELINES ON THE USE OF BUSINESS NAMES

WHEREAS, there are entities regulated by the Insurance Commission which are engaged in two or more industries such as: the Insurance, Pre-Need or HMO;

WHEREAS, the entities which are engaged in two or more industries regulated by the Insurance Commission use a common or dominant business name and/or business logo in the papers or documents they issue to the general public;

WHEREAS, in using a common or dominant business name and/or business logo, there is a significant risk that confusion might arise concerning said entities' clients, policyholders, members or stakeholders, as the case may be, since such clients, policyholders or members or stakeholders cannot be presumed to know if the product they are dealing with or presented to them is an insurance, pre-need or HMO product;

WHEREAS, there is a need for this Commission to address such significant risk to avoid confusion it can cause to the general public and/or the companies' stakeholders;

NOW, THEREFORE, pursuant to the powers granted to the Insurance Commissioner under Section 437 of the Insurance Code, as amended by Republic Act ("R.A.") No. 10607, the guidelines on the use of business name is hereby promulgated:

SECTION 1. Business Name as Used in Advertising, Marketing or Promotional Purposes