

**Agenda Item 4(c)(i)(1)
July 20/21 EOC Meeting**

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Sent: July-12-21 9:44 AM

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Subject: Update: Proposed UDAP Rule Upcoming Second Consultation

Hello All,

Thank you for participating in FSRA's first public consultation on the Proposed Unfair or Deceptive Acts or Practices (UDAP) Rule this past Winter and Spring. We appreciate the feedback that you provided through your written submissions and follow-up meetings.

I am sending you this email to provide you with advance notice that FSRA will be initiating a second consultation on revisions to the Proposed UDAP Rule on July 14, 2021. The new consultation will be hosted on FSRA's website and will include the revised Rule. The [web page](#) for the first consultation will also be updated with a document that includes a summary of feedback received and FSRA's responses.

The amended UDAP Rule is intended to deliver on FSRA's commitment to promoting safety, fairness and choice for Ontario's insurance consumers. The Proposed Rule has been drafted in an outcomes-focused manner that enhances consumer protection and provides clearer definitions of UDAP. Once approved, the new UDAP Rule will be a key step towards principles-based regulation that encourages innovation, competition and choice.

FSRA welcomes any further feedback from you on the Proposed Rule. We encourage you to visit our [website](#) on or after July 14 and submit feedback through the online portal no later than August 11.

Thank you again for your engagement on this important rule.

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