

Request for Website Approval

Legal & General America

Before making a request for a Website compliance review, please:

- Read the conditions for approval in the [Website Compliance Guidelines](#) to ensure the submission meets expectations.
- For further guidance please contact your Internal Wholesaler.
- Remember that websites developed by an agent must be reviewed first by the general agency and submitted to Legal & General America by the general agency through which the business is written.
- To submit, please email the form to mdcompliance@lgamerica.com.

Upon receipt by Legal & General America:

- Once reviewed, the Compliance Department will contact you with requested modifications.
- The Website is not considered approved until you have received a response from the Compliance Department, have made any necessary changes, and notified the Compliance Department that the modifications have been made.

This form must be submitted to the Legal & General America Compliance Department and must be accompanied by the proposed copy. The advertisement may not be used until requested changes are made, final copy is sent to the Compliance Department and acknowledgement of the final has been provided.

Compliance questions should be directed to the Compliance Department by email at mdcompliance@lgamerica.com.



Request for Website Approval

Legal & General America

SUBMITTED BY BROKERAGE GENERAL AGENT

BGA Agency Name _____ BGA Number _____

BGA Contact Person _____ Phone _____ Fax _____

Does this advertisement have your approval? Yes No Date _____

Website URL _____ Requested for _____

1. What is the official name on the agent/agency license/contract? _____

Banner contract name _____ Banner code # _____

William Penn contract name _____ Penn code # _____

2. What companies does your website include? Banner William Penn

3. Who is the intended audience? _____

4. Does the site link to a Legal & General America site? Yes No

If yes, to what page(s) does it link? _____

5. Does the site include Banner and/or Penn premiums, rates or provide quotes? Yes No

6. Does the site include Banner, Penn, and/or Legal & General America logos? Yes No

Note: Banner and Penn logos should be replaced with Legal & General America logos. Logos can be found on the Partner Dashboard at partner.lgamerica.com/marketing/BrandResource.

7. Can a Banner and/or Penn product illustration be generated from the site? Yes No

If yes, are illustrations run from Legal & General Illustration Manager A system developed by _____

8. If you answered yes to question 7, 8 or 9, where do the rate files come from?

Data files from Legal & General America Other vendor _____

9. Does the site request more extensive personal data that results in quotes sent to consumers? Yes No

If yes, how are quotes sent? By mail By email Other _____

Please provide a sample of materials sent.

10. Is the site interactive in that personal information entered by site visitors is added to applications and new business forms?

Yes No

If yes, how are the forms returned to the potential customer for completion and signature?

Customer prints from site Sent by email to customer Mailed to customer

If yes, do the interactive questions exactly match the Banner/Penn application and criteria? Yes No

11. Does the site include Banner, Penn, and/or Legal & General America forms? Yes No

If yes, where do the form files come from?

Link to Banner/Penn site Copy/Scan PDF files from Banner/Penn site Other _____

12. Is your site encrypted? Yes No If yes, what encryption standard is used? _____

13. If a password is required for website access, please provide for review purposes:

Username _____

Password _____

