

**[ CIRCULAR LETTER NO. 2018-07, January 29, 2018 ]**

**AMENDMENT TO ITEM 7.18 OF INSURANCE COMMISSION  
CIRCULAR LETTER NO. 2014-47 ON THE USE OF MOBILE  
APPLICATION FOR THE DISTRIBUTION OF INSURANCE  
PRODUCTS**

*Adopted: 16 January 2018  
Date Filed: 29 January 2018*

**WHEREAS,** IC Circular Letter No. 2014-47 dated 21 November 2014 on "Guidelines on Electronic Commerce of Insurance Products" recognizes the use of mobile application as a form of electronic commerce of insurance products;

**WHEREAS,** a mobile insurance application is a type of mobile application that may be preinstalled in the mobile device, an item in the SMS menu of the network carrier, or downloaded by the user through any of the digital platforms;

**WHEREAS,** the use of mobile insurance application for the distribution of insurance products will improve market penetration, promote product awareness, improve efficiency in the delivery of insurance products and provide an alternative platform accessible to the general public using technological advancements;

**WHEREAS,** there is a need to set the guidelines in the use of mobile insurance applications for the distribution of insurance products;

**NOW WHEREFORE,** pursuant to the authority of the Insurance Commissioner under Sections 50 and Section 437 of the Insurance Code, as amended by Republic Act No. 10607, Item 7.18 of IC Circular Letter No. 2014-47 on the Guidelines on Electronic Commerce of Insurance Products is hereby amended as follows:

"7.18 The use of the mobile application should be with prior approval of the Commission. The mobile application should be registered with the major digital platform like Apple, Inc. App Store and Google, Inc. Google Play and Microsoft Windows Marketplace and must possess the requirements of these guidelines as applicable to the website of the insurance provider.

***"The mobile insurance application may be pre-installed in the mobile device, an item in the SIM menu of the network carrier, or downloaded by the user through any of the above-cited digital platforms. The mobile application insurance shall only be accessible and used within the Philippine territory. Only***